

PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

## **New styles added to best-selling Karen Millen eyewear collection**

THIS summer will see the hotly anticipated unveiling of Karen Millen's new eyewear styles.

Exclusive to Specsavers, the latest range - which includes 26 trend-led glasses - showcases the British brand's uncompromising attention to detail.

Aimed at confident women who know their own style, the vibrant collection will be in Specsavers stores nationwide from 18 July.

Styles have been designed to embrace powerful femininity with contemporary silhouettes and considered details. From animal-print to raspberry tones, and in a variety of shapes, there's a style to flatter all faces.

Priced at £125, including standard single-vision lenses, the range is included in Specsavers' two for one offer.

### **Key new season styles include:**



KM 105



KM 112



KM 113



KM 121



KM 103



KM 104



KM 106



KM 102



KM 111

- Ends -

[specsavers.com](http://specsavers.com)



[specsavers official](https://www.youtube.com/specsavers)



[specsavers](https://www.facebook.com/specsavers)



[@specsavers](https://twitter.com/specsavers)

Issued by Beattie Communications on behalf of Specsavers

**For more information please contact the National Press Office team**

T: 020 7053 6000

E: [nationalspecsavers@onlybeattie.com](mailto:nationalspecsavers@onlybeattie.com)

#### **Specsavers notes to editors**

- Specsavers is a partnership of almost 2,000 locally-run businesses throughout the world -all committed to delivering high quality, affordable optical and hearing care in the communities they serve.
- Each store is part-owned and managed by its own joint venture partners who are supported by key specialists in support offices
- More than 28 million customers used Specsavers in 2014 and the partnership had a turnover of more than £2bn.
- More than one in three people who wear glasses in the UK buy them from Specsavers.
- Specsavers is a champion of the National Health Service – of its 19.2m customers in the UK, 60% are from the NHS and the company is the largest provider of free NHS digital hearing aids
- Specsavers supports several UK charities and is in partnership with RNIB for a public awareness campaign to transform the nation's eye health.