



PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

February 2019

Gary Barlow is the face of Osiris Eyewear

Stylish specs brand unveils new ambassador



GARY BARLOW has lent his sense of sartorial style to the latest collection of glasses from Osiris Eyewear, available exclusively at Specsavers.

Pictured in the familiar surroundings of a recording studio, Gary looks smart in a selection of the new glasses, which take inspiration from minimalist Nordic architecture – coupled with warm colour tones inspired by the Italian Riviera.

Gary, who started wearing glasses four years ago, says: ‘As someone who loves accessories – and glasses are the perfect accessory – working with Osiris is the ideal partnership.

‘I think there’s no difference between creating music and someone crafting a design, such as glasses. It’s all in the decisions that are made to bring something to life – the creativity and artistry are the same.

'I like the fact the glasses are stylish but don't rely on trends and each frame has a classic, timeless feel that really works with any look.

Priced from £99 for two sets of frames and available from 14 February, Osiris Eyewear has been brought to life by a collection of European design houses, using the finest materials such as Italian acetate.

He continues: 'The glasses are so well made, they're also really comfortable, you hardly know you're wearing them!'

The 38-strong range – plus six sunglasses – is designed for style-conscious men and women who appreciate great design and whose clothing choices are influenced by classic style, not fashion trends.

Gary adds: 'The great thing about the collection is that it's encouraged me to try new styles I wouldn't usually go for. In fact, it's been really hard for me to pick a favourite.

'Knowing you look good and feel comfortable can be a real confidence boost.'

Gary's favourites include:



30744233 £99



30744202 £129



30744103 £99



30744325 £99



30744097 £129



30745728 £99

And his top pick of ladies frames include:



30769434 £129



30744264 £129



30769496 £129



30744318 £129



30769366 £129



30745735 £129

- Ends -

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

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 36 million customers are registered with Specsavers and the partnership had a turnover of more than £2.6bn in 2017/18
- 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 22.2m customers in the UK, 55% 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.
- Specsavers runs a home-visiting service in the UK and Ireland for those who cannot get to their local store unaccompanied.