



ESPRIT ECOLECTION PRESS RELEASE S/S 2024

ECOLLECTION: Fashionable eyeglasses with a purpose



Mix the playful, cool and modern style of ESPRIT with responsibly made materials. What do you get? The Ecollection – a range of sophisticated, high-quality optical and sunglasses that are on-trend, inclusive and inspired by earth-friendly values.

Ecollection glasses are special. Each frame is made of material that is responsibly sourced and certified by the Forest Stewardship Council®. This plant-based bio-acetate material is processed using organic plasticizers that break down naturally, so there's less impact on our environment. For glasses wearers, it's also good to know that as well as being planet-sensitive, these frames are light, durable, UV resistant and have a metal core for easy adjustment.

As the days get longer and warmer, revamp your spring and summer wardrobe with new-season essentials – like these glorious new Ecollection glasses and sunglasses. Edgy, rounded or cat-eye, each model is an authentic fashion statement. Highlights of these new looks include unique material layering, patterned and transparent tones as well as striking dark and light color contrasts. Color-wise, designers take their cues from the catwalk for a palette that's in sync with the latest trends. Rusty red, sweet rosé and a fresh take on classic black make these frames even more eye-catching.

ESPRIT Ecollection Optical Looks

ET33508 (Man) See and be seen this summer in these very masculine rectangular eyeglasses from the ESPRIT Ecollection. Available in vivid green or blue, soft brown and classic black, these flexible and light-wearing frames are made of patterned bio-acetate and are compatible with polycarbonate lenses.

Colors
535 Brown
538 Black



ESPRIT

543 Blue
547 Green



ET33509 (Woman) Looking good is effortless this season thanks to these feminine, subtly square-shaped eyeglasses. Soft summery tones of blue, rosé, gray and brown elevate this understated eyewear. Made of light eco-acetate material and featuring a metal core, these frames feel very comfortable to wear and are easy to adjust.

Colors
505 Gray
515 Rose
535 Brown
543 Blue



ET33510 (Woman) Layering keeps you cool and fashionable all summer long. These panto eyeglasses mirror that effect with transparent and matt tones layered on the front. Available in wine red, unique teal, soft brown and pale gray, the keyhole bridge is another exquisite highlight that adds even more individuality to this look.

Colors
505 Gray
508 Teal
513 Wine
535 Brown



ET33511 (Small fit) These angular eyeglasses deliver a fashion edge that puts the wearer center stage. Dark notes of red, blue, brown or black contrast with lighter tones on the clever double-layered front. Perfect for petite faces, this earth-friendly frame is UV resistant, durable and ideal for all-day wear.

Colors
531 Red
535 Brown
538 Black
543 Blue



ESPRIT Ecollection Sunglasses

ET40084 (Unisex) Look good, protect your eyes and make a sustainable choice with these fashion-forward sunglasses from the ESPRIT Ecollection. Designed for everyone, the bold square shape, rusty red, black or blue color selections and, in particular, the distinctive 3D pattern on the front, put these comfortable, bio-acetate shades in a league of their own.

Colors

531 Red

538 Black

543 Blue



ET40085 (Woman) Stunning design features make these gorgeous sunglasses irresistible: the fetching cat-eye shape, alluring rosé or turquoise tones, the on-trend 3-D pattern on the temples and the delicate color transparencies. Also available in all black with transparent temples, pop these on and your sun-ready style is complete.

Colors

515 Rose

538 Black

563 Turquoise



ET40086 (Man) Young and fun, these soft, square-shaped sunglasses are the go-to shades for effortless and sustainable fashion style. Made of bio-acetate, this model looks as light as it feels to wear. Fresh blue, gray or brown are expressed in airy transparent tones on the rims while temples are solidly colored and show off a singular on-trend 3-D pattern.

Colors

505 Gray

535 Brown

543 Blue





For high resolution images please use this link:

<https://photos.app.goo.gl/qB4uJUMPfryJpvpZ8>

About ESPRIT:

Known and beloved in the 80s, ESPRIT is an iconic lifestyle brand. Tapping into its innovative brand origins, rooted in creativity, community and playfulness, ESPRIT puts forward a confident and current aesthetic world around its “rules don’t apply” brand promise. This world aims to attract the existing brand fans nostalgic for the brand as well as the young generation of consumers who are wearing the ESPRIT-pioneered styles without even knowing it. ESPRIT’s brand direction comes to life through mischievous communication, aspirational visual language, cutting-edge retail experience and the new and differentiating product direction that mixes urban and country styles, dressiness and informality and is designed for all genders. Building upon being playful, modern, and cool as the three core brand pillars, ESPRIT is reinventing itself as the ultimate icon for the post-icon age.

With a commitment to being the pioneer of a hyper-personalized consumer experience, ESPRIT opened a global network of innovation headquarters. Design and creative is led out of New York as the brand’s Global Creative hub. Amsterdam supports the network with its focus on technology and denim innovation, while Hong Kong remains as the global administrative headquarters. ESPRIT has presence in more than 30 markets around the world and has been listed on the Hong Kong Stock Exchange since 1993.

About CHARMANT Group:

For over 65 years, CHARMANT Group has been renowned worldwide for its pioneering work in the research and development of new technologies in the optical industry. By striving for perfection and through its uncompromising high product quality, the Japanese company has developed into one of the most important producers and suppliers in the highly competitive international ophthalmic optics market. With its goal to unreservedly fulfil the wishes and demands of its customers, CHARMANT can always be depended upon for premium quality and outstanding service. This engagement and passion are clearly perceived in both CHARMANT Group house and licensed brands. Thanks to the company’s expertise in the production of superior eyewear frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.