

ESPRIT

ecollection

100% RECYCLED OCEAN PLASTIC

ESPRIT ECOLECTION SUNGLASSES PRESS RELEASE S/S 2021

Esprit brings fashion in line with sustainability through on-trend, high-quality clothing and accessories that fit comfortably, look great and care for our environment. By putting smart design, responsible production and recycling at the core of its business model, Esprit is forging a path as a visionary environmental leader that cherishes the people-planet connection.

The new spring summer 2021 Esprit ecollection sunglasses are made 100% from the plastic debris that spoils our precious oceans, coastlines and waterways. This smart and inspiring recycling action reduces pollution and avoids the production of new plastic. Eyewear engineers refashion waste into nickel-free, corrosion-free, safe material that is perfect for the creation of lightweight, well-fitting sunglasses.

Three hip models push design in a timeless, casual direction with iconic frame shapes for men and women realised in mono or dual tones and boasting solid or striking gradient lenses. To top it off, these chic accessories come in sustainable Esprit cases that are made of reprocessed paper and flat packed, reducing the carbon footprint and environmental impact of shipment.

With this new ecollection range, Esprit eyewear continues to support the environmental NGO WeForest and its mission: a new tree will be planted for every ecollection frame sold until 31st July 2021.

ET40045 Women

Be fabulous and show that you care for our planet with these gorgeous sunglasses from Esprit eyewear ecollection. The rounded frame is charmingly feminine and features on-trend color gradient lenses that are tone-in-tone with temples. This great summer style is made of 100% recycled ocean plastic.

Colors

515 Rose

538 Black

547 Green



ET40046 Unisex

This must-have sunwear comes courtesy of Esprit's sustainable eyewear ecollection. The handsome unisex profile evokes iconic 1950s sun looks with its vintage bold expression and black front. Purple and navy blue models flaunt gradient lenses and temples in matching

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tones. Light, comfortable and UV resistant, this nonchalant impression is completely made from recycled ocean plastic.

Colors
507 Navy blue
538 Black
577 Purple



ET40047 Men

Throw some cool shade this summer with Esprit. Elegant, casual and supremely comfortable, these urban-inspired, casual sunglasses are from the eyewear ecollection, so they are made of 100% recycled plastic material collected from oceans waste. Available in classic all-black, this sleek look is also available with blue or green temples and matching colored lenses.

Colors
538 Black
543 Blue
547 Green



For high resolution images of the new Esprit ecollection sunglasses, please use this link:
[High resolution images](#)

About The Charmant Group:

For over 60 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 for the uncompromising high quality of its products, the Japanese company has developed into one of the most important producers and providers 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 on for the highest quality awareness and outstanding service. This engagement and this passion are clearly seen in Charmant Group house brands as well as licensed brands. Thanks to its expertise in the production of high-quality spectacle frames and its comprehensive global sales network in over 100 countries, Charmant Group is greatly respected as a reliable business partner.

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