

WHY USE RECYCLED MATERIALS?

With the majority of eyewear created from virgin plastic and acetate, the Cameo Sustain range offers an ecofriendly solution in all areas from the material of the frame, to the packaging and even to our point of sale.





plastic bottles are used every year worldwide



3-4 BOTTLES = 1 PAIR OF GLASSES

Vitally, that means approximately

15,600 BOTTLES

have been reincarnated in the first

Cameo Sustain collection

3 BILLION UNITS of eyewear polybags are consumed each year

Each Cameo Sustain frame will come in a biodegradable polybag made from BD8, a revolutionary biodegradable plastic that is eco-friendly, equally resistant and can be naturally broken into carbon dioxide, water, and biomass.

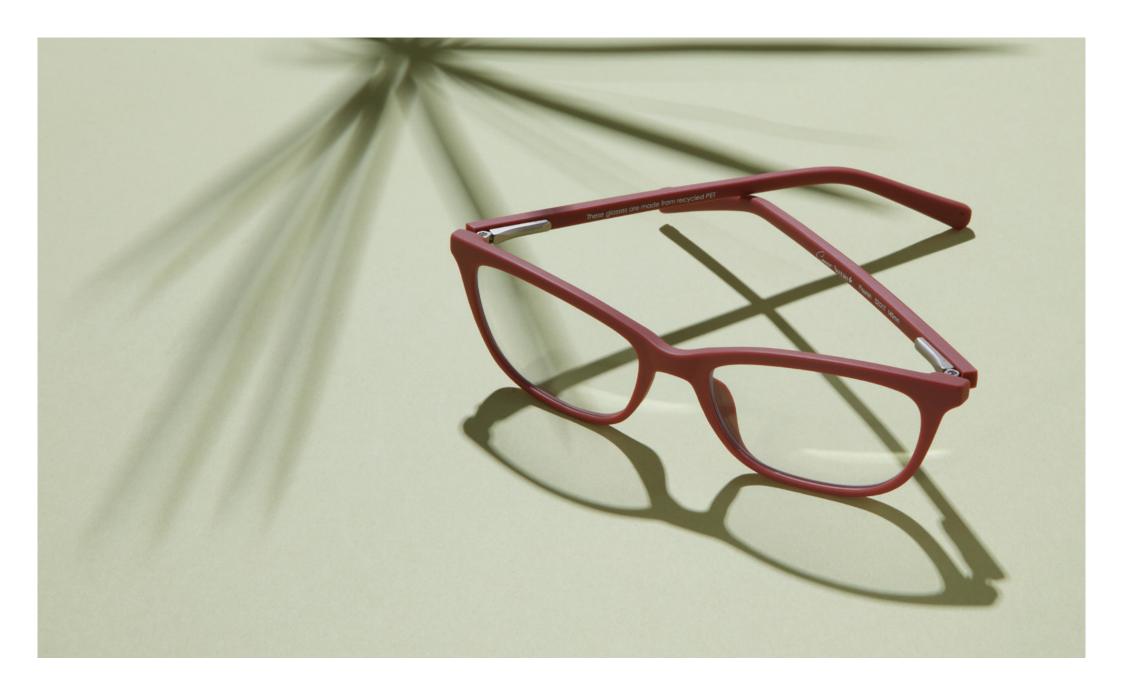




Cameo Sustain uses biodegradable lenses that will naturally decompose in landfill, leaving behind just carbon dioxide, water and biomass.

Every year, 4,000
TONS of clear
lenses are wasted

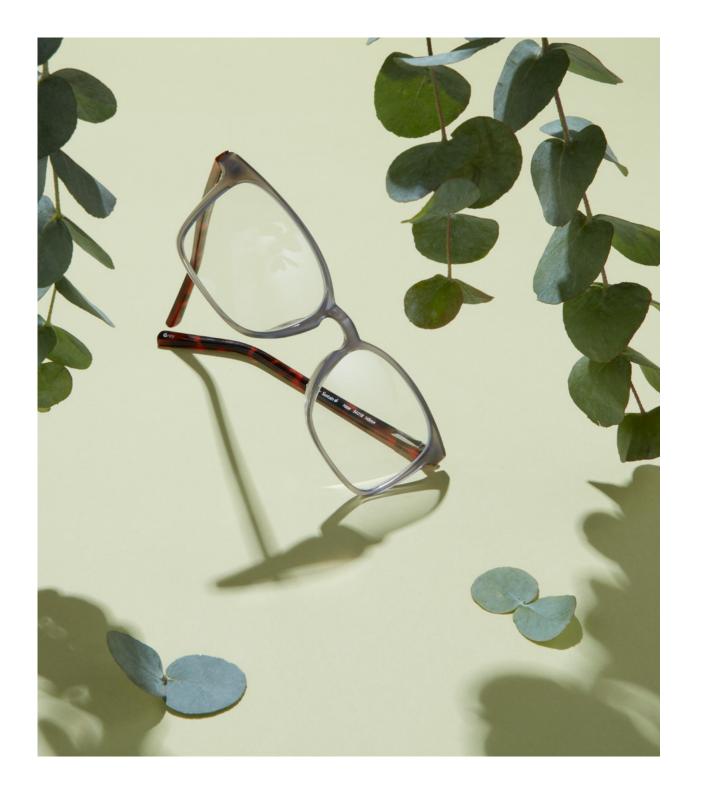




FLOURISH • ROSE

See page 12





HAZE • GREY
See page 13





SKY • TEAL See page 16



Explore the collection...

From our frames to our lenses, Cameo Sustain offers a completely sustainable alternative to your everyday pair of glasses.

The 13-piece collection features vibrant temples with beautifully sprayed tips and eco-friendly printing and spraying materials. For the designers colourway was key in this collection, incorporating many smoky, frosty, and milky effect colours to represent environmental components such as sea glass and washed-up plastic.

Every frame is named after a natural element such as Glacier, Mountain and Waterfall. The frames are available in a variety of shiny and matte finishes to suit all tastes.

VIEW FULL COLLECTION ONLINE

Autum

A unisex frame in a classic rounded shape, making for a brilliant everyday frame choice. Available in two colourways, inspired by the 'Autumn' nature of its namesake: Blue & Tort.

Colour: Blue

Style: Unisex

Size: 48-19-145

An elegant, rounded square frame which features a shorter bridge and colour detailing on the temple tips. Available in two subtle colourways: Blue & Purple.

> **Size:** 54-16-145 **Style:** Unisex

Colour: Blue



Colour: Tort



Colour: Purple



VIEW ONLINE





Flourish

A petite, feminine rectangular frame that is sure to flatter many face shapes. Available in two colours: Rose, with a unique matte finish and Red, with a striking glossy finish.

Size: 52-17-145 **Style:** Feminine



Colour: Rose



Cameo Sustain V

Forest

A masculine frame presented in a classic rounded edge shape. Available in two colours that draw inspiration from the 'Forest' name of the frame: Green & Tort.

Size: 50-20-145 **Style:** Masculine

Colour: Tort



Colour: Green



Glacier

A masculine frame with large square rims. Available in two bold colours, that are directly inspired by the 'Glacier' name of the frame: Blue & Grey.

Size: 53-18-145

Haze

An especially masculine frame with its wide, squared shaped rims. Available in either classic Black or hazy Grey with striking tort temples.

Size: 54-18-145

Style: Masculine

Colour: Grey

Style: Masculine



Colour: Blue



Colour: Black

Colour: Grey



VIEW ONLINE





Lichen

A time-honoured rectangular shaped frame, boasting two different colour choices: a muted, subtle Green or a Black with colour blocking on the temple tips.

Size: 55-17-145 Style: Masculine

Colour: Black



Colour: Green



VIEW ONLINE



A particularly feminine frame with its oversized, dramatic cat eye shape. With intricate ombre colour detailing on the temple tips. Available in either Purple or Green.

Size: 53-17-145 **Style:** Feminine

Colour: Purple



Colour: Green



Sustain VIEW ONLINE

Nountain

A rectangular frame that features subtle ombre colour detailing on the rims. Available in two timeless colours: Blue & Grey.

Size: 56-15-145 **Style:** Masculine

Colour: Grey



Colour: Blue



VIEW ONLINE

Serene

An overly feminine frame, in a sleek cat eye shape. An excellent choice for a stylish frame that will elevate your everyday wardrobe. Available in three distinct colours.

Size: 54-16-145 **Style:** Feminine

Colour: Blue



Colour: Black



Colour: Purple



Cameo
Sustain V



This frame's radiant colour choices make for a fashionable and stylish choice- drawing direct inspiration from midnight skies and warm summer nights colour palettes.

Size: 51-18-145 **Style:** Feminine





Colour: Purple



VIEW ONLINE



Go bold with this oversized masculine square shaped frame. Both colour-ways boasting interesting detailing on the temples. Available in either Grey or Tort.

> **Size:** 56-18-145 Style: Masculine

Colour: Grey



Colour: Tort



Sustain 🗸

Waterfall

Inject a pop of colour into your everyday wardrobe with this stylish, rounded frame. Available in two colours, inspired by the 'Waterfall' name of the frame: Purple & Teal.

Size: 53-18-145 **Style:** Feminine





Colour: Purple





