



*Cameo*  
Sustain 

**EYEWEAR • REINCARNATED**

**Made from 100%  
Recycled Materials**

# WHY USE RECYCLED MATERIALS?

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

**500  
BILLION**

plastic bottles are used  
every year worldwide



**3-4 BOTTLES = 1 PAIR OF GLASSES**

Vitaly, 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

A collection of approximately 15 plastic water bottles in various colors (white, yellow, pink, light blue, purple) arranged in a circular pattern on a white background. The bottles are slightly tilted and appear to have condensation on them.

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**CAMPAIGN  
PHOTOGRAPHY**



**FLOURISH • ROSE**

See page 12





**HAZE • GREY**  
See page 13

**LICHEN • GREEN**

See page 14





**SKY • TEAL**  
See page 16



**WATERFALL • PURPLE**

See page 17



# 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\*\*](#)

# Autumn

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.

**Size:** 48-19-145

**Style:** Unisex

**Colour:** Blue



**Colour:** Tort



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# Cloud

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:** Purple



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# 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:** Red



**Colour:** Rose



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# 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



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# 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

**Style:** Masculine

**Colour:** Grey



**Colour:** Blue



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# 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:** Black



**Colour:** Grey



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# 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



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# Meadow

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



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# Mountain

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



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# 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



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# Sky

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:** Teal



**Colour:** Purple



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# Verdant

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



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# 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:** Teal



**Colour:** Purple



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