



# Cameo

SUSTAIN



EYEWEAR • REINCARNATED

Made from 100%  
Recycled Materials

# WHY USE RECYCLED MATERIALS?

Most eyewear on the market is still made using virgin plastic and acetate.

The Cameo Sustain collection provides a greener choice across every stage, from frame materials through to packaging and point of sale.

*Cameo*  
Sustain

500  
BILLION

plastic bottles are used  
every year worldwide



3-4 BOTTLES = 1 PAIR OF GLASSES

This means approximately  
**15,600 BOTTLES**  
have been given a new life in the first  
Cameo Sustain collection.

# *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.

# 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



# 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



# 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



# 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

Style: Masculine

Colour: Grey



Colour: Blue



# Haze

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

Size: 54-18-145

Style: Masculine

Colour: Grey



# 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



# 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



# 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



# 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



# 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



# 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



# 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



**3 BILLION UNITS**  
of eyewear polybags are  
consumed each year

Each Cameo Sustain frame comes 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.

**4,000 TONS**  
of clear lenses are wasted each year

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



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