

From supercars to glasses: McLaren Automotive is launching its eyewear collection

Montreal, October 2019 - Richard Stortini President of Prisme Optical Group is proud to announce that he has signed an exclusive distribution agreement for the **McLaren eyewear** collection in Canada.

The British-based supercar maker has lifted the curtain on its inaugural range of sunglasses and ophthalmic frames. Made in collaboration with optical specialist L'Amy Group, the **McLaren Vision Collection** is made up of a wide mix of designs imbued with the **McLaren DNA**: lightweight and luxurious, with an emphasis on technical precision.

*"Designers from **McLaren Automotive** and the L'Amy Group combined their expertise to create unique products that set new standards for elite eyewear. Using industry-first technologies such as 3D-printed titanium frames and Leica sun lenses, the McLaren Vision Collection epitomises the design innovation and pioneering technical excellence that is at the core of the McLaren brand's DNA."*

Mike Flewitt, Chief Executive Officer, McLaren Automotive

The collection is made up of Core, Premium and Bespoke frames. The latter set utilizes Industry-first **3D-printed titanium frames** and option of face-scanning technology for the perfect tailored fit. Available as sunglasses or with prescription lenses, the different styles in each range are characterized by innovative design and advanced materials, reflecting the technical elegance of McLaren cars.

The collection is also the first to use **Leica's Eyecare latest lenses** which feature AquaDura Vision anti-reflective, hydrophobic and oleophobic coatings as well as special tints for specific environments and uses: driving, skiing, sailing, city life, and playing golf.

The Premium collection, was awarded the SILMO d'Or Design Award for Technology and Innovation when it was previewed in 2018 at the SILMO optical trade show in Paris.

- The **McLaren eyewear** collection is set to hit independent eyewear specialists in mid-October.

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