



MIRAGE AND NORTH SAILS APPAREL ANNOUNCE LICENSING AGREEMENT FOR THE PRODUCTION AND DISTRIBUTION OF NORTH SAILS-BRANDED SUNGLASSES

June 2021 - Mirage - one of the most advanced (and historic) producers of Polyamide (Nylon) eyewear in history and the first in Italy to have used amorphous Polyamides since the 1980s and Grilamid TR90 since the early 1990s - and North Sails Apparel have signed a licensing agreement for the production and distribution of North Sails-branded sunglasses. Distribution has recently started on the Italian market through Mirage's network of agents and will subsequently be extended to Europe and the rest of the world.

The partnership between the two companies is underpinned by shared values and a common entrepreneurial vision driven by an ethical and sustainable business culture, with investments in cutting-edge plants and energy-efficient processes that contribute to a reduced impact on the environment; continuous research and development of materials to produce sustainable and recycled eyewear; staff training to promote ethical behavior in the workplace: these are just some of the actions Mirage has taken on its path to innovation, which will be completed when it obtains the UNI EN ISO 14001-15 certification.

Since 2017, North Sails has aimed to become more environmentally sustainable as it is aware that resources are not unlimited and it is therefore necessary to develop innovative production processes to reduce waste, use renewable energy and choose recycled and recyclable materials.

Founded in 1957 by Lowell North, a US sailor and Olympic gold medalist, North Sails has established itself as the world's leading sailmaker over the decades. Lowell's dream of creating the best and fastest sails lives on in the clothing and accessories collections, which are designed to allow the wearer to concentrate freely on what they really want, whether they are sailing on the waves of the sea or going about their daily business.

The eyewear collection pays a tribute to the concept of exploration, a key element of the brand and, in keeping with the North Sails GO BEYOND motto - which means to go beyond one's limits, where others can't go - launches the motto SEE BEYOND - an invitation to see beyond, in the same spirit.

All models are made in Italy and, in keeping with the brand's commitment to Ocean Conservation, are made of technical (including floating), eco-sustainable and recycled materials (such as fishing nets), with high-performance lenses to guarantee a top-class viewing experience. The packaging is also made from 100% recycled materials.

The urban-tech look of the collection combines Italian design and functional details in a line of men's and women's eyewear designed for extreme sports, but which can also be worn in a casual context, always with the brand's modern and distinctive flair.

North Sails sunglasses will be available at selected opticians and in flagship stores worldwide.

Press contact:
ZED_COMM | Silvia Boccardi | +39 327 2236481 | silvia@zedcomm.it