



BIO-BASED, TREND FOCUSED

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WHO: For those who love the planet and want to be a little kinder to our home, without giving up their personal style.

WHAT: Bio-based acetates have risen as a popular, versatile and eco-friendlier frame material, and this trend toward putting sustainability first is only going to continue. Bio-based frames run the gamut in terms of style, aesthetic and audience, offering something for everyone concerned about the planet, no matter their personal preferences.

WEAR: From **Luxottica's Arnette**, style DEIMOS is an edgy, ultra-cool semi-rim visor crafted in the same biobased acetate that all Arnette frames use—proving that loving the Earth can still be trend-forward and super sleek. **De Rigo's Chopard** launched a Responsible Collection this year; style VCH297, made from metal and bio-based acetate obtained from wood and cotton, is a beautiful example of how a luxury and

sustainable mindset can come together to create something truly special. From **Eco Eyewear, Willow** combines a curved square and a classic cat eye to create a universally flattering and loveable frame. Willow, like all Eco Eyewear frames, is created with sustainability top of mind—in this case, with castor seed oil bio-based acetate. Finally, from **Tura's Ted Baker Bio Collection**, style BIO894 is a classic, refined frame now offered in biodegradable acetate—part of the brand's mission to avoid opening new molds and instead reproducing best-selling silhouettes in a more Earth-friendly acetate.

WHY: Bio-based acetates are just one way to lessen our industry's impact on the planet—something patients and customers value more and more every day. Across the eyewear industry, sustainability is a trend that's here to stay.

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