



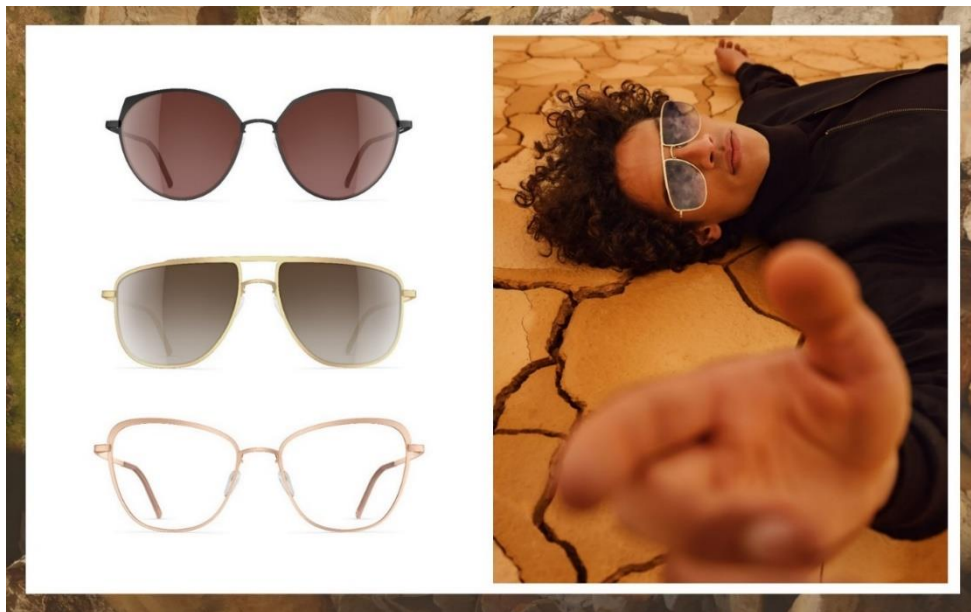
## CHANGING THE PERSPECTIVE – FIRE COLLECTION

**NEUBAU EYEWEAR presents strong shapes and a striking color palette for summer**

Inspired by the color diversity of the earth, this summer NEUBAU EYEWEAR is celebrating the third release from its “Changing the Perspective” collection. Going by the name of **FIRE**, the new collection represents the element of fire with strong shapes and vibrant nuances for a sustainable summer.

Drawing on the power and vivacity of blazing fires, the Austrian premium eyewear label is presenting two sunglasses and three optical models for the coming summer season. The models, with frames made entirely of recycled stainless steel, come in metal tones ranging from silky rose matte, silver matte and gold matte to graphite matte and black ink. Expressive shapes such as the popular aviator models **Franz** and **Gabriel** with a double bridge, classic Panto style **Nik** and extravagant cat-eye models **Heidi** and **Betty** reflect the collection’s fiery temperament.

The latest collection is also proving the pioneering spirit of the Austrian brand when it comes to sustainability and design. With local, resource-efficient production, continually evolving material innovations and the use of sustainable materials, NEUBAU EYEWEAR is continuing its take on “Sustainable Avantgarde” with the new **FIRE** collection.



This year’s “Changing the Perspective” theme draws its inspiration from the four elements: water, air, fire and earth. The combination of sunglasses and optical models stands out with its use of bio-based materials, like naturalPX and natural3D, as well as recycled stainless steel. The color palette ranges from muted earthy tones to pastels and off-colors.

Priced at €250 for the sunglasses and €280 for the optical models, the **FIRE** collection is part of NEUBAU EYEWEAR's Foundation Collection and will be available from July 2021. NEUBAU EYEWEAR will be adding to its product range in August 2021 with the optical models **Ella**, **Luca** and **Maxime** – from the same family and also made of recycled stainless steel.

## About NEUBAU EYEWEAR

With "Sustainable Avantgarde" as its credo, Austrian brand NEUBAU EYEWEAR is synonymous with excellent, premium-segment eyewear design based on the foundations of a sustainable brand philosophy. Since it was established in 2016, the committed label has been combining aesthetically designed sunglasses and spectacles with the highest quality standards and dynamic technological innovation. The brand's idealism is reflected in its utmost respect for people and the planet, along with its use of bio-based materials and resource-efficient "Handmade in Austria" production. After introducing its 100% bio-based material innovation natural3D in 2020, from 2021 independent company NEUBAU EYEWEAR will be concentrating on the further development of progressive ideas to set new benchmarks in style and sustainability.