

SUNNY CORDS: the most popular brand with stylish eyewear chains

Never lose your sunglasses again and have a sophisticated accessory as the finishing touch to your outfit. Dutch designer Flo Kemp started her own brand, Sunny Cords, in Sydney. After the success in Australia and Europe, she now launches the collection with stylish eyeglass cords in other parts of the world.

From Amsterdam to Sydney

Entrepreneur Flo Kemp decided five years ago to exchange the Netherlands for sunny Sydney. The idea for Sunny Cords arose out of sheer necessity: after losing or damaging her sunglasses for the umpteenth time, she started looking for a stylish sunglass chain. "To my great surprise, this accessory was nowhere to be found in Australia - and yet everyone here wears sunglasses 24/7 because of the warm climate."

Timeless jewellery

And so Sunny Cords was very appropriately born on the beach, from a love of travel and accessories. A cord for glasses that looks like a piece of jewellery. Characteristic is the use of surprising accents such as feathers, coloured glass stones and tassels. The handmade sunglass chains are suitable for various styles and occasions. A bohemian piece for the beach or a festival, a minimalist design to wear to the office or with a classy outfit.

Statement piece

Meanwhile, the eyeglass cord is back again. Both in the Netherlands and Australia, the item is making a comeback as a trendy accessory. "It is perhaps the ultimate combination of functionality and fashion," says Flo Kemp. "No more sunglasses getting tangled in your hair when you put them on your head. And the chance of losing your glasses ever again is small. But the eyeglass cords from Sunny Cords are designed in the first place as a subtle finishing touch to your outfit."

About Sunny Cords

Flo Kemp (34) exchanged the Netherlands for Australia six years ago. From bustling Sydney she started her own brand, Sunny Cords. The handmade eyeglass cords are designed with an eye for detail with an emphasis on beautiful materials and fresh

combinations. From bohemian chic to timeless and minimalistic: the versatile collection offers something for everyone.

www.sunny-cords.com

Note to editors/not for publication: For more information, interview requests or high-resolution images, please contact Sunny Cords.

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