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Alpine Eyewear launches its brand-new collection to be found in opticians' shops



A year ago, Alpine launched Alpine Eyewear, the new eyewear brand developed in collaboration with 15-1 Diffusion, a specialist in the high-end optics sector.

For the occasion, Alpine Eyewear presented a collection called "Première Edition", in reference to the Alpine A110 of the same name.

The frames are still available on the dedicated website alpine-eyewear.com. The collection featured an exclusive top of the range and sporty frame, available in 3 finishes: Alpine Blue, Black and Brushed Aluminium.

Building on this initial success, Alpine Eyewear is today launching its new collection, available in optician networks. Designed to bring visual comfort on a daily basis, the collection is available in three versions: **Altitude**, the high-end model made of exceptional materials; **Légende**, inspired by iconic glasses with a timeless look; and finally **Chrono**, the sporty range with an assertive design. As with the first collection, all models are available in optical, sunglass and sunglass at sight.

The new Alpine Eyewear collection takes its inspiration from the Alpine A110, from which it takes up some of the stylistic codes such as the sleeves reminding the headlights and the arrowed A found on the hinges of the frames.

In addition, the colour range has been expanded: customers will be able to choose from a variety of colour combinations such as yellow and black, blue and red, blue and tortoiseshell and many more.

Beyond style, the emphasis is on quality with the use of noble materials such as aluminium and carbon, specific to the A110, as well as Japanese titanium, a very high quality, light and rustproof metal. **In total, the partner opticians will be able to offer up to 66 variations in order to best meet the expectations of each customer.**

Availability:

At the beginning of December 2020 on the dedicated website <https://www.alpine-eyewear.com/> and soon to order from independent opticians and partner optician networks in France and around the world.

Price: from 149 € TTC (recommended price in France for frames without glass).

For more information:

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