

Greenlife Online launches Australia's first 100% recycled sunglasses.



Retailer confident that new sunglasses will start trend in eco-fashion.

Australian Online retailer Greenlife Online has today launched a new range of men's and women's sunglasses, all made from 100% recycled materials.

The sunglasses are made by Blue Planet Eyewear, founded in California in 2009. Greenlife Online is Australia's first company to supply the Blue Planet brand of sunglasses.

The sunglasses are made from a range of materials including plastic, metal, fabric and even bamboo – all sourced from the excess that is discarded during traditional eyewear manufacturing, which would otherwise end up in landfill. The sunglasses come with polarised lenses and offer 100% UV protection.

"We're unbelievably excited about this new brand" said Greenlife Online owner Matthew Devitt. "I've been searching for completely recycled sunglasses to add to our range for some time, but there didn't appear to be anywhere in Australia to source them. The recycled eyewear from Blue Planet comes in classic frame styles that everyone will be familiar with, such as the Wayfarer, Clubmaster, and Aviator. With our new product range we give Australians a choice to wear popular styles, made in a completely sustainable way."

Aside from making eco-friendly sunglasses, Blue Planet Eyewear also donates a free pair of reading glasses to people in need around the world as part of their 'Visualise Change' program which started in 2012, with over 75,000 pairs of glasses already donated.

Mr Devitt believes Australian consumers have a growing interest in sustainable and ethical fashion products.

"We're seeing more and more demand for ethical brands – Australians love to get behind great brands, especially when they show they have a big heart at the core of it all. We're very proud to supply Blue Planet in Australia."

The recycled sunglasses range in price from \$69 - \$79, including free Australian delivery.

About Greenlife Online

Greenlife Online is an Australian retailer that specialises in eco friendly fashion accessories such as sunglasses, watches, wallets and phone covers, all made from sustainable and recycled materials. Their brands are carefully selected from around the world, with preference given to companies that give back to the planet, such as planting new trees or donating to charities. Free shipping is included on all Australian orders.

For more information visit www.greenlifeonline.com.au

Contacts

Matthew Devitt

0452 226 116

mailto: info@greenlifeonline.com.au