

It's a Wrap: OPSM's New Sunglass Technology

OPSM has launched a new lens technology, which it says will allow more than 80 per cent of sunglasses to be fitted with optical lenses, overcoming problems with prescription sunglasses not rating as highly in the fashion stakes.

Sydney's fashion industry A-list was on hand for the breakfast launch of the new lens technology at Café Sydney, overlooking Sydney's Circular Quay, last month.

OPSM is part of the Luxottica Group. Luxottica Chief Executive Officer Chris Beer said this latest innovation in optical lenses technology would "change the way optical lens wearers see the world around them".

He said recent clinical studies indicate that people who wear wrap sunglasses get greater protection against ocular UV than non-wrap and small lens sunglasses.

He said the new technology would ensure that optical glass wearers are given the same protection as their 20:20 vision counter parts.

Mr. Beer said OPSM's software technology and specialised wrap edging equipment enabled the company to provide its customers with quality wrap prescription sunglasses.

"This is a win-win situation for our customers since they'll get the style associated with many sunglasses but also ensure that their eyes are protected against UV rays," he said.

The advanced prescription sunglass technology was rolled out to OPSM stores in October.

