

PR Release – INVU Collection 2017

## INVU ultra polarized sunglasses – Outstanding quality at an affordable price

Zurich, October 2017

Finding high quality sunglasses at the local optician that don't "break the bank" can be challenging. Luckily INVU sunglasses by Swiss Eyewear Group are now available in over 10'000 optical stores worldwide to meet this demand. With retail prices starting at Euro 50 INVU offers unmatched value for money. Recent GfK market research highlights the importance of this price segment and confirms the exceptional retail sell-out of INVU sunglasses.

All INVU sunglasses are designed and engineered in Switzerland and feature Swiss Eyewear Group's proprietary ultra polarized lens technology. The new 2018 Collection features a wide choice of elegant women's, contemporary men's and splashy trend models.

To learn more about INVU please visit [invueyewear.com](http://invueyewear.com) or contact us at [info@swisseg.com](mailto:info@swisseg.com)

*Swiss Eyewear Group (International) AG is a registered, privately held company with its headquarters in Zürich Switzerland. INVU is a registered trademark of Swiss Eyewear Group (International) AG and is distributed in over 85 countries around the globe.*



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