



MEDIA RELEASE

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Edge launches Folkal Eyewear Industry-first marketplace for sustainable frames

With a vision to make the eyewear sector the most sustainable in fashion, Folkal Eyewear (folkaleyewear.com) has launched with the first online marketplace dedicated to helping consumers make more sustainable sunglass choices, and an industry-first rating system to define which frames are better for the planet.

Folkal Eyewear is a joint venture between the venture division of creative agency Edge, and global eyewear giant, Safilo.

“We’re on a mission to transform sustainability in the eyewear industry from the inside out,” said Richard Parker, Executive Strategy Director and Partner at Edge.

“Folkal is the first marketplace to solely feature planet-friendly eyewear across multiple brands. Our ground-breaking rating system aims to provide total transparency around sustainability, encouraging the industry to change for the better, and helping consumers to understand what makes eyewear sustainable,” he continued.

Now more than ever, sustainability has become one of the keys to retail and consumer behaviour with 90 per cent of shoppers* in Australia and Asia saying they are willing to pay a premium. (*Bain & Co’s 2022 Report: Unpacking Asia-Pacific Consumers’ New Love Affair with Sustainability)

Despite this trend, many people place buying sustainable products in the too hard basket - 35 per cent of people don’t purchase due to a lack of information, a lack of sustainable alternatives or the time required to find them.

“All the data we’ve seen says the environment is no longer an afterthought, and brands need to demonstrate impactful environmental change. Folkal provides an exciting opportunity to raise the bar for sustainable e-commerce, meeting consumer needs with a trusted site where they can shop with confidence knowing every product has passed rigorous testing to earn their place on Folkal,” continued Parker.

While most fashion industry rating systems focus on brands, the Folkal Eyewear Rating System works at an individual product level, providing a sustainability rating of GOOD, BETTER or BEST for the product, case, process and transport.

The Folkal team initially developed the framework for their rating system in consultation with Edge Impact, who are one of the largest independent environmental consulting groups in Australia. These recommendations have been used by Folkal to create the product evaluation and scoring criteria and form the basis of Folkal’s industry-leading rating system.

“Safilo completed this process with us for launch, and only 300 styles were eligible to feature on the site. We have strict standards, but the door is always open to any brand that can meet our minimum threshold. We will work with Safilo and other manufacturers to improve their current rating with



more sustainable materials and processes, and look forward to adding more styles soon,” commented Fergus Stoddart, Growth and Partnerships Director and Founding Partner at Edge.

Folkal’s launch collection of sunglasses and readers includes top brands such as Polaroid, Smith, Hugo Boss, Under Armour, Kate Spade and Levi’s from renowned eyewear manufacturer Safilo.

“Safilo was a natural fit to partner with for launch. They have impressive sustainability credentials across a breadth of their range, and of course access to major brands that are obviously very desirable allowing us to scale quickly from a product viewpoint,” added Mr Stoddart.

Safilo’s Senior Director for APAC, David Pearson explained, “Globally we’ve been taking action in our plants and offices throughout the world to reduce our footprint on the planet – to reduce consumption of water and chemical components in our manufacturing processes, to install more environmentally friendly lighting, to reduce packaging materials, and to use eco-friendly and recycled materials in the manufacturing of our frames and lenses.”

When asked about the future of Folkal, Parker commented, “We’re thrilled to be working with Safilo as our launch partner. However, we want to create the world’s largest collection of planet-friendly eyewear to give consumers as many choices as possible. This means welcoming eligible third-party brands to feature on our site.”

“This is only the first step towards reaching our vision. We also plan to fund and support vital industry initiatives at the forefront of change. We’ve launched Folkal Eyewear to be more than just an ecommerce site, we see it as a movement,” added Parker.

To learn more about Folkal and experience its industry-first rating system visit www.folkaleyewear.com .

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For more information, to set up an interview or for images please contact:

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About Edge

Edge is an independent agency that uniquely fuses creative, content and connections to challenge the way brands engage. Standing at the crossroads of big brand ideas and personal digital experiences, Edge makes brands relevant. Relentlessly. The agency has offices in Sydney and Melbourne, servicing clients such as Tennis Australia, Moccona, Auto One, Watty! and Nulon – among others. For more information, visit www.edge.agency .

About Safilo

Established in 1934 in Italy’s Veneto region, Safilo Group is one of the eyewear industry’s principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets. The Group designs and manufactures its collections by blending stylistic, technical and industrial innovation with quality and skilful craftsmanship.

With more than 30 brands, Safilo’s portfolio covers all consumer segments: from Fashion Luxury – with Boss, Carolina Herrera, Jimmy Choo, Isabel Marant, Missoni, PORTS, Moschino and Safilo – to Lifestyle – with Carrera, Chiara Ferragni Collection, Dsquared2, Eyewear by David Beckham, Marc Jacobs, Levi’s, Tommy Hilfiger, Tommy Jeans, Kate Spade, Banana Republic, Fossil, HUGO, Juicy Couture, Liz Claiborne, Love Moschino, M Missoni, Pierre Cardin, rag&bone and Rebecca Minkoff – and Sports & Outdoor – with Smith and Under Armour – to the fast-growing Mass Cool segment –with Blenders, havaianas, Polaroid, Privé Revaux and Seventh Street.