



## Parafina Co. presents its new Spring/Summer 2018 Collection.

- The industry's most "green" eyewear company launches more than 100 references made from consumer waste such as plastic, aluminum or cork.
- The Spanish start-up has managed to gain a foothold in the market in just 3 years and already has a presence in 35 countries.
- The collection, which will be released at the beginning of March, is inspired by the iconic tones of South America; like the Amazonian green or the gray stone of Patagonia.

For Parafina Co. the word "trash" never existed. The waste is for the firm, founded in 2014 by Alfonso de Luján (1988) and Samuel Soria (1982), an opportunity to create eyewear, which isn't just not 100% recycled; but also flexible, light and completely anti-allergenic.

In 2015 they broke the industry's schemes by presenting the first eyewear collection entirely made from recycled plastic (r-PET). One year, - and 250,000 glasses later, -, they presented a new material; this time they launched themselves to recycle aluminum which proceed from soft drinks: The line, - "*See Beyond Trash*" - had a tremendous success breaking stock just a few months after hitting the stores.

This year they present a renewed collection in bright and cheerful tones inspired by the most emblematic tones of South America. Among them, we can find the intense blue of the azurite, the anthracite gray tone of Torres del Paine Natural Park (Chile) as well as the amber green of the deepest Amazon (Brazil).

In addition to the game with color, Parafina Co. introduces the cork among their materials. This new material is presented in two new styles, baptized, as is customary to do in Parafina Co. in natural or demographic landmarks: "*Niebla*" (Fog) and "*Laguna*" (Lagoon)

But there are many more changes introduced by Parafina Co. in its latest collection. The first, and probably the most bold, is the unification of its packaging; that unlike as in previous collections is no longer associated with the material that particular piece is recycled from; but endorses Parafina's Social Project. From now on, the client will

receive his glasses in a pencil case made, identical to the one received by the students that the brand grants, thanks to its own scholarship program financed with each sale.

It also renews its See Beyond Trash line in recycled aluminum with the presentation of two new models, (Storm and Delta) inspired by the most iconic forms of Italy of the sixties. With this new collection, each client will receive an ecological pencil, which reinforces the ecological and social message of the firm; and that, after use, the pen can be planted; allowing the client to grow their own garden.

It will be in March when the collection will be gradually introduced throughout its network, which already has presence in 35 countries and more than 1,000 points of sale. The collection has managed to recycle more than 22 tons of waste, which is equivalent to removing more than 234 vehicles from the roads.

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**ABOUT PARAFINA CO®**

At Parafina we work on developing glasses that combine unique and ecological materials with functionality and high design. All our collections, inspired by the sea and nature, combine high manufacturing technology and a great craft tradition. Parafina embodies the classic style with a continuous evolution through our tireless and innovative pioneering spirit, unprecedented in the optical industry. Our range of sunglasses, eyesight and reading are available in more than 35 countries, allowing individuals from all over the world to express their own style. For more information about Parafina CO®, our products and stores, visit [www.parafina.co](http://www.parafina.co)