

Beat: Lifestyle

## **NEWBAU EYEWEAR Now in France - Urbanity and Sustainability**

### **Respect Environment, Enjoy Aesthetics**

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**USPA NEWS** - Urbanity and Sustainability combined with Authenticity and Ingenious Wit, it is how often is describe Neubau Eyewear. More Famous for 'Silhouette' wich is an Austrian Brand of Sunglasses and eEglasses, founded in 1964. The Founders positioned their first Creations as Fashion Accessories, instead of Technical Visual Aids, and soon gained ground in Western Europe....

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The Marketing of th Company is on efforts made to respect the Environment and to enjoy Aesthetics at the same time. Conscious Consumption and forward-looking Production are the Focus, and it starts with the Material of the Frames, but also affects the Material of the Spectacle Case, cCearing Cloths, the POS Material, as well as the Support of Social Projects empowering Nature in Urban Surroundings.

NaturalPX is a Highly Developed Eco-friendly Polymer used in the manufacture of the Spectacle Frames from April 2017 onwards. NaturalPX is made from Organically sSurced and Renewable Primary Products, as 65% of it is based on an Oil extracted from the Seeds of Castor Oil Plants. The Lightness of the Material allows Comfortable Wear and gives the Models an Enjoyable Feel.

The Accouterments of the Products have been manufactured with an Eye on Utility and Ecology. For example, the Case is manufactured from a Cellulose Base and without any need for Glue, or the Cleaning Cloth, which is made from Recycled Plastic Bottles.

Source : Neubau Eyewear @ WeWork in Paris, on June 30, 2017

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