



# LE SPECS LABEL UPDATE FROM A LAND DOWN UNDER

photos **LE SPECS**

Iconic Australian label LE SPECS not only enjoys a cult following in the land Down Under but garners a global fan community including numerous celebrities. Backed by 40 years of tradition, last year marked the label's first release of an optical frames collection. Just the right time for a *Label Update* with Tanja Zwetkoff from German LE SPECS distributor *Tree Distribution*.

## Hello Tanja, how would you summarize LE SPECS' mission statement?

LE SPECS blends 40 years of lighthearted spirit and zeitgeist with the necessary seriousness that a relevant everyday – and luxury – product such as eyewear commands.

## Up until now you were primarily known as a fashion brand. Does that still apply?

There is no decade that fails to conjure the memory of an icon wearing sunglasses, whether it's James Dean, Sophia Loren or all the rock stars. Sunglasses have always been a fashion piece with a strong sense of expression. LE SPECS has always been at the forefront and set many trends – which continues to be the case today. The brand has also been evolving over time and takes wearability and quality quite seriously.

## You've also been quite active when it comes to collaborations. What is the spe-

## cial added value in the eyewear business?

LE SPECS does not want to be limited to releasing new interpretations of established silhouettes. Our collections are supplemented by fresh ideas from artists and designers that are free to take their own approaches toward wearability and execution of their designs.

## In how far does this approach extend to celebrities?

If there ever was a 'must have' product among celebs and VIPs, it has to be sunglasses. This is another area where our brand tradition comes in. Our reputation among stars such as Rihanna, Celine Dion or Meghan Markle is quite strong. For instance, our connection to Rihanna has also connected us to her designer and stylist Adam Selman.

## We can hardly wait to see the resulting collab. You're also highly prolific on social media. What are your most important channels?

Instagram is our key tool for communicating the story of LE SPECS. Aside from our products, it's mostly about the entirely positive attitude behind LE SPECS as well as our connection to the world's most beautiful locations.

## The current coronavirus crisis is igniting the debate around sustainability. What role does it play for your brand?

It's really a topic we here at LE SPECS take seriously. Aside from a low-impact manufacturing approach, LE SPECS is

also introducing the new *Le Sustain* collection this summer. All models in the collection consist of pressed grass as well as recycled thermo polymer – a concept that we've been advancing at the highest priority level.

## About one year ago you released the very first optical collection. What has been the response from opticians so far?

We introduced our first optical collection in collaboration with Blake Kuwahara at *opti 2019*. But to speak openly, feedback at the time was mixed, at best, but always constructive. We've extracted some great takeaways for our current 2020 collection and the new line has been well-received since the beginning of the year.

## What can opticians expect from LE SPECS in the near future?

Most of all an open cooperation at an eye level. This has always been, aside from our products, the main core competence and priority for our Australian team and us here in Germany. LE SPECS is a time-honored partner with an expansive target group that is not to be underestimated, as well as an extensive product selection.

## What else will be your main focus this year?

In response to the current situation, solidarity and mutual appreciation. LE SPECS is ready for our fifth successful decade. ▽ [www.lespecs.com](http://www.lespecs.com)