



## Press Release

### TOMS and ZEISS Introduce The Discoverist Eyewear Collection

**The new eyewear collection helps to see the world better and helps the world to see**

San Diego, CA / Aalen, Germany, April 5, 2016

TOMS, the One for One® company, has partnered with ZEISS, a world leader in optics, to create a special collection of eyewear that appeals to the adventurer in all of us.

Inspired by a shared love of innovation, discovery and helping the world to see, the Discoverist Collection features sunglasses with premium ZEISS polarized lenses in stylish and durable acetate frames. This premium collection of eyewear provides a sharp vision experience for the wearer, with purchases, in turn, helping to restore sight to individuals in need by funding eye exams, prescription glasses, sight-saving surgery and medical treatment.

The Discoverist Collection consists of eight different styles for men and women, in a variety of classic and fashion-forward silhouettes. All frames retail at \$228 and are available on [www.TOMS.com](http://www.TOMS.com) and select TOMS retail locations. The collection also features:

- 100% polarized lenses, which eliminate unwanted glare from reflective surfaces for safe and relaxed vision,
- UVA/UVB protection,
- RI-PEL TECHNOLOGY™, a special coating created by ZEISS that acts as a repellent to water and oil, making the lenses highly resistant to fingerprints and smudges.

This inaugural partnership between the two companies came about following a TOMS sight-giving trip to Paraguay. There, the TOMS eyewear team discovered that much of the clinical equipment used by their sight-giving partners was donated by ZEISS. Recognizing their mutual interest in creating high-performance sunwear and making vision care more accessible, the two companies partnered to accomplish both.

“We are excited to work with TOMS on this new sun wear collection, but this partnership is about much more than that,” said Veneeta Eason, Marketing Director – North America for Carl Zeiss Vision. “TOMS’ life-changing charitable work allows us to extend our own efforts to restore vision to people in need. We are very proud to partner with them.”



"While our entire eyewear collection helps restore sight to those in need, the ZEISS collection is particularly special," said Dr. Shira Shafir, Director of Social Innovation and Impact at TOMS. "This truly shows the power of two great brands working together to not only create a great product but also have an impact on the burden of preventable blindness worldwide."

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**About TOMS**

While traveling in Argentina in 2006, TOMS Founder Blake Mycoskie witnessed the hardships faced by children growing up without shoes. Wanting to help, he created TOMS, a company that would match every pair of shoes purchased with a new pair of shoes for a child in need. One for One®.

What began as a simple idea has evolved into a powerful business model. Realizing that One for One could serve other basic needs, TOMS launched other products including TOMS Eyewear in 2011, TOMS Roasting Co. in 2014, and TOMS Bags and TOMS High Road Backpack Collection in 2015. In keeping with the One for One promise, purchases of these products help improve the lives of people in need by helping restore sight, providing safe water, supporting safe birthing practices, and aiding bullying prevention programs. TOMS is in business to improve lives. With every product you purchase, TOMS will help a person in need. One for One®.

Further information at [www.toms.com/the-discoverist-collection](http://www.toms.com/the-discoverist-collection)

**About ZEISS**

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. The ZEISS Group develops and distributes semiconductor manufacturing equipment, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Semiconductor Manufacturing Technology, Research & Quality Technology, Medical Technology, and Vision Care/ Consumer Optics. ZEISS is represented in over 40 countries and operates more than 30 production sites, over 50 sales and service locations and about 25 research and development facilities.

In fiscal year 2014/15 the company generated revenue approximating €4.5 billion with around 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Further information at [www.zeiss.com](http://www.zeiss.com)

**Vision Care**

The Vision Care business group is one of the leading manufacturers of eyeglass lenses and ophthalmic instruments. The business group develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand. The business group is allocated to the Vision Care/Consumer Optics segment. In fiscal year 2014/15 the segment generated revenue of €1.007 billion with around 9,100 employees.