



Press Release

New Premium Frames: The ZEISS EYEWEAR Signature Collection

STEPPER EYEWEAR and ZEISS expand joint portfolio

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At this year's MIDO Eyewear Show in Milan, STEPPER EYEWEAR and ZEISS unveiled the new ZEISS EYEWEAR Signature Collection. The collection will be released in May and its eight models stand for premium frames that reflect the current trends, especially in terms of their design and materials.

A highlight of the collection are two frames made of buffalo horn, a natural product with signature harmonious colors and patterns. That's why every model made of this material is unique and helps the wearer make a real fashion statement. STEPPER EYEWEAR Germany also produces models using titanium, a solid, premium material with an intricate design. The frames are as subtle as they are elegant, which underscores their excellent craftsmanship.

Alongside the Architekt Kollektion, the Signature Collection is the second premium series in the ZEISS EYEWEAR portfolio. ZEISS stands for precise, top-quality customized lenses, and these frames perfectly round off the ZEISS look.

A range of models from the basic and sunglasses collections are also available. ZEISS and STEPPER EYEWEAR add new models to the collections every year. All the frames are available worldwide via the STEPPER EYEWEAR distribution network.

- > [Find out more about STEPPER EYEWEAR.](#)
- > [Find out more about ZEISS EYEWEAR.](#)
- > [Find out more about the Signature Collection.](#)

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About ZEISS

ZEISS is an internationally leading technology company that operates in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling more than 5.8 billion euros in its four segments Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: 30 September 2018).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future far beyond the optics and optoelectronics industries. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership.

Today the ZEISS Group is represented in almost 50 countries. About 30,000 employees worldwide work at more than 30 production sites, around 60 sales and service locations and about 25 research and development facilities. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

For more information, please visit www.zeiss.de

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The area is part of the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.

About STEPPER EYEWEAR Ltd.

For almost half a century, STEPPER EYEWEAR has made a name for itself as an outstanding brand for eyeglass frames created in close cooperation with eye care professionals. Back in 1961, the company's founder and Master Optician, Hans Stepper, developed an injection molding process to manufacture plastic frames. These products made him a true trendsetter. Since then, the company has leveraged this competitive edge to bring the most advanced eyeglass frames to market. The brand continues to pursue its mission to not only design frames, but also to make fitting these to the wearer's face and thus improving wearer comfort a top priority.

Ongoing investments in technology to improve the design and production as well as working with the latest materials for improving the comfort and fit of its frames constitute this brand's strong unique selling point. This commitment to manufacturing the best products while also maintaining a high standard of service has impressed customers all over the world, earning the trust and loyalty of consumers for decades.