

The Baker Summer 2022 range is coming in HOT!

A brand that is fast becoming South Africa's fashion eyewear favourite, Baker (link to: <https://www.execuspecs.co.za/page/baker>) exclusive to Execuspecs, has just launched their range for Summer 2022/2023 – and it is as hot as the European summer's heatwave!

Cayla Stuthard, head buyer for the Baker brand, says that this summer is all about big, bold and beautiful. 'This summer season, we encourage our customers to be brave and really embrace the bold styles that are not only on-point but are also designed to flatter and enhance every face shape.'

Stuthard says that the summer fashion runways were awash with these head-turning styles:

- Bold, bright colours. If you want to make a real statement with your sunglasses, go for bold colour. Enough said.
- Chunky acetate frames are everywhere, in every colour of the rainbow and shapes to flatter every face. Choose them in oversized shapes like oversized cat-eye sunglasses which are the pinnacle of chic and timelessness, or square frames that scream paparazzi.
- Vintage shapes with a modern twist, like these chunky Aviators in our range, are huge.
- Best of all, red has returned with a vengeance – so connect with your inner Elton John and rock those babies with confidence!

'The two philosophies that drive the Baker brand are outstanding design and exclusivity: neither of which would usually be associated with an extremely competitively-priced brand,' says Stuthard. 'Baker eyewear is crafted in Italy and the Italian passion for design, superior quality and craftsmanship can be seen in every pair. The range is designed so there is a frame for the minimalist fashionista, the adventurous trend-setter or the bold mould-breaker, whether you're man, woman or child. Plus our ranges are limited so you're unlikely to be sporting the same sunnies as many others. It also means that need to buy those frames that you've been lusting after because when they're sold out, they're gone forever!'

The vision for Baker is to inspire curiosity and encourage fans to see the world differently, and to make and shape their worlds through our eyewear. So own your unique look and find the perfect pair of Bakers to finish it off! Visit www.execuspecs.co.za to find your nearest store or simply buy them online.

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Notes to Editors

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