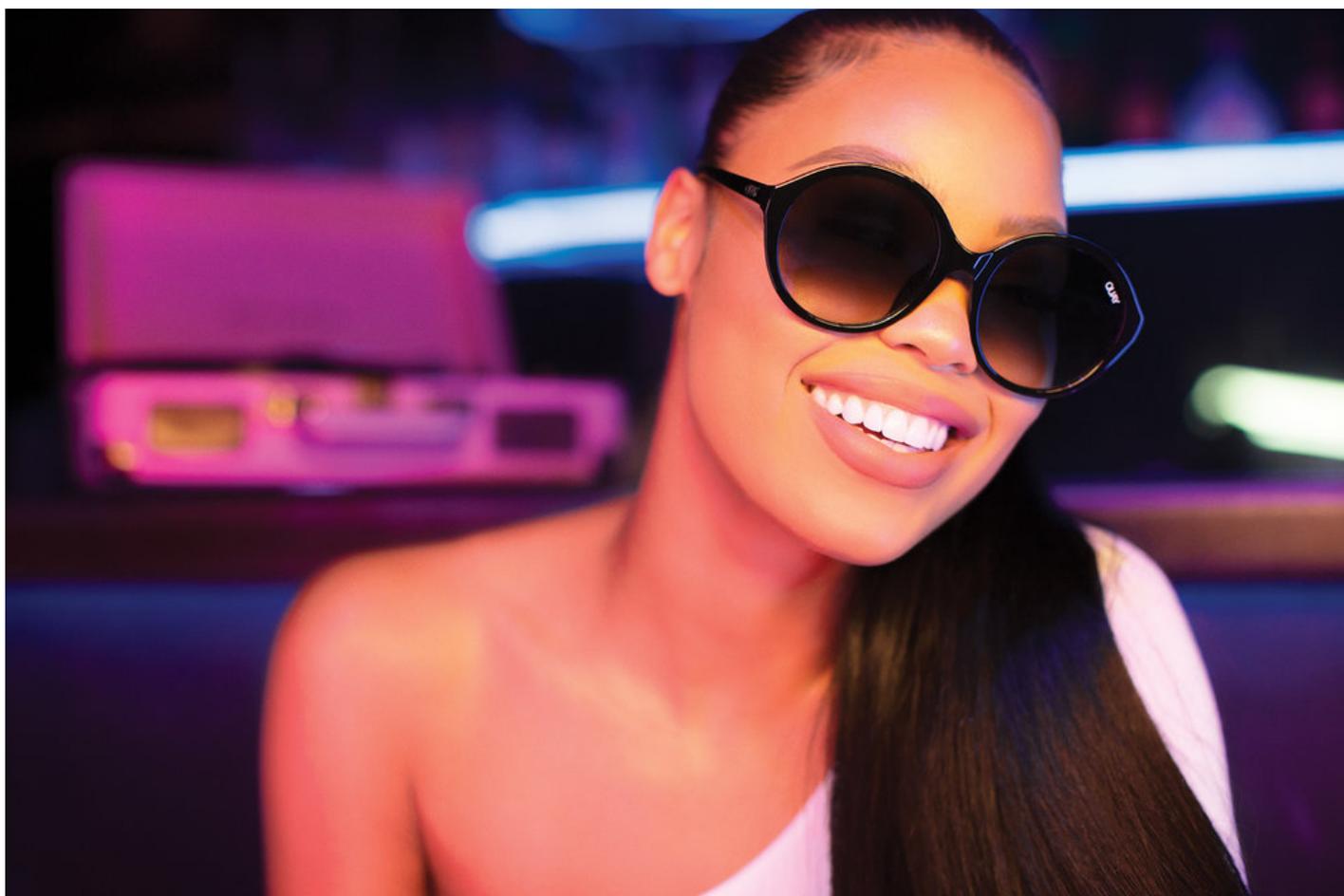




🕒 03 April 2019, 22:40 (AEDT)

QUAY AUSTRALIA AND BENEFIT COSMETICS ANNOUNCE PRETTY SHADY SUNGLASS COLLABORATION



Say hello to sunnies specifically designed to take you straight to babe-town. Introducing **#QUAYXBENEFIT**, a full sunglass range featuring three mega glam styles and a sunnies chain in shades of bold black and girly pink, inspired by the boss babes of **Quay Australia** and **Benefit Cosmetics**.

The capsule collection launched Worldwide on **April 3**, following an April Fools social media teaser frame called *All A Browed It* - "available from good retailers nowhere".





All #QUAYXBENEFIT sunnies include a limited-edition **pretty shady cleaning cloth** and baby pink **zip case** that doubles as a makeup bag.

QUAYXBENEFIT frames are **available now** until sold out, from quayaaustralia.com.au and retail stores worldwide.

Being pretty shady never looked so good.









Media Notes

- **Shade Queen** \$70 AUD / \$60 USD
- **Shook** \$65 AUD / \$55 USD
- **Tinted Love** \$65 AUD / \$55 USD
- **Sunglass Chain** \$18 AUD / \$15 USD
- Download Flat Lay images [here](#)
- Download Campaign images [here](#)

About Quay Australia

Quay Australia was born roadside on the festival circuit, surrounded by music artists and festival goers who inspired the brand to create notoriously cool, affordable sunnies for the nonconforming and freethinking. From dramatically oversized aviators to reflective lenses and bold cat eyes, Quay Australia has become a favorite for individuals with fearless style, a carefree attitude and fresh perspective.

For over 14 years, Quay Australia has built a #QUAYSQUAD that is loyal, passionate and looks to the brand to make them stand out in the crowd and set the trend for their latest accessories. Seen on countless celebrities and known for limited-edition influencer collaborations, Quay Australia is the go-to accessible brand for millennial men and women that makes them feel like they are part of the in crowd.

Quay Australia utilises a distinctive marketing strategy and omni-channel distribution model to develop, market and sell eyewear in 35 countries, with over 3,000 points of distribution, including 7 company-owned Quay Australia retail shops. QuayAustralia.com.au

ABOUT DXD AGENCY

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