



Vision Direct, Australia's Most Innovative Eyewear Store

Vision Direct is Australia's leading online fashion eyewear store, showcasing some of the most coveted luxury designer labels available. Founded in 2006, with pure ambition, passion and one purpose, to make famous designer labels such as Ray Ban, Tom Ford and Gucci, affordable to the fashion minded. Through sheer innovation and commitment to excellence, Vision Direct is revolutionising the way we buy eyewear online with their 3D Try-On technology. Customers can now Try-On hundreds of their favourite brands in front of their computer, one click at a time, never has trying-on been so fun.

Looking for reasons to buy from Vision Direct this summer? Here are **12 Great Reasons to go no further and buy today!**

- *Vision Direct offers unbeatable prices up to 40% off RRP*
- *Largest range of designer brands in Australia, with over 150 brands*
- *FREE upgrade to worldwide express shipping on all purchases*
- *Try before you buy with 3D Try-On computer software*
- *With each purchase enjoy a FREE Lens Care Kit valued at \$30*
- *FREE 100% UV protection, anti-reflective and anti-scratch coatings on all prescription lenses*
- *Exclusive 24-month warranty on all manufacturers' defects on eyewear*
- *Authenticity guaranteed plus original packaging including case, lens cloth and tags*
- *Our professional in-house customer service team is eager to serve you*
- *Celebrities' Pick – check our celebrity page to follow latest trends*
- *We're Aussies too – We know you well, We can serve you best*
- *Make a Difference – Vision Direct Buy One, Give One program, Start Giving Today!*

Vision Direct Charity Program - Buy One, Give One

In 2008, Vision Direct launched a charity program where for every pair of glasses purchased, we donate to a person in need through our one for one offer and partnership with the Australian Lions Association. Since launching Vision Direct has donated over \$1 million in eyewear to those in need.

Over 150 Top Designer Brands

At Vision Direct, we offer a vast range of over 150 luxury designer labels to choose from. Vision Direct's impressive collection of designer sunglasses include the latest styles from all major brands, such as Ray-Ban, Prada, Persol, and Gucci. We also feature top best sellers such as the ultra hip and classic Carrera Champion and the Persol PO0649.

Win Sunglasses with Vision Direct Social Media and Blog Competitions

Vision Direct is always looking for fun and new ways to make a social impact. With our very own fashion writers contributing to the blogosphere on our Sunglasses Guru blog, and our social media fanatics reaching out to our customers through Facebook, Twitter, Pinterest, Instagram and more. If there is social network, be sure to find us on it too.

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