10/10 Optics Highlights Sustainable Eyewear Collections in NYC

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NEW YORK, NY ? 10/10 Optics, a premier eyewear boutique in New York City, is proud to spotlight its wide selection of eco-conscious frames, featuring collections crafted with organic and recycled materials. With sustainability at the forefront of modern design, 10/10 Optics offers top brands like Rollo, Hoffman, Wesley Knight, Adam Mugavero, Lucas DeStael, Rigards, and limited collections from Deloor, providing stylish options that align with a greener future.

?Sustainability is not just a trend?it?s a responsibility,? said Dr. Ruth Domber, owner of 10/10 Optics. ?We?re proud to offer eyewear collections that allow our customers to look great while supporting eco-friendly practices. The use of organic and recycled materials in these frames not only reduces waste but also reflects the innovation and creativity of designers who care about the planet.?

Eco-friendly eyewear is an important step toward reducing the environmental footprint of the fashion industry, one of the leading contributors to global waste. By curating a collection of sustainable options, 10/10 Optics makes it easier for consumers to make choices that benefit the planet without compromising style, quality, or functionality.

Eyewear constructed from organic and recycled materials offers several benefits. Organic materials, such as bio-acetate and responsibly sourced wood, eliminate harmful plastics and non-biodegradable waste. On the other hand, recycled frames give new life to discarded materials, from metals to plastics, reducing the demand for virgin resources and lowering emissions associated with manufacturing.

?The designers we work with understand that eyewear can be both luxurious and sustainable,? added Dr. Domber. ?They?re crafting pieces that are timeless, durable, and environmentally conscious?pieces that customers can feel good about wearing every day.?

In addition to environmental benefits, sustainable frames are often lighter, hypoallergenic, and more comfortable for wearers. This aligns with 10/10 Optics? commitment to providing eyewear that enhances vision and elevates the wearer?s experience. Their curated collection reflects a marriage of eco-conscious design and cutting-edge style, offering something for every personality.

At the heart of 10/10 Optics? mission is a commitment to sustainability, community, and ethical practices. By choosing to stock brands such as Lucas DeStael, known for its hand-stitched leather frames, or Adam Mugavero, which prioritizes recycled plastics, the boutique exemplifies how small changes in consumer habits can drive industry-wide transformations.

10/10 Optics invites customers to explore these one-of-a-kind sustainable collections at their New York City location. Whether for a bold statement piece or everyday classics, their knowledgeable staff is ready to help customers find the perfect frame that aligns with their values and style.

Visit 10/10 Optics at their flagship store in New York City to explore their sustainable collections and make an eco-friendly choice for your next pair of frames. To learn more or schedule a personalized consultation, call (866) 279-6309 or visit www.1010optics.com.

About 10/10 Optics (NY)

For over 40 years, 10/10 Optics has been a leader in luxury eyewear, offering a carefully curated selection of premium frames, state-of-the-art optical technology, and exceptional customer care. Located in the heart of New York City, the boutique is known for its forward-thinking approach, blending timeless style with cutting-edge innovation. 10/10 Optics is committed to sustainability, providing eco-friendly and recycled eyewear options that empower customers to make environmentally conscious decisions without sacrificing quality or aesthetics.

To learn more, visit www.1010optics.com.

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10/10 Optics

10/10 Optics is a specialty eye care and eyewear boutique, and fixture in Manhattan for over 40 years. In that time,

we?ve redefined how people discover eyewear they love.

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