

Yay Sunshine Launches With Fashionable Sunglasses that Finally Fit Asian Women

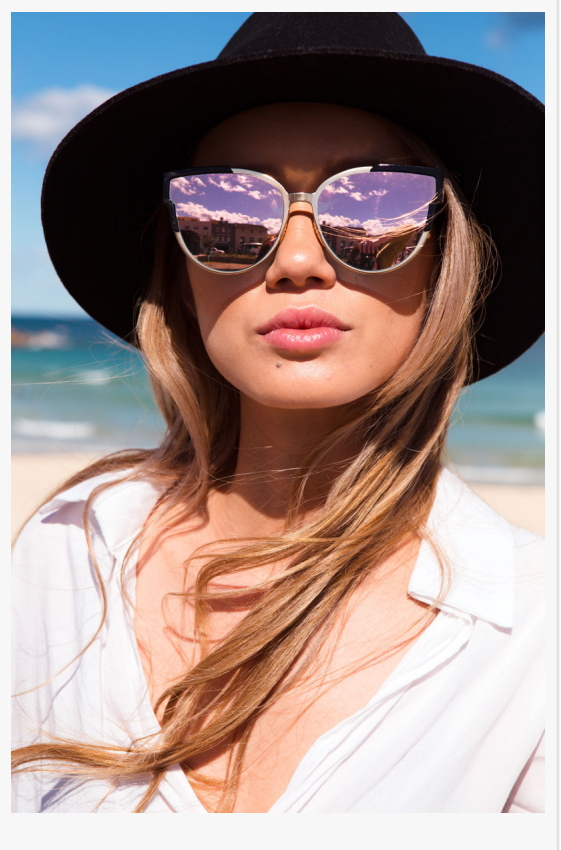
Specially shaped frames that match the facial features of asian women ensure a comfortable and secure fit

BONDI BEACH, NSW, AUSTRALIA, May 31, 2017 /EINPresswire.com/ -- It's a problem that millions of women struggle with, but which has been largely ignored by the fashion industry until now. While the majority of sunglasses are designed to fit caucasian women, very few sunglasses fit women of Asian-origin properly.

Many Asian women have much lower nose bridges but more prominent cheekbones than other races, which often means that their sunglasses actually sit on their cheeks rather than the bridge of their nose. The result? Sunglasses fogging up, slipping off and general discomfort. Not a good look.

Yay Sunshine has just launched their first range of fashion-forward, accessible sunglasses which finally fit women of Asian-origin properly, with three distinct features to ensure a better fit:

- A greater angle between sunglass arm and lens, so that the sunglasses sit away from the wearer's cheeks and don't rest on them.
- Deeper nose pads that sit on lower nose bridges.
- A flatter front profile, more aligned with the contours of Asian faces.



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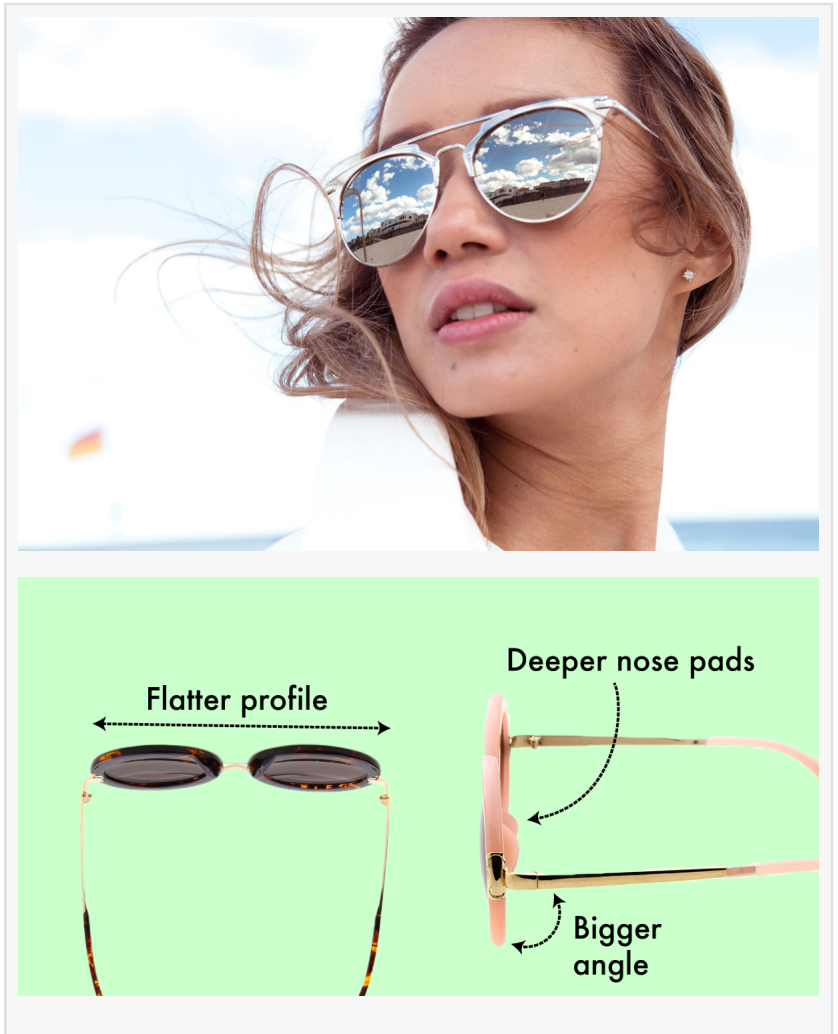
After years of trying to find sunglasses that fit, our sunglasses finally do! Yay Sunshine allows Asian women to enjoy the sunshine comfortably and look incredible while they do.”

Faith Smith

Yay Sunshine founder Faith Smith said, “We call it the ‘Finally Fit’, because after years of trying to find sunglasses that fit, our sunglasses finally do! No longer do we have to put up with uncomfortable sunglasses, or even going without. Yay Sunshine allows Asian women to enjoy the sunshine comfortably and look incredible while they do.”

Yay Sunshine's range of [asian fit sunglasses](#) are available now online and at selected retailers.

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