

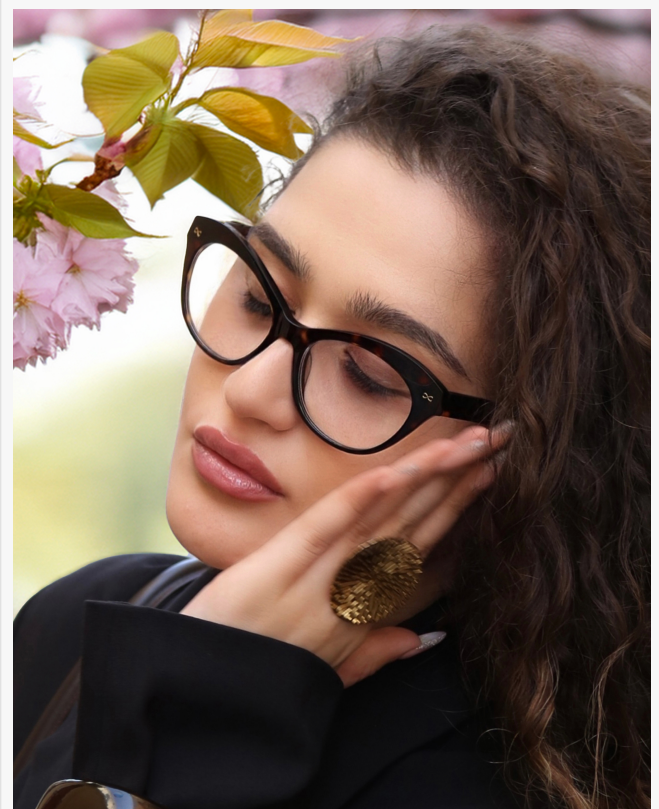
# Velvet Eyewear Introduces Bio-Based Collection as Sustainable Materials Catch Up to Design Vision

*Velvet Eyewear Introduces Bio-Based Collection as Sustainable Materials Catch Up to Design Vision*

BOCA RATON, CA, UNITED STATES, July 31, 2025 /EINPresswire.com/ -- [Velvet Eyewear](#), the luxury women's eyewear brand known for its signature silhouettes and attention to color, announces the launch of its first bio-based eyewear collection—a milestone where sustainability meets uncompromised design.

For years, Velvet founder and designer Cindy Hussey avoided the eco-friendly materials offered by suppliers due to their limited color options and finishes. As a designer, color has always come first.

"Color is the starting point in every Velvet collection," Hussey said. "Bio-based acetates never offered the richness I needed—until now."



Velvet Eyewear

Thanks to recent advances in material science, the new generation of bio-acetates delivers vibrant tones, refined finishes, and polished surfaces that finally meet Velvet's design standards. With this collection, Hussey says, sustainability is no longer a compromise—it's a creative advantage.

"We're now choosing these materials not just for their lower environmental impact, but because they're simply more beautiful. They are a little more expensive for us to use, but we feel the tradeoff is worth it."

**A Design-Driven Shift** - Crafted from renewable sources like wood pulp and cotton fibers, the new bio-based frames maintain Velvet's signature quality and fit. Styles such as the Stevie, Carol, Minnie, and Joan are now available in color-rich, sustainable acetates—designed to flatter the

female face.

Available Now - Velvet Eyewear's bio-based collection is available at [velvetyewear.com](http://velvetyewear.com).

#### About Velvet Eyewear

Velvet Eyewear® is a women's luxury eyewear and accessory brand founded in 1999 by optician and designer Cindy Hussey. We offer sunglasses, prescription glasses, blue light glasses, snow goggles, and our signature Sunglass Style Boxes—each designed to fit and flatter the female face.

Rooted in iconic American fashion and culture, Velvet blends timeless style, full UV protection, and modern comfort. Each style is hand-finished using high-quality materials, crafted in the finest factories, and proudly designed in the USA for women.



Velvet Eyewear Styles

“

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*Cindy Hussey*

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Actress/Model Eugenia Kuzmina Wears  
Velvet Eyewear

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