

APPAREL AND ACCESSORIES

Limited-edition eyewear drop marks 10th anniversary of edCFDA

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The CFDA's working group will donate dedicated proceeds from the sale of each design to American pediatric cancer charity Alex's Lemonade Stand Foundation. Image courtesy of edCFDA

By LUXURY DAILY NEWS SERVICE

An affiliate of [The Council of Fashion Designers of America](#) (CFDA) is celebrating a decade of collaboration.

Known collectively as the edCFDA, the 10th anniversary of a working group of independent eyewear designers active within the organization has arrived this month. Its members are launching a dedicated limited-edition collection in honor of the occasion, granting a share of the proceeds to American pediatric cancer charity Alex's Lemonade Stand Foundation.

"The edCFDA is proud to mark this important first decade of collaboration and impact," said Cristian Roth, cofounder of [Christian Roth Eyewear](#) and edCFDA chairperson, in a statement.

"When the eyewear designers of the CFDA united as the edCFDA in September 2014, we set forth with a shared vision to drive meaningful initiatives in the optical industry," Mr. Roth said. "While we have made significant strides towards our goals, we are focused on the future knowing there is much more we can achieve together."

Ten years strong

The 10th-anniversary collection features six respective designs from edCFDA members Blake Kuwahara, Christian Roth, I.a.Eyeworks, Jeff Press, Patty Perreira and Selima Salaun.

Five sunglasses and one pair of optical frames were created in shades of lavender, symbolizing cancer awareness.

Retail prices range from \$375 for the Aemic from Christian Roth Eyewear to \$3,950 for the pink sapphire-set Jean Jeweled from Barton Perreira; shoppers should stay tuned via the designer's platforms as the full line of edCFDA x Alex's Lemonade Stand Foundation styles roll out this month.

"We are so pleased to come together on this capsule as a collective while exhibiting each designer's individual creations to support this impactful cause," said Jeff Press, founder and designer of PRESS Eyewear, in a statement.



Portraits of edCFDA member designers. Image courtesy of edCFDA

According to a statement, dedicated proceeds from sales of each designer's frame will be donated collectively to benefit the mission of Alex's Lemonade Stand Foundation for Childhood Cancer.

"The edCFDA has an impressive history of supporting charities over the years and ALSF is honored to be chosen for their 10th anniversary initiative," said Liz Scott, coexecutive director of **Alex's Lemonade Stand Foundation**, in a statement.

"We are so grateful for this partnership the edCFDA's donation will have an impact in helping to find cures, while also allowing us to provide support for families affected by childhood cancer."

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A post shared by The Vision Council (@thevisioncouncil)

With the release of the new eyewear capsule, the edCFDA continues a legacy of philanthropic contributions.

The subgroup formed in September 2014 with the mission of inspiring, empowering and promoting awareness of eyewear design and the vitality of the optical industry through education, mentorship and collaborative fundraising initiatives.

Members plan an annual Pride Eyewear Initiative ([see story](#)) which, since its start, has generated more than \$100,000 in donations to various LGBTQ+ nonprofits.



With the release of the new eyewear capsule, the edCFDA continues a legacy of philanthropic contributions. Image courtesy of edCFDA

"These remarkable designers have repeatedly demonstrated that their unified efforts have not only brought greater global visibility to each of their unique talents, but that together they have had the ability to provide truly meaningful financial support to various charitable organizations, and to the communities that they serve," said Lisa Smilor, executive vice president of the Council of Fashion Designers of America, in a statement.

"I have the utmost admiration and appreciation for this special group of CFDA Members - which has been led by the indefatigable Christian Roth for the past decade - with the hope that others will be inspired by, and aim to emulate, their successful efforts."

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