

OUR STORY

Founded in 2019 by friends, this Australian brand is based on the Central Coast, New South Wales. In the five years since its launch, SOEK™ has enjoyed outstanding growth with our signature range of sunglasses and reading glasses now being stocked in over 2000 stores across Australia, New Zealand, South Africa and the United Kingdom.

Designed and distributed from their sunny Central Coast studio, the co-founders are passionate about creating a range of products where style, sustainability and affordability go hand in hand.

Each frame is made from high-quality sustainable materials including recycled plastic, caster seed oil, plant based bio acetate and 100% sustainable timber from FSC accredited suppliers. All SOEK™ sunglasses are fitted with premium UV400 Polarised lenses.

With a strong emphasis on creating high quality eyewear with a small environmental footprint, SOEK™ works with leading material suppliers to create thoughtfully designed eyewear at an accessible price point.



MORGAN Indigo







Product code: A67 Constructed of recycled PC frame Grey Graduated TAC PL lens UV400 Filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Blue Grey and walnut sustainable wooden temple

MORGAN moss







Product code: A68

Constructed of recycled PC frame

Brown Graduated TAC PL lens

UV400 Filter for maximum UV protection

Polarised Premium spring-loaded hinges Colour: Khaki Green and white maple sustainable wooden temple

HEATHER IVORY TORT





Product code: A64 Constructed of Silver Metal Grey Graduated TAC PL lens UV400 Filter for maximum UV protection Polarised
Premium spring-loaded hinges
Colour: Silver metal frame with Ivory Tort and walnut sustainable wooden temple



RIVIERA TOFFEE TORT



RIVIERA TOFFEE TORT

Product code: A61
Constructed of recycled PC frame
Black graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Tortoise frame with walnut sustainable

RRP £49.99 - WSP \$20.82 (exc. VAT)







RIVIERA-BLACK/IVORY TORTOISE

Product code: A22
Constructed of recycled PC frame
Black graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Gloss black / Ivory tortoise frame with
white maple sustainable temple





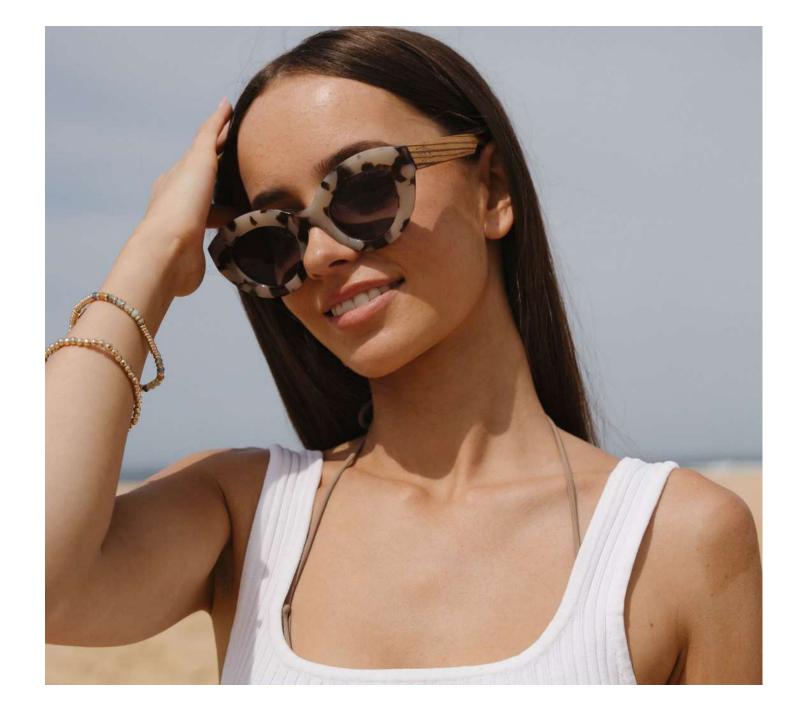




ROCCO

Product code: A59
Constructed of recycled PC frame
Smokey graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Tortoise frame with walnut sustainable wooden temple

SCEK





STEVIE

Product code: A60 Constructed of recycled PC frame Brown polarised TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Ivory Tortoise frame with walnut sustainable wooden temple



NILAA TOFFEE





Product code: A65 Constructed of recycled PC frame Black TAC PL lens UV400 Filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Tortoise Frame and walnut sustainable wooden temple

NILAA MOCHA





Product code: A66 Constructed of recycled PC frame Grey Graduated TAC PL lens UV400 Filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Mocha and white maple sustainable wooden temple

CLEO BLOOM



Product code: A57 Constructed of Rose Gold Metal Brown Graduated TAC PL lens UV400 Filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Rose gold metal frame with walnut sustainable wooden temple



ICON BLACK TOFFEE





Product code: A51 Constructed of recycled PC frame Black Graduated TAC PL lens UV400 Filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Black Toffee tortoise frame with walnut sustainable wooden temple



VIBE MOSS





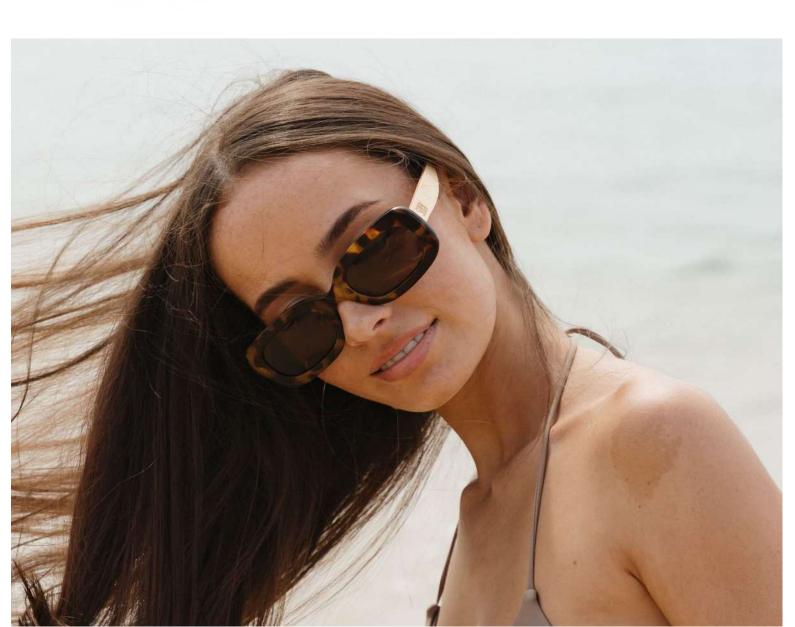
Product code: A63
Constructed of recycled PC frame
Brown polarised TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Khaki frame with walnut sustainable wooden temple



VIBE **TOFFEE**



Product code: A55
Constructed of recycled PC frame
Brown polarised TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Tortoise frame with white maple
sustainable wooden temple





LILA GRACE- IVORY

Product code: A19
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Ivory Tort frame with white maple
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)



LILA GRACE-CHARCOAL GREY

Product code: A17
Constructed of recycled PC frame
Black graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Matte Clear Black frame with walnut
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)



LILA GRACE-CHAMPAGNE

Product code: A30
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Gloss champagne frame with walnut
sustainable wooden temple



LILA GRACE-BURNT ORANGE

Product code: A16
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Burnt orange frame with walnut
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)



LILA GRACE MIDNIGHT BLUE

Product code: A56
Constructed of recycled PC frame
Smokey graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Clear Blue frame with walnut
sustainable wooden temple







OLIVE OPAL TORT

Product code: A50 Constructed of metal and recycled PC frame Black graduated TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Opal tort frame with white maple sustainable temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







BANJO

Product code: A46
Constructed of metal and recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Tortoise frame with walnut sustainable wooden temple







BILLY OPAL TORT

Product code: A45

Constructed of recycled PC frame Black graduated TAC PL lens

UV400 filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Opal tort frame with walnut sustainable

temple

RRP £49.99 - WSP \$20.82 (exc. VAT)



BILLY CLEAR BROWN

Product code: A49

Constructed of recycled PC frame Black graduated TAC PL lens

 $\mathsf{UV4OO}$ filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Clear brown frame with walnut

sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)









FRASER

Product code: A37

Constructed of recycled PC frame Brown graduated TAC PL lens UV400 filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Nude frame with walnut sustainable

wooden temple









TAINE TORT

Product code: A62 Constructed of recycled PC frame Blue polarised TAC PL lens UV400 filter for maximum UV protection Premium spring-loaded hinges Colour: Tortoise frame with walnut sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)





TAINE BLACK TORT

Product code: A48

Constructed of recycled PC frame
Khaki graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Black tort frame with walnut sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)





TAINE FROST

Product code: A47
Constructed of recycled PC frame
Khaki graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Clear frost frame with walnut
sustainable wooden temple







Giving Back

In a world where we are faced with so many choices as consumers its important to ensure that we are investing in businesses that do their best to have a meaningful impact on the planet. Here at SOEK we are constantly looking at ways we can improve on the way we do things in order to be as sustainable as possible while also doing our best to give back to help create a better world.

For us, this process begins with sourcing 100% sustainable timber from FSC accredited suppliers.

Our sunglasses are then handcrafted using environmentally friendly processes from durable bamboo and hardwoods such as maple, ebony and walnut. All of the natural materials used are renewable and free from harmful or toxic elements. We also have spot checks and quality control in place to ensure SOEK manufacturing continues to adhere to these standards.

From our materials and factories to our packaging and our giving partner, its a huge operation that is well worth it. Thank you for sharing this journey with us.



Our Giving Partner

We are very proud to partner with One Tree Planted, a non profit organisation that focuses on global reforestation. One Tree Planted began in 2014 and has more than doubled the number of trees planted year over year, reaching 40,000,000 trees in the ground before even a decade of planting.

Their reforestation partners in different parts of the world help them plant trees to restore forests after fires and floods, to create jobs, help communities and protect habitat biodiversity.

SOEK donates a percentage of our sales to One Tree Planted to make a positive environmental impact, create a healthier climate, protect biodiversity and help reforestation efforts.



ZAHRA OPAL TORT

Product code: A36
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Opal tort frame with white maple
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







ZAHRA CHAMPAGNE

Product code: A58
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Champagne frame with white maple
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







ZAHRA AUBURN

Product code: A52
Constructed of recycled PC frame
Smokey TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Auburn frame with walnut sustainable wooden temple







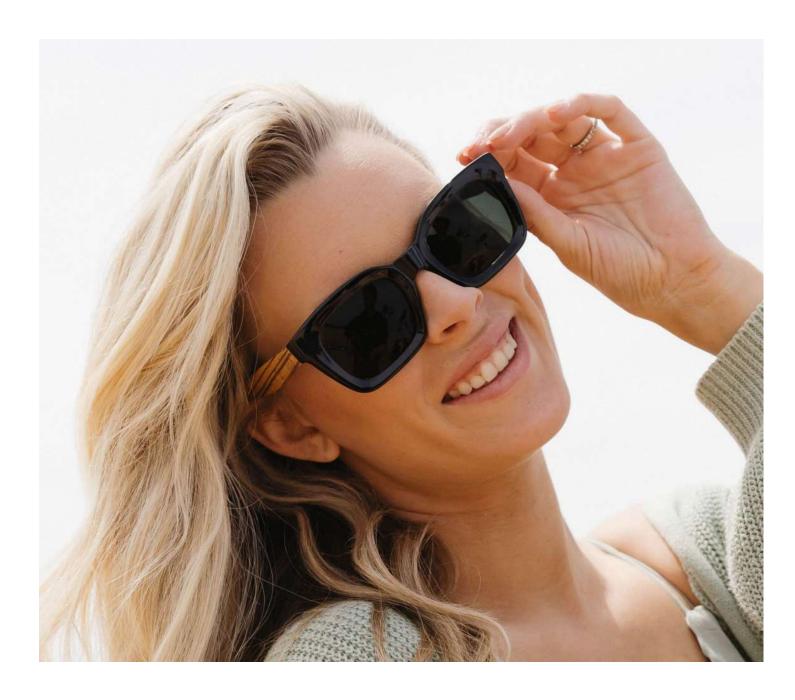




ZAHRA NUDE

Product code: A37 Constructed of recycled PC frame Brown graduated TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Nude frame with white maple sustainable wooden temple

SOCK





ZAHRA MIDNIGHT

Product code: A53
Constructed of recycled PC frame
Khaki TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Gloss Black frame with walnut
sustainable wooden temple







SAVANNAH-NUDE

Product code: A32
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Nude frame with white maple
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







SAVANNAH BLUSH PINK

Product code: A31
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Blush pink frame with walnut sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







ZAHRA MIDNIGHT

Product code: A41
Constructed of recycled PC frame
Khaki graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Gloss black frame with walnut
sustainable wooden temple





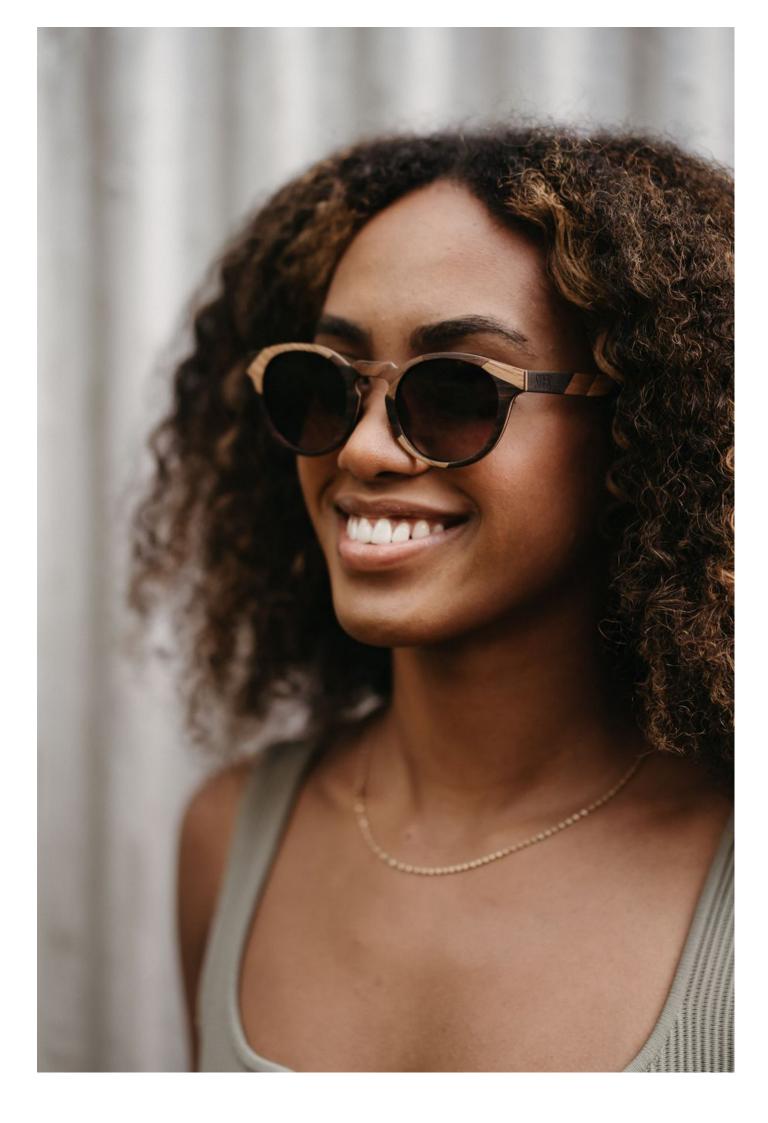
LENNOX



Product code: A42 Constructed of 100% Maple and Rosewood Black TAC PL lens UV400 filter for maximum UV protection

Polarised Premium spring-loaded hinges Colour: 100% Maple and Rosewood Timber RRP £29.74 - WSP \$69.99(exc. VAT)







THE DRIFTER

Product code: A18

100% Maple and Ebony wood Brown graduated TAC PL lens

UV400 filter for maximum UV protection

Polarised

Premium spring-loaded hinges

RRP £29.74 - WSP \$69.99(exc. VAT)









Product code: A26 100% Dark Oak Black TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges

RRP £29.74 - WSP \$69.99(exc. VAT)





NOMAD

Product code: A20 100% Rosewood Black TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges

RRP £29.74 - WSP \$69.99(exc. VAT)









BELLA-IVORY TORTOISE

Product code: A24
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Ivory tortoise frame with walnut
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)





BELLA-CHAMPAGNE

Product code: A25 Constructed of recycled PC frame Brown graduated TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Gloss champagne frame with white maple sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)





BELLA-MIDNIGHT

Product code: A27
Constructed of recycled PC frame
Black graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Gloss black frame with
walnut sustainable wooden temple





MILLA CARAMEL

Product code: A39
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Caramel frame with walnut
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







MILLA KHAKI

Product code: A40
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Khaki frame with white maple
sustainable wooden temple









SCARLETT-CHAMPAGNE

Product code: A34
Constructed of recycled PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Champagne frame with white
maple sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







SCARLETT-GREY MIST

Product code: A33
Constructed of recycled PC frame
Grey graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Clear grey frame with walnut
sustainable wooden temple









TORQUAY

Product code: A3
Constructed of recycled PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Black frame with mustard striped
sustainable wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)







AVOCA WALNUT

Product code: A29
Constructed of recycled PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Tortoise frame with walnut sustainable wooden temple







DALTON Khaki



Product code: A54 Constructed of recycled PC frame Brown TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Khaki frame with walnut sustainable wooden temples





DALTON

Product code: A28
Constructed of recycled PC frame
Black TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Comfortable and slip proof frame coating
Colour: Black frame with walnut sustainable

RRP £49.99 - WSP \$20.82 (exc. VAT)



BALMORAL

wooden temple

Product code: A21
Constructed of recycled PC frame
Black TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Black frame with walnut sustainable
wooden temple

RRP £49.99 - WSP \$20.82 (exc. VAT)



FORRESTERS

Product code: A4
Constructed of recycled PC frame
Blue Reflective TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Comfortable and slip proof frame coating
Colour: Black frame with walnut sustainable wooden temple





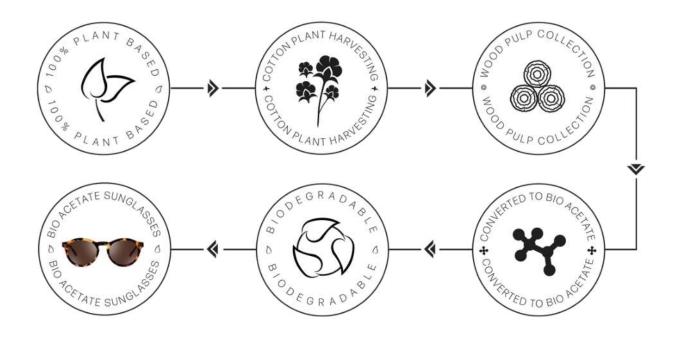








BIO ACETATE SUNGLASSES



100% BIODEGRADABLE PLASTIC FREE

Our plant based Bio-Acetate frame material is made

from sustainably sourced wood pulp and cotton. The natural colour is embedded into the material itself rather than being coated on which enables it to be coloured in thousands of different ways. This creates a premium, high quality product that is lightweight and resilient. Our Bio-based frame is also over 90% biodegradable within 180 days (in controlled conditions)...they are Bio-based, Bio-degradable and Bio-beautiful!







COLLIDE TORT

Product code: E5

Constructed of Biodegradable Acetate

Khaki TAC PL lens

UV400 filter for maximum UV protectio

Polarised

Premium spring-loaded hinges

Colour: Tortoise frame

RRP £59.99 - WSP \$28.50 (exc. VAT)







COLLIDE SANDSTONE

Product code: E6 Constructed of Biodegradable Acetate Brown TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Ivory tort frame









COLLIDE DUSK

Product code: E13

Constructed of Biodegradable Acetate

Brown TAC PL lens

UV400 filter for maximum UV protectio

Polarised

Premium spring-loaded hinges Colour: Crystal Champagne frame

RRP £59.99 - WSP \$28.50 (exc. VAT)







COLLIDE COBOLT

Product code: E14

Constructed of Biodegradable Acetate

Brown TAC PL lens

UV400 filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Blue Grey frame









ROVE HONEY TORT

Product code: E7

Constructed of Biodegradable Acetate

Black TAC PL lens

UV400 filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Tort Frame

RRP £59.99 - WSP \$28.50 (exc. VAT)







ROVE MOSS

Product code: E8

Constructed of Biodegradable Acetate

Khaki TAC PL lens

UV400 filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Khaki frame









OTIS HONEY TORT

Colour: Honey Tort frame

Product code: E11 Constructed of Biodegradable Acetate Khaki TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges

RRP £59.99 - WSP \$28.50 (exc. VAT)







OTIS SAND

Product code: E10 Constructed of Biadegradable Acetate Brown TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Sand colour frame









HARPER OMBRE BROWN

Product code: E3

Constructed of Biodegradable Acetate Brown graduated TAC PL lens

UV400 filter for maximum UV protect

Polarised

Premium spring-loaded hinges Colour: Ombre brown frame

RRP £59.99 - WSP \$28.50 (exc. VAT)







HARPER HONEY TORT

Product code: E4 Constructed of Biodegradable Acetate Black graduated TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges

Colour: Honey tort frame









BEYOND SUNKISSED

Product code: E9 Constructed of Biodegradable Acetate Black TAC PL lens UV4OO filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Tort frame

RRP £59.99 - WSP \$28.50 (exc. VAT)







BEYOND SANDSTONE

Product code: E10 Constructed of Biodegradable Acetate Brown TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Ivory tort frame









EDEN-INDIGO

Product code: E2 Constructed of Castor Seed Oil frame Smoky graduated TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Grey Blue Castor Seed Oil frame

RRP £59.99 - WSP \$28.50 (exc. VAT)





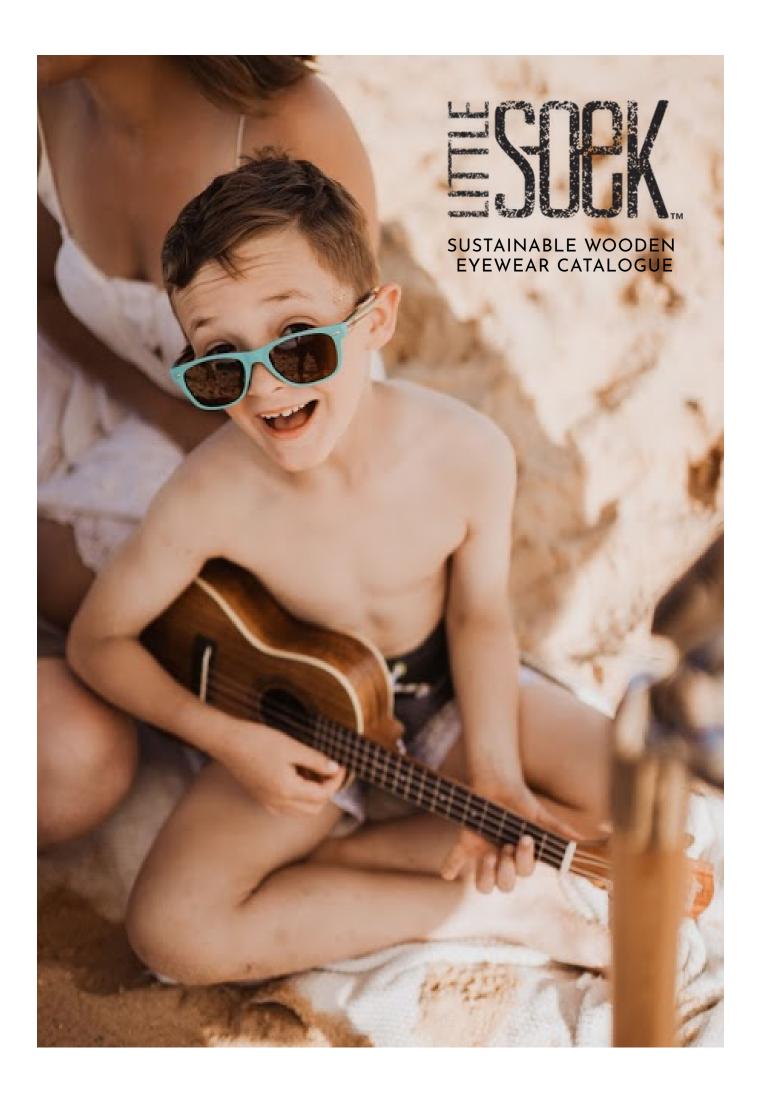


EDEN-CRYSTAL

Product code: E1 Constructed of Castor Seed Oil frame Smoky graduated TAC PL lens UV400 filter for maximum UV protection Polarised Premium spring-loaded hinges Colour: Crystal Castor Seed Oil frame









LITTLE AVALON

Product code: K2

Constructed of recycled PC frame

TAC PL lens

UV400 Filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Comfortable and slip proof frame coating

Colour: Red frame with mustard sustainable

laminated wooden temple

RRP £9- WSP £25 exc. VAT)





Product code: K3

Constructed of recycled PC frame

TAC PL lens

UV400 Filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Comfortable and slip proof frame coating

Colour: Light blue frame with blue sustainable

laminated wooden temple

RRP £9- WSP £25 exc. VAT)



LITTLE PALM

Product code: K5

Constructed of recycled PC frame

Blue reflective TAC PL lens

UV400 Filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Blue clear frame with beechwood arms

RRP £9- WSP £25 exc. VAT)







LITTLE BELLS

Product code: K1

Constructed of PC frame

Red reflective TAC PL lens

UV400 Filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Comfortable and slip proof rubber frame coating

Colour: White PC frame with brown bamboo arms

RRP £9- WSP £25 exc. VAT)



LITTLE PEARL

Product code: K6

Constructed of recycled PC frame

Pink reflective TAC PL lens

UV400 Filter for maximum UV protection

Polarised

Premium spring-loaded hinges

Colour: Pink clear frame with beechwood arms

RRP £9- WSP £25 exc. VAT)





SUNGLASSES CORK CASE

SKU: C-101-2 Size: 7.5 x 6cm Material: Biodegradable cork Colour: Cork. Each pair of sunglasses includes a free triangular cork case



READERS CORK SLEEVE

SKU: C-10 Size: 16.5 x 7.5 x 6cm Material: Biodegradable cork Colour: Cork Each pair of readers includes

a free cork sleeve.





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