

Vision Direct launches Arise Collective x Jukurrpa Designs, Aboriginal Art Eyewear Designed to Give Back

Vision Direct Thursday, April 7th, 2022

Vision Direct, a leader in eyewear e-commerce, announces a new collaboration between [Arise Collective and Jukurrpa Designs](#). The limited-edition eyewear combines Arise Collective's vision to give back and Jukurrpa Designs' unique Australian Aboriginal artwork. Each pair of frames sold gives back 10% to the Aboriginal artists and the Australian community.

The collection features nine bold styles with vibrant hues and stand-out modern frames. Each pattern tells an original story and connects the customer to the specific Aboriginal Artist who created the design. With prices starting at 199 AUD, each limited-edition pair includes a case, a printed cleaning cloth that features the full original artwork and a card that tells you a brief story about the artwork on the frame.

The collaboration is driven by Arise Collective's mission to give back with extraordinary partners. Julia Ritchie, Merchandising Manager at Vision Direct, notes "Vision Direct is thrilled to be the first online distributor for Arise Collective x Jukurrpa Designs. With both brands dedicated to giving back to the community and people in need, it is the perfect partnership. We are proud that 10% of all sales go directly back to the artists and their community."

Customers can add unique style to their wardrobe with the high-quality, purpose-driven designs from Jukurrpa Designs. "The spectacles are designed using Australian Aboriginal Artwork from Warlukurlangu Artists of Yuendumu, a remote Aboriginal community located 3 hours outside Alice Springs, Australia. Respecting each artwork, only the best materials are used in production," notes Murray O'Keeffe, the designer from Jukurrpa Designs.

Make an impact by shopping the exclusive, limited-edition eyewear from this partnership, available now at [Vision Direct](#).

About Arise Collective

Arise Collective was founded in 2017 to create stylish, socially driven, quality eyewear at an affordable price. Developed by a global community, the Arise Collective team has a clear vision to offer the latest eyewear designs, whilst celebrating diversity and driving social and environmental impact.

About Jukurrpa Designs

Jukurrpa Designs works closely with Warlukurlangu Aboriginal Artists located in the Central Australia Desert to create spectacles inspired by Aboriginal artwork. Every frame has an intimate connection to an Aboriginal artist in Central Australia, with a real and personal connection and unique story.

Contact Profile

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ARISE COLLECTIVE X JUKURRPA DESIGNS

Inspired by Australian Aboriginal Artwork