

WINTER CATALOGUE

A



OUR STORY

SOEK™ sustainable wooden sunglasses gives you the opportunity to not only look fabulous but to feel fabulous about the fact that your purchase is having a meaningful impact on the planet.

Here at SOEK™ we are constantly looking at ways we can improve on how we do things in order to be as sustainable as possible and for us, this 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 organic, renewable and free from harmful or toxic elements. From our materials and factories to our packaging and our giving partner it's a huge operation that is well worth it.
- All of our lenses are polarised and UV400 (100% UVA/UVB) and adhere to Category 3 High Protection against sun glare. This is further backed by the feedback from our customers as well as our sponsored athletes and professional fishermen who have personally tested the quality and clarity of our lenses.

Forget about looking at the world through rose coloured glasses - look at the world through SOEK™ sunglasses for the best view!

We have designed our sunglasses to suit most face shapes and sizes, plus our spring-loaded hinges mean that each pair of our lightweight shades will stretch to your face size and sit comfortably.

We also have our LITTLE SOEK™ range of adventure-ready sunglasses specifically designed for children to not only make your kids look cuter than all the other kids, but also protect their eyes from harmful UV rays. With our range of colours, shades of wood and different lens tints, your biggest problem will be deciding which one to choose!

LILA GRACE BURNT ORANGE



Product code: A16
Constructed of PC frame
Brown graduated TAC PL lens
UV400 Filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Burnt orange PC frame with walnut sustainable wooden temple

LILA GRACE IVORY TORTOISE



Product code: A19
Constructed of PC frame
Brown Graduated TAC PL lens
UV400 Filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Ivory and brown tortoise PC frame
with white maple sustainable wooden temple





RIVIERA-BLACK/IVORY TORTOISE

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



RIVIERA-TORTOISE

Product code: A23
Constructed of PC frame
Black graduated TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Gloss Tortoise PC frame with walnut sustainable wooden temple



LILA GRACE-CHARCOAL GREY

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



LILA GRACE-BURNT ORANGE

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



LILA GRACE-CHAMPAGNE

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





BELLA IVORY TORTOISE



Product code: A24
Constructed of PC frame
Black graduated TAC PL lens
UV400 filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Ivory and brown tortoise PC 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 4 million trees in the ground in 2019 alone!

Their reforestation partners in different parts of the world help them plant trees to restore forests after fires and floods, to create jobs, good 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 PC frame
Brown graduated TAC PL lens
UV400 Filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Opal and brown tortoise PC frame
with white maple sustainable wooden temple



ZAHRA NUDE



Product code: A37
Constructed of PC frame
Brown graduated TAC PL lens
UV400 Filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Nude PC frame with white maple
sustainable wooden temple







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



NOMAD

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



WANDERER

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



BELLA-CHAMPAGNE

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



BELLA-IVORY TORTOISE

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



BELLA-MIDNIGHT

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

FRASER



Product code: A38
Constructed of PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Nude PC frame with walnut
sustainable wooden temple







MILLA CARAMEL

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



MILLA KHAKI

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



SAVANNAH MIDNIGHT

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



SAVANNAH BLUSH PINK



Product code: A31
Constructed of PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Blush Pink PC frame with walnut
sustainable wooden temple



MILLA CARMEL



Product code: A39
Constructed of PC frame
Brown graduated TAC PL lens
UV400 filter for maximum UV protection

Premium spring-loaded hinges
Colour: Caramel PC frame with white maple
sustainable wooden temple







SAVANNAH-NUDE

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



SCARLETT-CHAMPAGNE

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



SCARLETT-GREY MIST

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



AVOCA WALNUT



Product code: A10
Constructed of PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection

Polarised
Premium spring-loaded hinges
Colour: Tortoise PC frame with walnut
sustainable wooden temple



TORQUAY

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



AVOCA

Product code: A10
Constructed of PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Tortoise PC frame with mustard striped sustainable wooden temple





BRIGHTON

Product code: A6
Constructed of PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Magenta PC frame with walnut sustainable wooden temple



BRONTE

Product code: A1
Constructed of PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Blue PC frame with blue striped sustainable wooden temple



AUSTRALIAN SOEK

Product code: A11
Constructed of PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Yellow PC frame with mustard striped sustainable wooden temple



BURLEIGH

Product code: A7
Constructed of PC frame
Yellow Reflective TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: White PC frame with mustard striped sustainable wooden temple



BELLS

Product code: A8
Constructed of PC frame
Red Reflective TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: White PC frame with dark brown sustainable bamboo temple



AVALON

Product code: A5
Constructed of PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Magenta PC frame with mustard striped sustainable wooden temple



SOEK™ Sunglasses are specifically designed to achieve that perfect balance between style and comfort. In keeping with our values we have incorporated our sustainable wooden arms with thoughtfully designed frames to create sunglasses to make you look fabulous while knowing that your purchase is having a meaningful impact on the planet. Our timber comes only from ethically sourced and managed forests which are bound by the sustainable forestry management standards of the FSC.

Each pair of SOEK™ sunglasses come standard with:

- Premium UV400 (100% UVA/UVB) polarised lenses for superior clarity, colour and protection
- Lightweight frames for maximum comfort
- FSC certified wood arms with a timber grain unique to every pair
- Handcrafted from layered wood for durability
- High quality spring-loaded hinges for the perfect fit
- + We have also included either a 100% biodegradable AND foldable cork case or a hessian zipper case designed for safekeeping.

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





DALTON

Product code: A28
Constructed of 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 PC frame with walnut sustainable wooden temple



FORRESTERS

Product code: A4
Constructed of 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 PC frame with walnut sustainable wooden temple



BALMORAL

Product code: A21
Constructed of 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 PC frame with walnut sustainable wooden temple



NOOSA

Product code: A12
Constructed of PC frame
Brown TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Tortoise PC frame with walnut sustainable wooden temple



WINEGLASS BAY

Product code: A14
Constructed of PC frame
Blue Reflective TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Clear PC frame with walnut sustainable wooden temple



SORRENTO

Product code: A15
Constructed of PC frame
Silver Reflective TAC PL lens
UV400 filter for maximum UV protection
Polarised
Premium spring-loaded hinges
Colour: Black PC frame with walnut sustainable temple





LILA GRACE IVORY BLUE LIGHT READER



Product code: R1
Constructed of PC frame
Anti-reflective blue light blocking lens
Available in reader strength +1 / +1.5 / +2 / +2.5
Prevents digital eye stain, tired eyes,
headaches and dizziness

Premium spring-loaded hinges
Colour: Ivory Tortoise PC frame with white
maple sustainable wooden temple

WINEGLASS BAY BLUE LIGHT BLOCKING READER





WATSON'S BAY - BLUE LIGHT BLOCKING READER

Product code: R2
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in reader strength +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Grey PC frame with Walnut sustainable wooden temple



NOOSA - BLUE LIGHT BLOCKING READER

Product code: R5
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in strength +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Tortoise PC frame with Walnut sustainable wooden temple



WINEGLASS BAY - BLUE LIGHT BLOCKING READER

Product code: R4
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in strength +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Clear PC frame with walnut sustainable wooden temple



LILA GRACE IVORY TORTOISE - BLUE LIGHT BLOCKING READER

Product code: R1
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in strength +1 / +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Ivory Tortoise PC frame with white maple sustainable wooden temple



LILA GRACE CHAMPAGNE - BLUE LIGHT BLOCKING READER

Product code: R3
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in strength +1 / +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Clear champagne PC frame with Walnut sustainable wooden temple



RIVIERA BLACK/IVORY BLUE LIGHT BLOCKING READER





Product code: R9

Constructed of PC frame

Anti-reflective blue light blocking lens

Available in reader strength +1.5 / +2 / +2.5

Prevents digital eye strain, tired eyes,
headaches and dizziness

Premium spring-loaded hinges

Colour: Gloss Black / Ivory Tortoise PC frame
with White Maple wooden temple



SCARLETT GREY MIST - BLUE LIGHT BLOCKING READER

Product code: R6
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in reader strength +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Grey PC frame with Walnut sustainable wooden temple



RIVIERA TORTOISE - BLUE LIGHT BLOCKING READER

Product code: R10
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in strength +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Tortoise PC frame with Walnut sustainable wooden temple





**SCARLETT CHAMPAGNE - BLUE
LIGHT BLOCKING READER**

Product code: R7
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating)
Available in strength +1.5 / +2 / +2.5
Premium spring-loaded hinges
Colour: Champagne PC frame with white maple sustainable wooden temple



SOOK
SOOK

sustainable wooden eyewear



SOEK

sustainable wooden eyewear





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.



BLUE LIGHT GLASSES



LILA GRACE CHAMPAGNE - BLUE LIGHT BLOCKING GLASSES

Product code: B3
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating) Blocking out digital light on screens
Premium spring-loaded hinges
Colour: Champagne PC frame with walnut sustainable wooden temple



LILA GRACE IVORY - BLUE LIGHT BLOCKING GLASSES

Product code: B1
Constructed of PC frame
Anti-reflective blue light blocking lens (42% AR coating) Blocking out digital light on screens
Premium spring-loaded hinges
Colour: Ivory Tortoise PC frame with white maple sustainable wooden temple





