

PRESS RELEASE

EREDITÀ X EINSTOFFEN

SOMETHING IS ABOUT TO BLOSSOM
FOR THE INDEPENDENT CHANNEL

Eredità Eyewear proudly announces the addition of **Einstoffen Switzerland** to its curated portfolio. Founded in Switzerland, Einstoffen has earned global recognition for fusing natural materials with bold design, embodying the independent spirit Eredità champions.

"Einstoffen has nailed the quality, positioning and price point that will build serious momentum for our partners."
shares Chris, Founder of Eredità.

For the Canadian optical market, this partnership delivers energy, quality, and exclusivity—offering ECPs a brand that builds connection, drives loyalty, and elevates boards with lasting value.

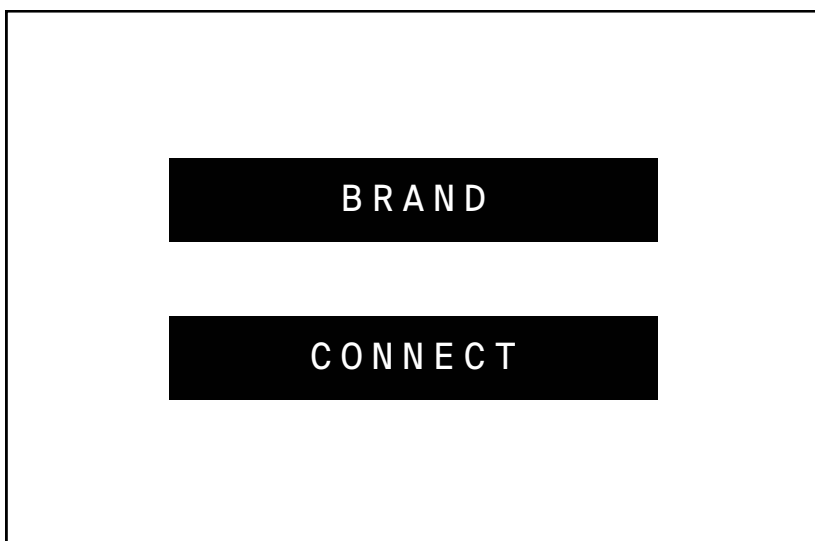
CONNECT FOR FRESH INNOVATION



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