

KAI SUNGLASSES

CONTEXT

KAI Sunglasses is an ethical fashion alternative for fashion eyewear. KAI Sunglasses was born to provide a responsible alternative for the ethical fashion sector for sustainable fashion eyewear and accessories. It is a brand of online, eco friendly sunglasses.

THE IMPLEMENTATION

Kai Sunglasses is a brand of online glasses made from plastic bottles, which is committed to the conservation of marine species. Kai means ocean in Hawaiian, the name was chosen because their goal from the beginning was to create a brand aware of the environment, focusing on the uncontrolled plastic pollution that exists today and that harms marine species such as turtles. It is this animal that inspired the team to design their first collection of glasses, giving it its name, Honu, which means sea turtle in Hawaiian.

Kai Sunglasses are made of plastic from recycled bottles (recycled PET). In Spain 50% of plastic goes to landfills. A plastic bottle takes more than 1000 years to degrade. During the millenary degradation process, rain washes toxic chemicals into the soil and most of the time they end up in the sea damaging the fauna and its habitat.

For that reason KAI Sunglasses uses this material to make recycled plastic sunglasses giving these bottles a second life with the mission to prevent, raise awareness and reduce the massive production of plastic.

IMPACT CREATED

With their recycled plastic sunglasses they are giving a new life to single-use plastic bottles, one of the main problems we can find in the decline of our planet, plastics that after being used only once are disposed of incorrectly ending up in seas and oceans and damaging their habitat and fauna among which are even in danger of extinction some species of sea turtles.

To manufacture each of their glasses, they use the equivalent of 3 plastic bottles.

MORE INFORMATION

- Website: <https://kaisunglasses.com/pages/about-us>
- Pictures:



- Social Media:

Facebook: <https://www.facebook.com/kaisunglasses/>

Instagram: <https://www.instagram.com/kaisunglasses/?hl=es>