

THE SCARIEST THING ABOUT SHARKS IS
HOW FAST
THEY'RE DISAPPEARING



2017.07.13

SUSTAINABILITY: COSTA SUPPORTS SHARK AND OCEARCH RESEARCH

Costa, an Essilor Group brand, continues its commitment to protecting ocean habitats with the launch of its new OCEARCH sunglasses collection.

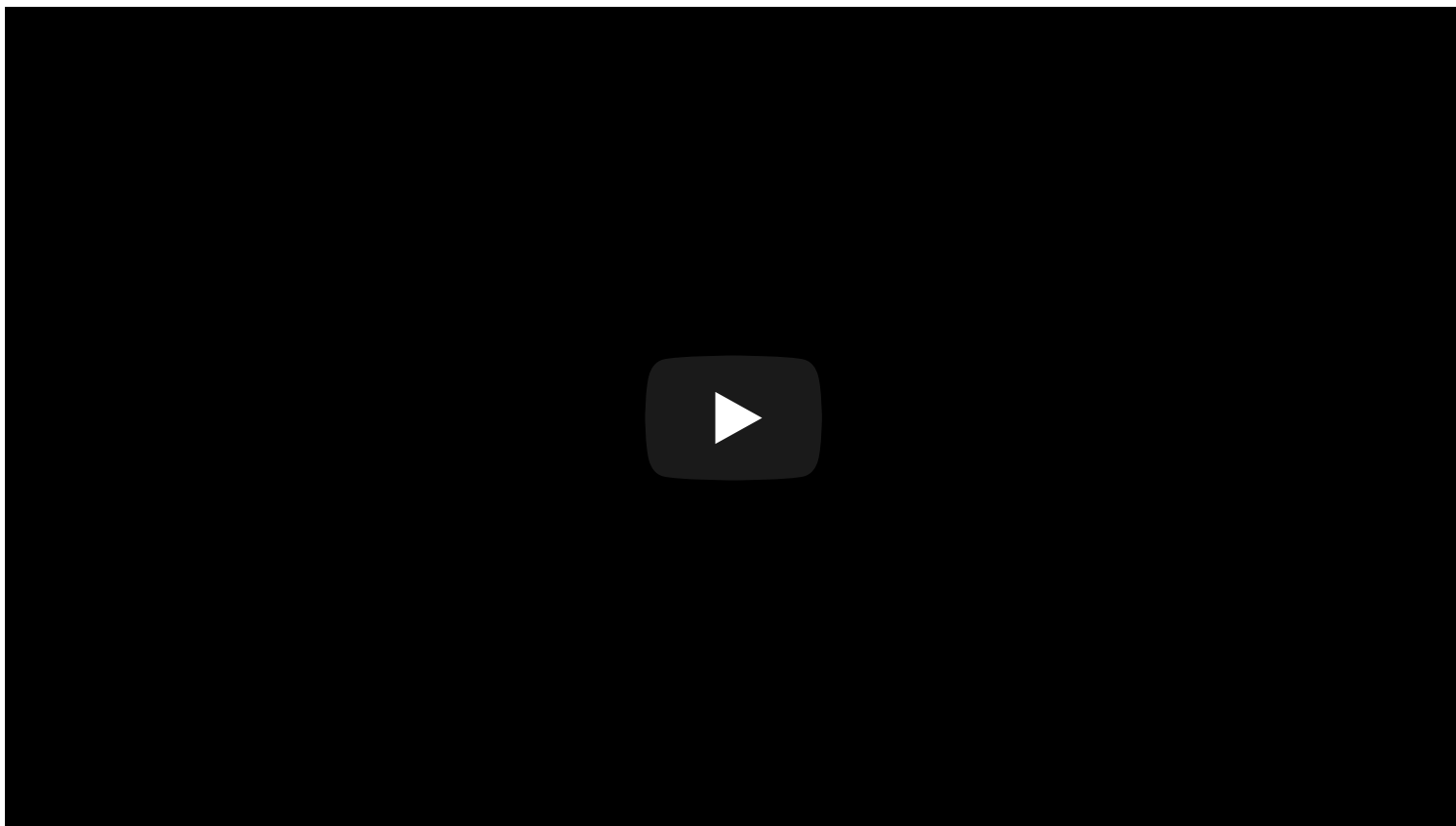
On World Oceans Day on 8 June, Costa, manufacturer in high-performance sunglasses for life on the water, launched a consumer marketing campaign for its OCEARCH limited edition. The collection of 15 new sunglasses with colors and patterns inspired by sharks, include Costa's premium lens technologies and signature frame construction.

For the past ten years, Costa has supported OCEARCH, a unique collaboration between skilled fishermen and top marine scientists who follow the migratory patterns and health of sharks to help educate the public and preserve the future of this species. To date OCEARCH has completed 28 expeditions and tagged nearly 200 sharks since its founding. Costa is donating a portion of the collection's proceeds to OCEARCH as well as encouraging people to find out how they can support OCEARCH's efforts.

Since it was created by a group of fishing enthusiasts in 1983, Costa has continually supported fish and marine conservation efforts, as well as created a sustainable eco-tourism fishing program in Guyana and promoting an ongoing



campaign to raise awareness and action against ocean trash – Kick Plastic. Costa uses a bio-resin for most of its sunglasses frames as part of its commitment to reduce carbon footprint and protect the planet’s waters.



> [Find out more on Costa and OCEARCH](#)