



For immediate release

PRESS RELEASE

Made in Quebec

Doyle Optometrists and Opticians launches first frame model entirely made in Quebec

Montreal, July 25th, 2024. – Doyle Optometrists and Opticians launches the Mile-End frame, the first eyewear model entirely made in Quebec, in collaboration with Atelier Ora. This first joint initiative by the two companies develops and encourages local expertise, giving Quebecers access to environmentally conscious, superior-quality designs and solutions.

Collaboration shines a spotlight on home-grown talent

The new Mile-End sunglasses embody Doyle’s commitment to the development of Quebec’s optical industry. For a number of years now, the company has partnered with various local artists in the design of its products, in order to forge lasting ties with the community and offer unique creations by local talent. Teaming up with Atelier Ora was a perfect fit.

“I’ve always loved frame design, and I’ve visited many factories around the world, but I was impressed by Atelier Ora’s expertise. I loved the idea of supporting this dedicated company and helping to develop local expertise,” says Patrick Doyle, President of the Doyle Group.

Located in the vibrant Mile End district, Atelier Ora is the first – and still one of the very few – frame manufacturing workshops in Montreal. And while local frame making is still a rarity in Quebec, not to mention across Canada, the partnership between Doyle and Atelier Ora confirms that there is no shortage of know-how or creativity.

“I am extremely pleased and inspired by this collaboration between Doyle and Atelier Ora. I believe that the prospect of a bright future lies in pooling our respective strengths and expertise. The design of the Mile-End frame reflects our shared core values: a love of

handcrafting, intention in the process, and a desire to make a positive impact on the world around us,” says Catherine Pelletier Lauzon, owner and founder of Atelier Ora.

Slow fashion model

Doyle and Atelier Ora also share an environmental awareness. The Mile-End frame has an ecological footprint that is 12 times smaller than the average foreign-made model, thanks in part to the entirely local production and distribution process.

What’s more, the new frame was designed in opposition to fast fashion. Its revamped retro style and soft, romantic shapes make it a timeless option – a classic frame with character that can be worn year after year.

“At Doyle, we’ve always believed that the best consumption model is choosing quality: a good frame should last for years, be repairable, adjustable and reusable,” explains Patrick Doyle.

The geographical proximity of the two companies also enabled us to develop the product prototype more quickly, without compromising on precision and quality.

Made locally for all

Local production is often synonymous with high prices for customers. To continue to deliver on its promise of premium eyewear for any budget, Doyle has made the bold choice to reduce its profit margins on Mile-End frame sales.

“It isn’t enough for a product to be made here – it has to be beautiful, well made and competitively priced to be successful. Yes, it’s more expensive to produce frames by hand at home, but if we don’t do our bit, our local creations will never become accessible,” adds Patrick Doyle.

The Mile-End frame will be available in all Doyle boutiques and on the website doyle.ca. To start, it is offered as a sunglass frame, but could also be made into an ophthalmic model, depending on demand.

“The idea behind this project is for it to evolve over time, so that we can increase production, add colours and even expand the collection to additional models. We hope Mile-End is the start of something bigger!” adds Patrick Doyle.

About Doyle

Founded in 1978, Doyle's mission is to provide personalized eye care and quality products without compromise. Proudly Quebec-based and 100% owned by optical professionals, Doyle now has 24 (soon to be 25) stores in Quebec, staffed by more than 70 optometrists who are assisted by a team of more than 89 dispensing opticians.

About Atelier Ora

Located on the Island of Montreal, Atelier Ora is an eyewear design and manufacturing studio founded in March 2022 by optician Catherine Pelletier Lauzon. The brand's mission is to create a universe where art, ecology and humanity come together in an essential fashion accessory.

Thanks to local, ethical and ecological choices, an Atelier Ora frame produces 12 times less greenhouse gases than a frame made in China. Atelier Ora stands out for the high quality of its handcrafted frames, its timeless, distinctive lines, and its community-oriented ethos.

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