

5Loops

sustainable eyewear

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A woman with short brown hair, wearing tan-colored glasses and an orange mesh scarf, is holding several green plastic bottles. She is looking directly at the camera with a serious expression. The bottles are crumpled and appear to be made of recycled plastic. The background is dark.

“Nature is the most important treasure of humanity –
it is time we start giving back and preserve it for our children.”

COMPANY PORTRAIT

5Loops – sustainable eyewear is an eyewear brand that stands for sustainability, style and authenticity and whose holistic approach, from the initial glasses concept to the return of used products to the economic cycle, rests on five nature-based elements: **land, ocean, air, flora and fauna.**

5Loops glasses meet the requirements

- of Regulation (EU) 2017/745 on medical devices (MDR, Medical Devices Regulation),
- of European Standard EN ISO 12870,
- of European Standard EN ISO 12312-1,
- of Regulation (EC) 1907/2006 REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) and
- of Regulation (EU) 2016/425 on personal protective equipment

and can be used by your optician of choice for the **insertion of prescription lenses.**

As well as **sunglasses, reading glasses and glasses with blue light filters** the brand also offers **accessories.**

Find out more at www.5-loops.com or
or on **Instagram** at [@5loops_eyewear](https://www.instagram.com/5loops_eyewear)

Founding history

The founders, twins **Andrea and Caroline**, grew up near the beaches of Lima in Peru, where they experienced the **natural world as something to be taken for granted**.

As their lives progressed, the two of them travelled around the world and **encountered the impact of many pollutants on nature and people**. Andrea, who has lived and worked as an ophthalmologist in Shanghai for almost 15 years, decided to use her knowledge **to bring about change in eyewear consumption**. Together with her twin sister Caroline, a forward-looking global key account manager working in Germany, **they founded the company 5Loops – sustainable eyewear**.

Values

The name **5Loops** refers to **five elements: land, ocean, air, flora and fauna**. This approach embodies the five nature-related values on which 5Loops is based upon. Each of the five elements has an individual meaning and is integrated into the 5Loops economic cycle.





LAND

5Loops adopts the element 'earth' to highlight **our use of natural materials**. The brand offers fashionable eyewear and accessories made of **BioAcetate S70**, a renewable, recyclable, sustainable, biodegradable and bio-based material.

To minimize the environmental impact associated with glasses manufacture, **5Loops has completely dispensed with the use of metal core wires** to connect the lens rims to the temples. The materials do not have to be laboriously separated after the glasses reach the end of their useful lives, **making them easier to recycle**.

The shipping boxes, glasses cases and cleaning cloths are made of recycled PET, which can be recycled using established processes and returned to the circle.

OCEAN

Water as a finite resource is an important reason for 5Loops **to work towards waste avoidance in all our processes**. 5Loops has abandoned the traditional bio acetate eyewear production process whereby the individual eyewear components are cut from acetate sheets, instead **using a production process based on injection molding technology**. The bio-based material BioAcetate S70 is injected into molds **to avoid excessive use of material**.

Despite the modern technology, which to date is seldom used in Europe, there are **no limitations on the longevity and quality of the glasses**.

AIR

Air circulates, inspiring the start-up to implement the **concept of the circular economy**. More products are produced on the global market than society can make use of. Not only is it important for companies to make the manufacturing process as environmentally friendly as possible, they must also bear in mind what happens to products at the end of their useful lives.

5Loops is committed to circular economy: **customers return their discarded or old 5Loops glasses to the company**, which then recycles them, composts them or refurbishes them for distribution to people in need. This enables 5Loops **to extend the products' life cycles and contribute to the slow fashion movement** while simultaneously **supporting social projects**.

FLORA

Plant life is highly diverse, just like **5Loops'** **working relationships with other companies** that share the values of our eyewear brand.

Partnerships are extremely important to us, because we believe that **only together can change towards sustainable consumption be achieved**. That is why, for instance, we are teaming up with companies from the fashion industry who also want to move away from fast fashion and work towards a sustainable and future-oriented consumer society.

Currently we are working with the fashion brands Nina Rein, Frijda Juni, Daotei and C/OVER. In order to thrive, environmental evolution needs support. 5Loops aims to support others and grow with them.

FAUNA

At 5Loops the element 'fauna' represents our commitment to **support those in need and to give something back to social projects**. 5Loops views itself as responsible for giving people in need better opportunities in future.

Because of founders Andrea and Caroline's links with Peru, we primarily support organizations in that country, with the aim of enabling people to obtain an education or a secure income.

5Loops' goal is to expand our social commitment in South America, deploying our core values to enable many more people to live better lives, as well as providing help where it is really needed.

We believe in the power of giving.

Products

The **5Loops Essentials collection** comprises **three eyewear models, each available in seven different colors**. The glasses are available as **sunglasses, reading glasses or blue light filter glasses**. **All the glasses' frames comply with the MDR and can be fitted with prescription lenses** by the optician of your choice.

The models in the Essentials collection are named after well-known Peruvian beaches.



PUNTA HERMOSA

„Punta Hermosa means “beautiful point”.

The frame of this model is slightly oversized and features a perfect combination of sleek lines and gentle curves. Punta Hermosa perfectly suits any face shape and adds a self-confident touch to both day and evening outfits.



CABALLEROS

Caballeros means “gentlemen”.

The model is modern and close-fitting and conjures up a slim silhouette for every face shape. With its slender shape and angular lines, Caballeros enhances any outfit and creates a unique look that makes the wearer stand out.



TORTUGAS

„Tortugas means “turtles”.

Tortugas is the perfect combination of soft, rounded shape and angular panache. The style is suited to smaller face shapes and perfectly softens facial features to give the wearer a relaxed, radiant appearance.

As well as eyewear, 5Loops offers **accessories in the form of glasses chains**. These can then be worn in the usual way, or may also be integrated, casually forming part of an elegant chain, into any outfit as statement pieces. The glasses can then still be hooked onto the ring quickly and easily.

Locations

5Loops has two **main locations** – **Germany (Munich)** and **China (Shanghai)**.

Caroline, representing TrendsByTwins GmbH, Germany, is responsible for import, marketing and sales in Europe as well as the identification of **social projects in Peru**. A team of four employees in Munich is also responsible for marketing and all corporate communications.

Andrea, representing Shanghai i Sight Ltd., China, is responsible for production, quality assurance and sales in Asia. Locating the production site close to the founder and ophthalmologist Andrea was a deliberate choice in order to facilitate **regular personal quality control and monitoring of production**. The injection molding production process is already an established manufacturing process in China and can be used without restrictions to manufacture 5Loops products.



PUBLICATIONS ABOUT THE COMPANY



Freundin (= girlfriend)
05/2023

> [Link to website](#)



DOZ
05/2023

> [Link to website](#)



DOZ
02/2023

> [Link to website](#)



sublime eyewear
02/2023

> [Link to website](#)

PUBLICATIONS ABOUT THE COMPANY



We are proud to be certified
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www.opticforgood.com



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