



2M

ECO® plants a tree for each frame you buy.

**We have planted more than
2 million trees so far!**

eco®



One Frame – One Tree

When **ECO** was “born recycled” in 2009, our mission was to plant one tree for each **ECO** frame sold. Now, 10 years later, we’re proud to announce a huge milestone – **ECO** has planted **2 Million Trees!**

ECO's ONE FRAME – ONE TREE program works in partnership with the NGO Trees for the Future, and serves communities such as the Western Highlands of Cameroon. Our path to **2 Million Trees** started with a seed, but we don't just plant a tree; we go a step further and help farmers develop sustainable land-use practices. The program teaches farmers and community members about agroforestry and other sustainable farming techniques, which in turn give benefits like improved soil and recurring crop yields that provide a sustainable source of food and income.



ECO Biobased frames are made from 63% biobased materials.

PRESS RELEASE | ECO® SS19 | 2 Million Trees

Trees for the Future works to end hunger and poverty for small holder farmers through revitalizing degraded lands. They aim to lift families from extreme poverty by transforming their lands into Forest Gardens; the program provides training, mentoring, seeds, and nursery supplies, as well as guiding farmers through the process of using trees to protect, diversify, and optimize their crop land.



Purchasing an **ECO** frame is not only a fashion decision – it demonstrates a commitment to giving back to both the environment and its inhabitants. **ECO** frames are made from 63% biobased materials (**ECO Biobased**) or 95% recycled materials (our **ECO Recycled** collection). Now, with **2 Million Trees** planted, our customers continue to help **ECO eyewear's ONE FRAME – ONE TREE** pledge make a lasting contribution to a better, more sustainable world!



ECO Recycled Portofino BLUM



ECO Biobased Vinson RED

MODO was born in 1990 in Soho, New York, under the entrepreneurial spirit of its founder, Alessandro Lanaro. Since its beginning, **MODO** has evolved into a company that designs, manufactures, and distributes a successful portfolio of house, designer, and contemporary lifestyle brands – all under the common denominator of design and innovation. Our brands include **MODO**, **ECO**®, **Derek Lam**, and several others. **MODO** is a global company, with offices in New York, Milano, and Stockholm.

Today, **MODO** drives the eyewear industry's effort in sustainability and social responsibility. With initiatives such as providing comprehensive eye care to children in need (**MODO's BUY A FRAME – HELP A CHILD SEE**), **MODO** is a pioneer in merging style and purpose.

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