

**How to operate a
successful business based on
recycled materials**

dresden.com.au

What is Dresden?

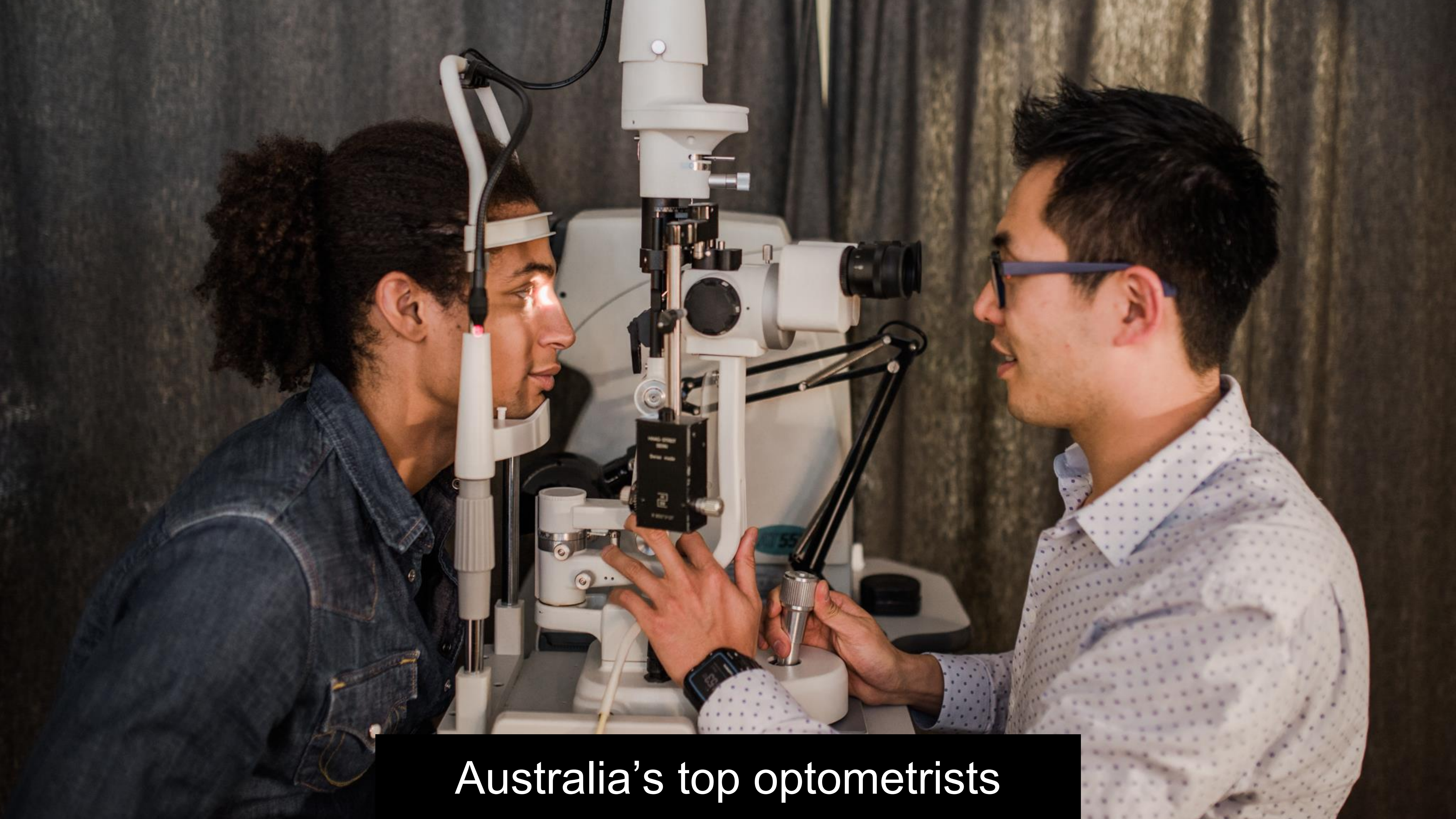
#LoveMyDresdens



The world's most playful glasses



9 locations in just 3 years



Australia's top optometrists



Glasses cut while you wait



Backed by a lifetime warranty

**Glasses
from \$49.**

**Single vision
prescription.
Kein Problem.**

Transparent pricing for all products



A different business ethos

**Business +
Successful +
Recycled Materials?**

Where do you start?

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Minimalism with purpose

Own the process

Outputs are inputs

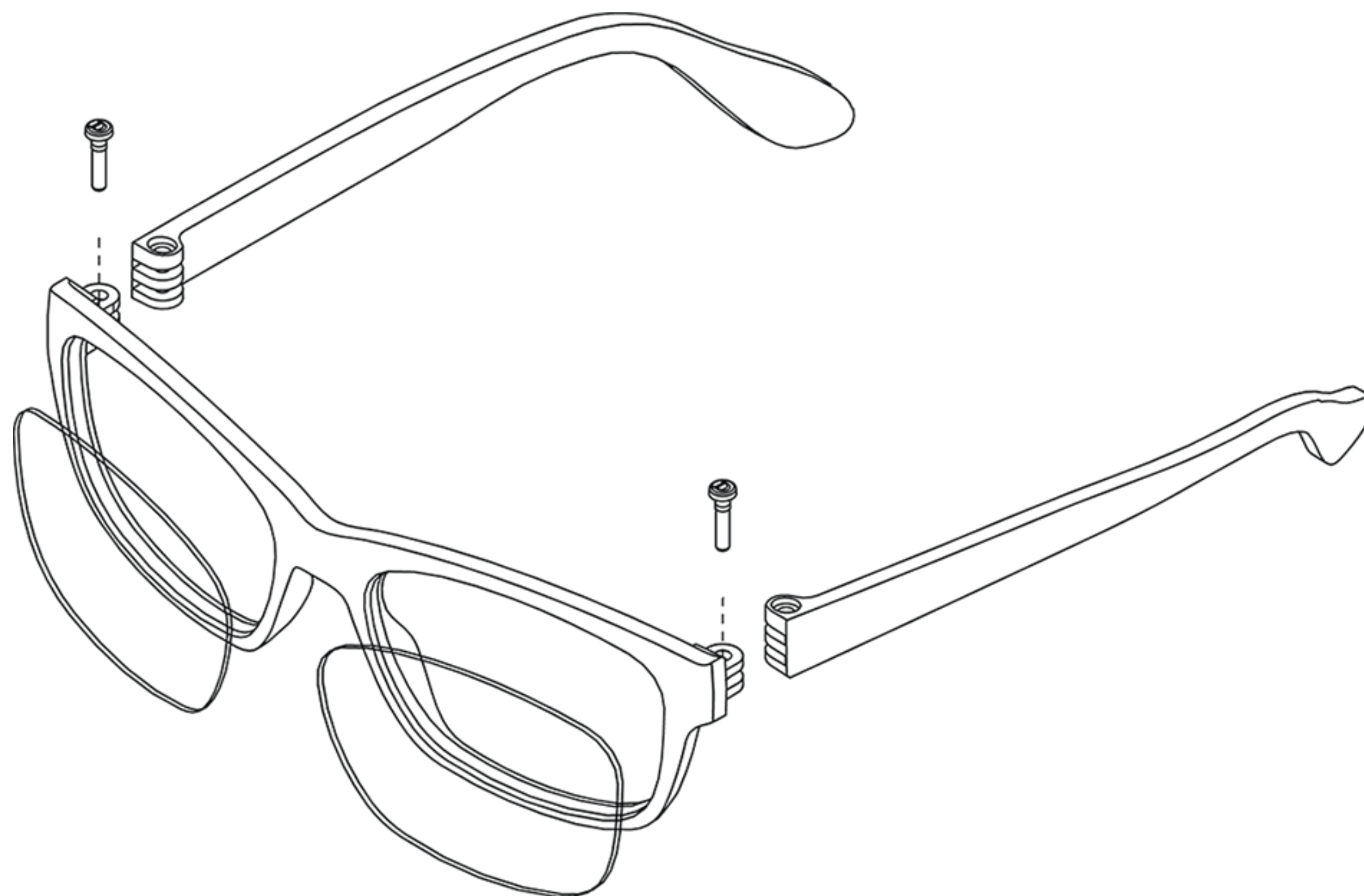
Learning in public

Minimalism with purpose

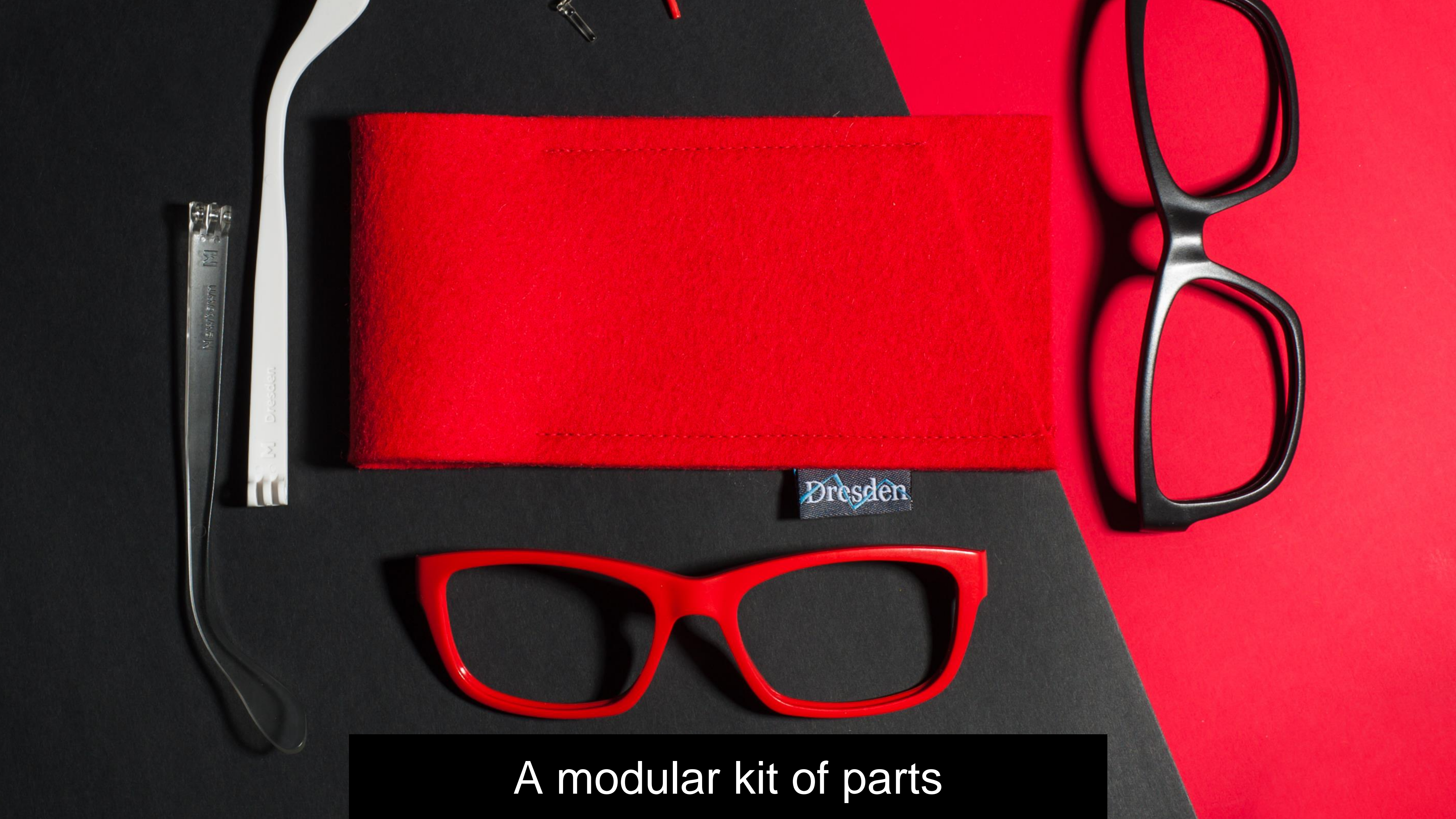
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The eyewear fashion cycle



The Dresden frame system



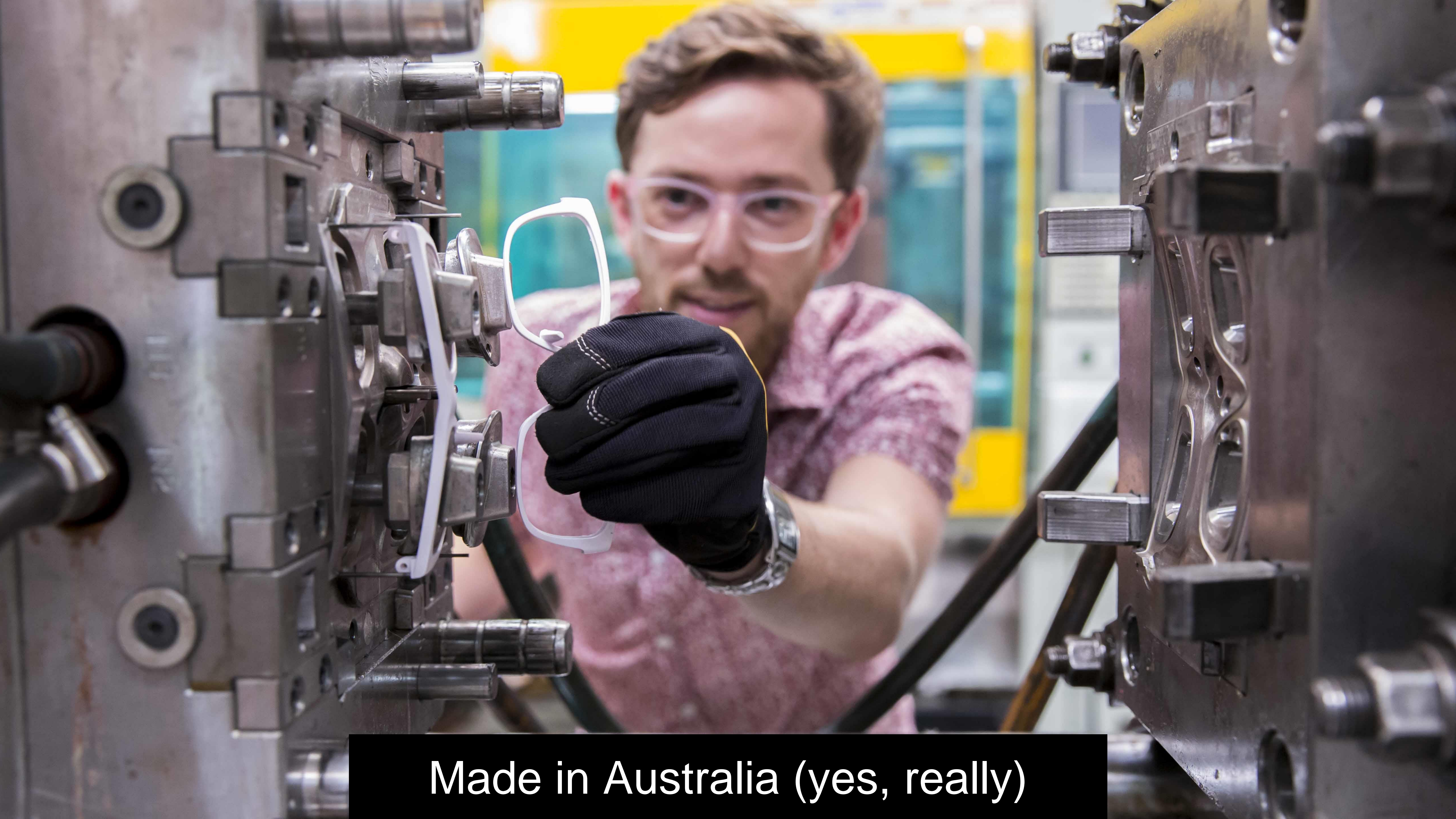
A modular kit of parts



Whole life cycle design

Owning the process

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Made in Australia (yes, really)



Our local manufacturing team



Ground up milk bottle tops



Milk bottle top glasses



Community sourced materials



Fishing net frames from NT

Outputs are inputs

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How to make blue frames



How to make black frames



16 standard colours



And a rainbow of other colours



Let nothing go to waste



Recycled wood & other materials



Finding new sources of waste

Learning in public

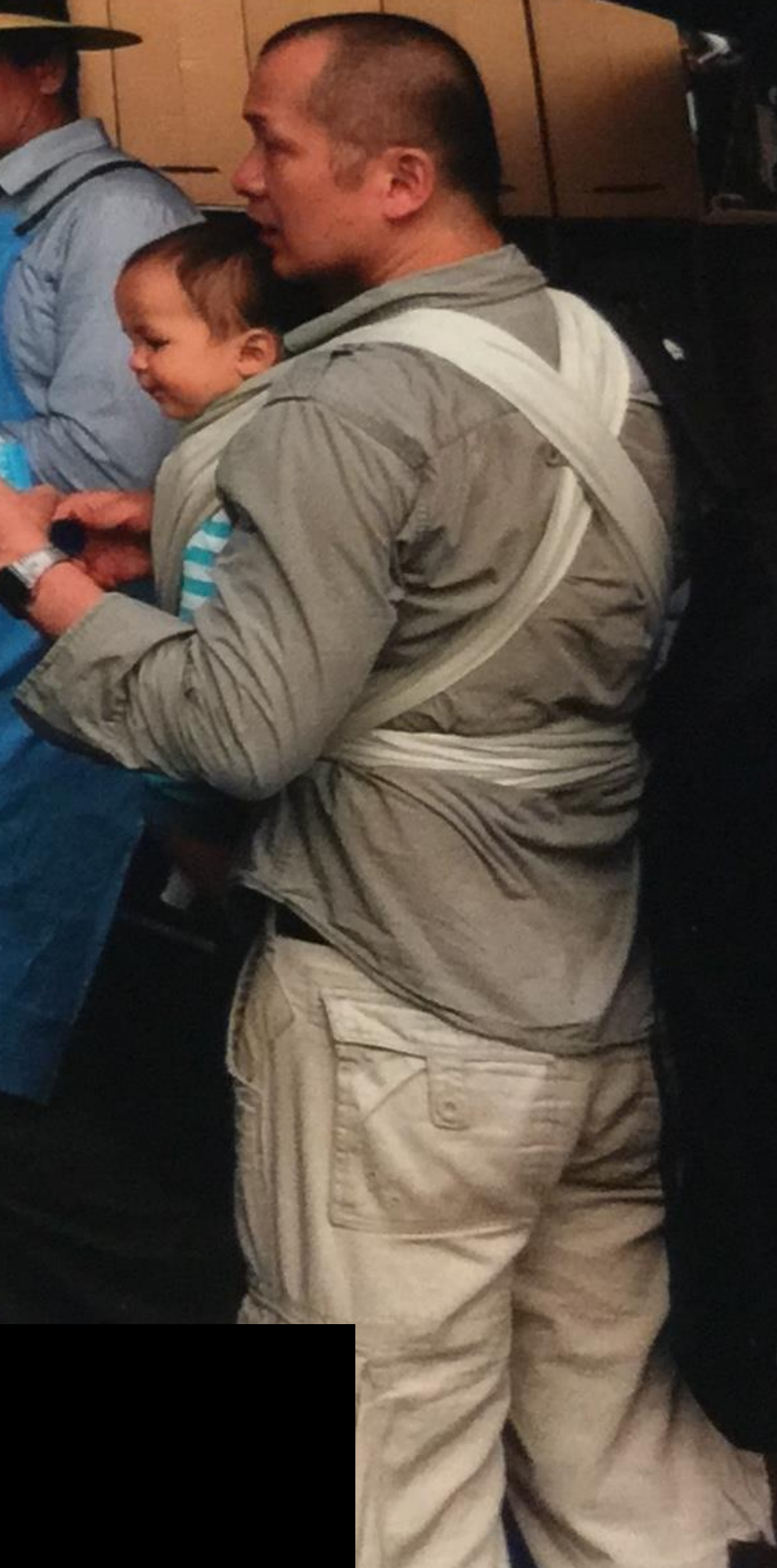
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Dresden



10
\$199



10 pairs for \$199!

RECYCLED

These frames are made from refuse plastics recovered from either:

- the ocean
- milk bottle lids from cafes in south King St, Newtown
- beer keg caps from Young Henry's

So they aren't as rugged as regular German frames. In buying them you're trading off

a little durability and material safety to be part of the solution to one of the world's greatest environmental challenges. Danke!

But if your frames do go kaputt, just bring them back and we'll replace them. Kein Problem.

As part of our closed loop, they'll go on to Replas and be repurposed into street furniture, decking or something else useful. Wunderbar.

Bringing customers on the journey



Putting waste front and centre



Sourcing plastic from local cafes



Our attempts to produce in-store



DRESDEN C6.3
FACE MOULD
MEDIUM

Hobby-scale manufacturing

Business {money}

Successful {customers}

Recycled Materials {willpower}

Think big, but start small

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**Get yourself some
Australian made eyewear**

dresden.com.au