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Tekcapital Plc
("Tekcapital")

Innovative Eyewear, Inc. Launches Eddie Bauer® Smart Eyewear with ChatGPT

Tekcapital Plc (AIM: TEK), the UK intellectual property investment group notes that Innovative Eyewear, Inc. ("Innovative Eyewear" or "Innovative") (NASDAQ: LUCY; LUCYW), the developer of ChatGPT enabled smart eyewear under the Lucyd®, Nautica®, Eddie Bauer® and Reebok® brands, is pleased to announce the launch of its the Eddie Bauer Smart Eyewear collection. This new line includes voice access to ChatGPT and introduces the world's first rimless smart eyewear design.

The Eddie Bauer Smart Eyewear collection will debut with four distinct styles, all featuring polarized sunglass lenses for optimal outdoor performance. The line showcases the first rimless smart eyewear design, seamlessly integrating the Company's cutting-edge technology into a lightweight and minimalist aesthetic. Powered with 100ft range Bluetooth, ultra-clear microphones and quadrasonic speakers for music and call capabilities, each pair comes equipped with the Company's patent-pending charging dock, ensuring effortless and convenient recharging of the glasses and up to three other USB-charged devices for all day adventure.



Photo courtesy of Innovative Eyewear, Inc.

Harrison Gross, CEO of Innovative Eyewear, stated:

"We believe the launch of our Eddie Bauer Smart Eyewear line marks a significant milestone in our mission to push the boundaries of eyewear innovation. By introducing the first-ever rimless smart eyewear, we believe we are not only elevating style but also redefining the possibilities of wearable technology. This collection exemplifies our commitment to merging fashion and function, catering to the modern, adventurous lifestyle that Eddie Bauer embodies. We believe this is our most premium product to-date, with a combination of high-end finishes, tried and true frame contours and powerful tech accessories to deliver a smartglass experience like no other."

Sierra McPhillips, Vice President of Brand at Authentic, stated:

"We are pleased to introduce Eddie Bauer's next adventure in innovation to its audience of brand fans. Innovation is at the core of Eddie Bauer's brand values, and we are thrilled to continue that mission through the Smart Eyewear launch, in partnership with Innovative Eyewear."

With a focus on accessibility and convenience, the collection will soon be available through various retail channels, including department stores, sports retailers, brick-and-mortar locations, and local optical stores.

You can order Eddie Bauer Smart Eyewear now at <https://Lucyd.co> with a variety of prescription and custom lens options.

About Innovative Eyewear, Inc.

Innovative Eyewear is a developer and retailer of cutting-edge, ChatGPT enabled smart eyewear, under the Lucyd®, Nautica®, Eddie Bauer® & Reebok® brands. True to our mission to Upgrade Your Eyewear®, our Bluetooth audio glasses allow users to stay safely and ergonomically connected to their digital lives, and are offered in hundreds of frame and lens combinations to meet the needs of the optical market. To learn more about the Eddie Bauer Powered by Lucyd Smart Eyewear collection and explore the future of eyewear technology, please visit www.Lucyd.co.

About Eddie Bauer

For more than 100 years, outdoor brand Eddie Bauer has been inspiring, enabling, and empowering people to live their adventure with products that are built to last. Their performance outerwear, apparel, footwear, accessories, and gear are available at eddiebauer.com and more than 260 stores in the U.S., Canada, Germany, and other international markets.

Follow Eddie Bauer on [Instagram](#), [Facebook](#) and [Twitter](#).

Tekcapital currently owns 5,189,086 shares of Innovative Eyewear, Inc.

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About Tekcapital plc

Tekcapital creates value from investing in new, university-developed discoveries that can enhance people's lives and provides a range of technology transfer services to help organisations evaluate and commercialise new technologies. Tekcapital is quoted on the AIM market of the London Stock Exchange (AIM: symbol TEK) and is headquartered in the UK. For more information, please visit www.tekcapital.com.

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Forward-Looking Statements

This press release is for informational purposes only. The information herein does not constitute investment advice nor an offer to invest and may contain statements related to our future business and financial performance and future events or developments involving Innovative Eyewear, Inc., Lucyd or Tekcapital that may constitute forward-looking statements. These statements may be identified by words such as "expect," "look forward to," "anticipate" "intend," "plan," "believe,"

"seek," "estimate," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to customers, stakeholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements may be based on the current expectations and certain assumptions of Tekcapital, Innovative Eyewear Inc. or Lucyd's management. Please note that these are subject to a number of risks, uncertainties and factors, including, but not limited to those described in various disclosures. Should one or more of these risks or uncertainties materialize or should underlying expectations not occur or assumptions prove incorrect, actual results, performance or achievements of Innovative Eyewear Inc., Lucyd and/or Tekcapital may vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Other than as required by relevant regulation or law, neither Innovative Eyewear Inc, Lucyd nor Tekcapital intends, nor assumes any obligation, to update or revise these forward-looking statements in light of developments which differ from those anticipated.

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