



MARCHON | ALTAIR
vsp vision companies

BRAND HIGHLIGHTS

A Global Focus

We are Marchon and Altair Eyewear.

With a proud history of focusing its employees, resources and brands on sustainability and corporate responsibility initiatives, we are committed to being the best possible partner to our stakeholders, employees and communities.

Through an extensive global network of subsidiaries and distributors spanning more than 100 countries, Marchon Eyewear products are made accessible through eye care professionals, optical stores and leading retailers. Altair Eyewear is one of the leading manufacturers and distributors that ensures eyecare practices have access to best-selling eyewear at no upfront cost.

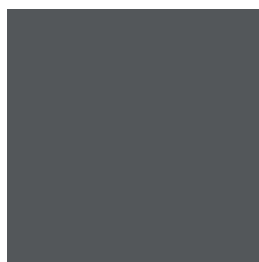




MARCHON/ALTAIR

Eyes on Tomorrow™

A long-term, global sustainability program, Eyes on Tomorrow, guides us in responsibly ensuring that our eyewear and processes will have a lowered impact on the planet and commits the company to being the best possible partner to our stakeholders, employees, and communities.



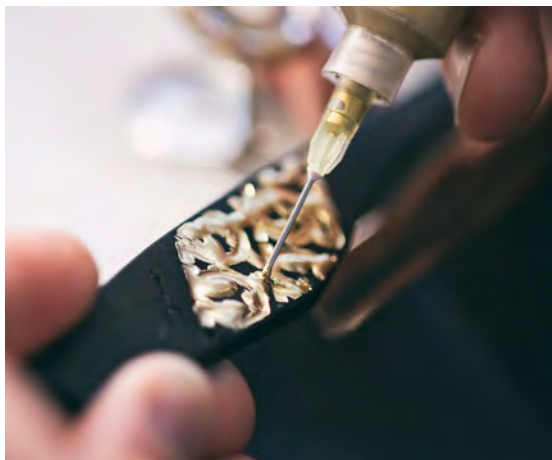
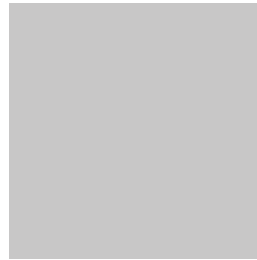
Learn more



MARCHON/ALTAIR

Visionary Designers

We are an integral part of an industry that sets trends, partnering closely with many of the most visionary designers and leading lifestyle and performance brands around the globe. We work closely with each brand to translate their individual philosophies into designs that blend innovation with eye-catching, signature styles at a wide range of price points.

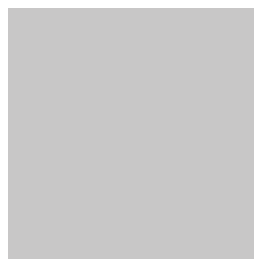




GLOBAL

Manufacturing & Distribution

We are proud of our high performing supply chain and service levels, centered around its fully owned manufacturing plant in Puos d'Alpago, Italy, and supported by a complimentary network of world class suppliers. The company's highly developed compliance system is industry leading. Within our network of centralized regional distribution centers in over ten locations globally, our EMEA Distribution Center features one of the industry's most advanced automated operations.



PARENT COMPANY

VSP Vision

VSP Vision is a doctor-governed organization which connects its nearly 90 million members to affordable, accessible, high-quality eye care and eyewear. Its industry-leading businesses combine to bring quality eye care insurance, high-fashion frames, customized lenses, ophthalmic technology, and connected experiences to increase access to eye care around the world.





MARCHON

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Airlock focuses on minimalistic styling with sleek and modernized designs. The brand is known for its durable, yet lightweight construction offered in multiple silhouettes, colors, and materials for both men and women. Airlock is perfect for those who want that “barely there” look and feel with an array of styles to choose from.

5 KEY TAKEAWAYS:

- 1** Airlock styles feature superlight materials for comfort and durability.
- 2** The collection offers a wide array of shapes, colors and premium materials for men and women.
- 3** Airlock features the dual compression mounting system, providing faster fabrication and utilizes a 1.7 mm double barrel bushing on all styles.
- 4** The collection is offered at a range of accessible price points for all.
- 5** All lens shapes and chassis are interchangeable throughout the collection.



Calvin Klein is a fashion lifestyle brand with bold, progressive ideals and a sensual aesthetic that is recognized worldwide. The brand elevates everyday essentials to globally iconic status with a modern and minimalist approach to design.

Calvin Klein Eyewear is a seamless integration of minimal elegance into everyday life. Designed for those seeking the refined, everlasting charm of a functional and essential design that allows for their individuality to come through.

The collection reimagines iconic eyewear by revisiting shapes and materials that defy the ages. Featuring sophisticated silhouettes, with signature metal hardware and tailored design elements such as custom core wire and beautiful Acetates, this collection is all about effortless style.

5 KEY TAKEAWAYS:

- 1** Calvin Klein is a global lifestyle brand built on a minimalist canvas.
- 2** Calvin Klein is an inclusive brand consisting of a diverse product offering appealing to all ages and genders.
- 3** Calvin Klein still ties back to its roots today, focusing on the simplicity of the product while obsessing over every detail.
- 4** Classic and modern styles consist of unique design features and elements that take you from work to play.
- 5** Calvin Klein is amongst the top engaged and fastest growing fashion brands on social media.



Columbia Sportswear Company, founded in Portland, Oregon has been a globally-recognized leader in the outdoor gear and sportswear industries, making no-nonsense apparel and footwear to keep their loyal consumers warm, dry, cool, and protected at all times, in all environments.

Columbia is designed by, and for outdoor enthusiasts who would rather be hiking, riding, fishing, hunting, climbing, camping, golfing, paddling, running, and just enjoying fresh air with friends. Mirroring the equipment favored by outdoor enthusiasts, Columbia eyewear pairs rugged textures with distinct materials to create durable, lightweight styles for people who love the outdoors and lead active lifestyles. Made for those with a sense of adventure, the Columbia optical and sun lines offers styles for everyone including extended size styles, ranging from 58-62, for consumers in need of wide bridges and longer temples.

5 KEY TAKEAWAYS:

- 1** Columbia is rated the #1 Global Outdoor brand.
- 2** As one of the largest outdoor and active lifestyle apparel and footwear companies in the world, our products have earned an international reputation for innovation, quality, and performance.
- 3** Columbia Eyewear is built for men ages 25+ who live an active lifestyle.
- 4** Columbia offers a bestselling extended fit eyewear collection for men in both optical and sun.
- 5** Columbia has partnerships with giant corporations such as Disney and Star Wars, as well as major professional sports leagues and celebrities.



CONVERSE has been making Chuck Taylor All Star sneakers since we started over a century ago, and now we work to make new street style classics. What you wear defines sport, street, and creative culture, and we've been redefining it with you all along. When you wear Converse products, you create a culture of authentic street style simply by being yourself. Whether they're on the feet of a '70's basketball star in a history book or on the street with you today, Chucks have always signified cool... because you wear them. We don't know where you'll go, but we know you'll take Converse to the future with you.

The eyewear collection provides a comprehensive assortment for men, women and teens with classic sun and optical styles. Rubber accents, iconic logos, and unique colorations tie back to the brand's footwear collection. The latest styles include a mix of comfortable lightweight plastics as well as modern metals in compelling color combinations to complement your style.

5 KEY TAKEAWAYS:

- 1** The famous Converse Chuck Taylor All Stars have been relevant for over a century, making them the most iconic shoes of all time.
- 2** A Converse sneaker is sold every 43 seconds.
- 3** Converse truly resonates with everyone - all genders, ages, and ethnicities.
- 4** The eyewear includes a variety of logos, color palettes and rubber accents that tie into the footwear and apparel stories.
- 5** The eyewear features proven shapes with design elements that speak directly to Converse icons and offers quality eyewear at an accessible price point.

CUTLER AND GROSS



Founded in 1969, British luxury eyewear brand Cutler and Gross combines the finest Italian craftsmanship with irrefutable cool style. Ever since its establishment in fashion's halcyon days, the brand's signature creativity has been applied to sunglasses and optical frames to create functional and timeless glasses that are design-led.

Cutler and Gross frames are each uniquely numbered instead of named and are complete with subtle branding on the inside of the temples. The brand has boutiques in the UK and North America and distributes to selected stores and independent opticians globally.

5 KEY TAKEAWAYS:

- 1** Our brand has been at the forefront of optical design for 50 years as trailblazers, disrupters and pioneers whose legacy has been much imitated, but never surpassed.
- 2** Founded on the principle that when it comes to eyewear, it's not just about how we see the world, it's about how others see us.
- 3** Custom-made frames feature 9mm Acetate, 5 barrel hinges, and Acuron safety screws for a discerning customer who values the Cutler and Gross commitment to quality, fit and good design.
- 4** Cutler and Gross fuses elegance, creativity and cutting-edge craft without compromise.
- 5** Manufactured in the Cutler and Gross-owned Italian factory - essential for research & development as well as supply chain.



Since its inception in 1989, DKNY has been synonymous with New York, inspired by the energy and attitude of the city. Drawing on Donna Karan's original principle of designing for the woman who never knew where the day would take her, DKNY has transformed into a global lifestyle powerhouse. Taking inspiration from the fashion house, DKNY eyewear offers versatile styling with updated, time-honored shapes to create a collection of modern masterpieces.

5 KEY TAKEAWAYS:

- 1** Founded by Donna Karan, DKNY offers a New York attitude with universal appeal. The goal of the brand is to bring a little bit of New York to everyone, no matter where they are.
- 2** Since the brand's launch in 1989, the label has become a multi-million dollar empire and the letters DKNY are recognized worldwide as a savvy-chic urban brand.
- 3** Our designs offer thoughtful and unexpected twists that integrate effortlessly into your wardrobe to elevate and enhance your personal style.
- 4** DKNY's purpose is to give our consumers confidence.
- 5** DKNY eyewear is framed in 3 pillars representing the brand's New York City roots: City Native, Concrete Jungle and In Motion.



Donna Karan launched her own label in 1984. She revolutionized dressing for modern women based on an intuitive understanding of their needs, desires, and busy lifestyles. Donna Karan launched the Seven Easy Pieces as her first collection and won the Council of Fashion Designers of America (CFDA) award in 1985. Inspired by this original capsule, the Donna Karan Modern Icons Eyewear Collections provides the perfect accessory to complete any look.

5 KEY TAKEAWAYS:

- 1** Donna Karan is about a complete lifestyle, addressing and dressing all aspects of life. Day to night, weekday to weekend, home to office and everything-in-between.
- 2** The eyewear color palette offers a unique display of Donna Karan's signature colors: black and gold.
- 3** The Donna Karan Cashmere Mist fragrance bottle is the inspiration behind each sculpted temple design.
- 4** Donna Karan is designed for a certain kind of woman: strong, powerful, self-assured, and hard-working. Effortlessly cool and confident, she is the kind of woman we all want to be around.
- 5** Donna Karan is the sophisticated style that complements the next generation of on-trend fashions found in DKNY. Caviar and Pizza, Black Car and Taxi, Skyline and Street; these two brands come together to create everything you need to live a New York life - wherever that may be.



It all began in 1993 in the surf town garage of founder Will Howard's Capo Beach, California home. Where a bold vision for crafting high-quality and high-performance eyewear that encompassed his love for sea, snow and land was as impassioned a pursuit as chasing swells, shredding powder, and ripping dirt. Dragon's legacy as a pioneer in producing superior products by blending artistry, athleticism, and technology for the world's best athletes remains true. Dragon continues to innovate by growing the brand for a new generation of icons and heroes seeking high-performance eyewear and groundbreaking design.

5 KEY TAKEAWAYS:

- 1** Dragon is a story of authenticity, creativity and innovation. Established in Southern California in 1993, Dragon is a globally recognized, leading performance eyewear brand with deep ties to action sports.
- 2** Dragon's wide range of eyewear appeals to consumers seeking expert craftsmanship, high-level performance, and innovative designs.
- 3** Dragon focuses on sustainable product offerings: utilizing Plant-Based Resin styles made from castor bean oil and Upcycled styles made from 100% recycled water bottles.
- 4** Dragon combines the fusion of art and performance with the Athlete Signature Series, launching optical and sun products inspired by Dragon's legendary athletes.
- 5** Dragon's inclusive brand demographic consists of outdoor enthusiasts across the spectrum, including: the core athlete space, active surf and snow participants, the weekend adventurer, and the loyal fans who have been with the brand since its inception in action sport in the early 90's.

FERRAGAMO



FERRAGAMO is one of the world's best-known Made in Italy luxury brands. The basic principles underlying Salvatore Ferragamo's art of shoemaking, craftsmanship, creativity, and elegance, are reflected in all product categories, inclusive of eyewear. The FERRAGAMO eyewear collection utilizes iconic elements from the brand's heritage, such as the Gancini, Vara and signature prints. The use of innovative shapes and materials create a balance between the brand's strong historical roots and its new modern interpretations.

5 KEY TAKEAWAYS:

- 1** FERRAGAMO is one of the world's best-known "Made in Italy" luxury brands.
- 2** FERRAGAMO is a global brand that dresses from toe to head.
- 3** The eyewear collection represents luxury for both men and women with classic fashion-forward styling.
- 4** Salvatore Ferragamo was known in Hollywood as "the shoemaker to the stars".
- 5** The use of iconic elements, along with innovative materials, creates a balance between strong historical roots and modernity.

FLEXON



Originally discovered by NASA in 1961 for missile heat shields, Flexon has changed the world of eyewear since its launch in 1988. Flexon frames are made with a unique Titanium Alloy that unlike other metals allows it to be bent and returned to its original shape. Engineered and designed with taste and precision to work in everyday life, Flexon sets the new standard in durable eyewear.

Flexon is designed to help people see confidently. We have a wide array of styles that appeal to those looking for durable eyewear that is made to last.

5 KEY TAKEAWAYS:

- 1** Flexon frames feature technologically-advanced Memory Metal in the bridge and/or temples allowing them to be flexed, bent, or twisted and returned to their original shape.
- 2** Flexon has over 30 years of design and construction experience.
- 3** Flexon has incomparable features that provide superior quality making the frames more durable, lightweight, and resistant than conventional metals.
- 4** Flexon continues to evolve into a collection with no limitations, offering consumers the looks they desire with the durability Flexon is known for.
- 5** Flexon fits, feels, and forgives like no other conventional metal frame on the market.



Fashion icon Karl Lagerfeld was renowned worldwide for his aspirational, relevant and cutting-edge approach to style. He was a force of nature, coupled with an enigmatic persona and an original perspective on fashion and pop culture.

Karl Lagerfeld Eyewear collection combines Parisian aesthetic with a rock-chic attitude under the MASSTIGE positioning, offering a collection with prestigious appeal at an affordable price.

The fashion icon's unmistakable touch inspires the brand's exclusive eyewear collection which is characterized by the flawless fusion of classic elegance and contemporary sophistication. Each of the styles combine futuristic shapes and sleek lines, reaffirming the icon's vision of alluring quality and distinction.

5 KEY TAKEAWAYS:

- 1** The Karl Lagerfeld Eyewear Collection includes iconic, futuristic eyewear designs with striking shapes.
- 2** From the gym to the street, the Karl Lagerfeld Eyewear brings a sophisticated touch to modern activewear.
- 3** Since 2019, Karl Lagerfeld joined the Fashion Pact, a global sustainability initiative seeking to transform the fashion industry through objectives in three areas: climate, biodiversity and ocean protection.
- 4** Karl Lagerfeld invented the MASSTIGE concept, as a merge between the words mass & prestige, that have always been clashing until then.
- 5** From seasonal RTW (Ready-to-Wear) to Eyewear fashion, Karl Lagerfeld designs are closely connected in their product stories.



Since the very first Polo shirt was created in 1933, Lacoste relies on its authentic French sports heritage to bring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children. At the juncture of sport and fashion, Lacoste frees us up, creates movement in our lives, and liberates our self-expression.

Lacoste's eyewear collection epitomizes the brand's innovative and DNA approach through sophisticated silhouettes, sustainable materials and signature motifs. The TWEENS styles represent the cutting edge in Eyewear Technology: each frame is lightweight, with a high degree of resistance and flexibility. Dedicated to the younger Lacoste generation, the Glow-in-the-Dark optical collection absorbs the sunlight, which allows them to illuminate in the dark, making them a trendy and fun accessory to wear.

5 KEY TAKEAWAYS:

- 1 Founded by René Lacoste, the French tennis legend, the brand continues to embrace innovative, sport-inspired style.
- 2 Lacoste is a lifestyle brand targeting the everyday needs of a diverse consumer base, each wearing the brand in their own unique way.
- 3 Two Lacoste products are sold every second throughout the world.
- 4 Tennis legend Venus Williams is the new global brand ambassador for Lacoste.
- 5 Incorporated throughout the eyewear collection is the famous "Croc", inspired Polo shirt details like the petit piqué and pops of color.



LANVIN is one of the most valued and admired luxury brands in the world, thanks to its recognizable identity, unique creativity and strong values.

Lanvin was founded by the visionary genius, Jeanne Lanvin and is the oldest 'Maison de la Haute Couture' with 130 years of undisputed heritage. The house's design approach is driven by the alchemy in Lanvin's heritage meeting next-generation innovation. Lanvin represents the new modernism in eyewear, standing out for its unique combination of inventiveness, surprise and intricate detailing. The collection addresses women and men, with a wide range of designs crafted with premium materials and enhanced by luxury details and unique embellishments.

5 KEY TAKEAWAYS:

- 1** LANVIN (pronounced lohn-vin) is a French multinational fashion house created by Jeanne Lanvin 130 years ago.
- 2** LANVIN is the oldest "Maison de la Haute Couture" and has earned worldwide fame by creating timeless, classic and groundbreaking innovation.
- 3** Today, the LANVIN collection addresses women and men with a wide range of creations incorporating its strong DNA and high quality.
- 4** LANVIN epitomizes creative and modern luxury, reflecting the spirit and iconic elements of the brand.
- 5** LANVIN's popularity among international VIPs, influencers and top editors continues to grow.

LINDA FARROW



Established in 1970, the Linda Farrow brand of luxury eyewear rose quickly to acclaim, and successfully pioneered the perception of eyewear from functional into a fashion accessory. Today renowned for its collaborations with many of the world's most admired designers and its uncompromisingly luxurious mainline collections, Linda Farrow has established itself as one of the most exciting brands in fashion.

5 KEY TAKEAWAYS:

- 1** Design, fashion and craftsmanship are at the forefront of what Linda Farrow stands for.
- 2** Linda Farrow does not follow trends, but sets them.
- 3** Exciting collaborations with the world's top, innovative designers.
- 4** Epitome of understated luxury and style.
- 5** Opulent materials engineered to create timeless eyewear.



French luxury leather goods company Longchamp was founded in 1948 and has grown into a globally-recognized brand that exemplifies quality, excellence and artisan craftsmanship. The wide product range, including luggage, shoes, and ready-to-wear, are easily identifiable by the discreet, yet emblematic horse logo.

The brand's iconic Le Pliage bag became a must-have symbol of understated and affordable luxury since its release in 1993. This popular tote, as well as the brand's recognizable "Box-Trot", Roseau and Amazone bags, have directly inspired the eyewear collection.

Infused with Parisian style and sophisticated allure, Longchamp's eyewear collection stands out for its unique mix of exclusive textures, iconic details and singularly feminine shapes. Enriched with timeless styles and bold, geometric proportions, the collection masterfully blends elegance, ease and distinction.

5 KEY TAKEAWAYS:

- 1** Longchamp was named after a horse racetrack in Paris, and is the epitome of French flair and style. The horse and rider logo pays homage to its inspiration.
- 2** There are 3 Le Pliage bags sold every minute worldwide, with 30 million sold since its release in 1993.
- 3** Longchamp eyewear is the perfect accessory for dynamic and modern women, aiming to enhance the everyday look with an elegant and refined twist.
- 4** The eyewear collection features timeless designs, embellished with sophisticated and iconic brand details, offered at an appealing price.
- 5** The 2017 eyewear launch collection sold out in 6 weeks and continues that successful design direction.



Marchon NYC Eyewear is inspired by diversity and inclusivity. We provide diverse styling, while using high-quality materials that feel as if your eyewear was Made for You. Our designs range from core classics to current fashion trends, all offered at an affordable price point. We focus on helping you find your fit while keeping style and functionality top of mind. Put your best shape forward with choosing eyewear that enhances your greatest features. Marchon NYC is the perfect choice for all genders, face shapes and sizes. Shape your style with choosing from a wide array of timeless rectangles to edgy Cat Eyes. Within the various collections, there is truly something for everyone. We believe eyewear should bring you the confidence to be universally you.

5 KEY TAKEAWAYS:

- 1** Affordability: Marchon NYC's mission is to provide affordable and accessible eyewear that is fit and designed for all.
- 2** Diverse Product Offering: Marchon NYC eyewear is inspired by diversity and inclusivity. We provide diverse styling that ranges from core classics to current fashion trends.
- 3** Wide Target Consumer: Marchon NYC offers a wide range of products within various subcollections designed for all genders and ages. Our sizing ranges to accommodate petite through extended fit.
- 4** Quality: Marchon NYC eyewear is designed with rich colorations, handmade acetates and custom detailed designs.
- 5** Merchandising: Marchon NYC offers merchandising options for in-store and digital use to help tell our story.

NAUTICA



Nautica is a modern American classic brand, offering quality, design and value while capturing the essence of an active, adventurous and spirited lifestyle. Today, Nautica is one of the most recognized American brands throughout the world, available in more than 65 countries.

Everyone in the world is connected by the ocean and Nautica sets sail to bring the inspiration of the sea to everyday style. Our eyewear collection strives to deliver that vision, through a collection of men's optical and polarized sun styles which represent classic styling, casual nautical lifestyle and are comfortable to wear.

5 KEY TAKEAWAYS:

- 1** Nautica is a modern American classic brand offering quality design at an accessible price point.
- 2** Nautica continues a strong partnership with Oceana, a nonprofit conservation organization, to protect the world's oceans and develop sustainable products.
- 3** The eyewear collection of men's optical and polarized sun styles represent classic styling, a casual nautical lifestyle, and are comfortable to wear.
- 4** Nautica Eyewear offers sustainably-crafted frames made from Tenite™ Renew, designed for environmentally-conscience individuals who want to make a lasting impact on style, with a lower impact on the environment.
- 5** The Nautica sun collection is 100% Polarized and Rx-able.



Made with athlete insights and cutting-edge innovations, Nike Vision is the essential element that stays with you all day long, through whatever you're doing. Nike Vision performance, lifestyle and streetwear eyewear offers clarity, comfort, and unexpected style, from the practice field to the city street. However, you do sport, Nike Vision helps you *See Sport Better™*.

5 KEY TAKEAWAYS:

- 1** Nike's powerful portfolio across brands, categories, geographies, genders and channels is unmatched. Nike is the biggest sports brand in the world with the Nike swoosh as the most iconic brand logo in the world.
- 2** Nike fosters a culture of innovation. Nike Vision creates frames through input and testing-by athletes for today's athlete, while solving problems for the next generation.
- 3** Nike Vision is dedicated to developing more sustainable eyewear that moves us further in our journey towards zero carbon waste and zero waste - and helps protect the future of sport.
- 4** Nike Vision brings inspiration and innovation to athletes with eyewear collections designed for men, women and children which help them *See Sport Better™*.
- 5** Nike Vision spans across performance, streetwear and lifestyle, featuring frames designed with innovative materials such as Flexon, Titanium, Acetate, Acetate Renew(TM), and Plant-Based Resin.

NINE WEST



Nine West empowers women to take on the world in style. A cult favorite of fashion insiders for over 40 years, Nine West is the ultimate resource for coveted shoes and accessories that are trend-driven, yet relatable. Nine West stands for strong personal style and self-expression and innovative collections that make a statement without sacrifice.

Nine West Eyewear is designed with all women in mind. No matter your style, shape, or size we make eyewear that empowers every woman to take on the world with confidence. Our eyewear collection unites iconic silhouettes in contemporary colorations with bold, modern design details. And with a special focus on comfort, our Petite and Extended Fit frames offer a wide range of sizes for the perfect fit.

5 KEY TAKEAWAYS:

- 1** One of the world's most recognized brands, it is a staple for the modern woman and has longevity as a cult favorite of fashion insiders.
- 2** More than 100 million women have walked in Nine West shoes.
- 3** The target audience for Nine West Eyewear is women in the 45-54 age demographic.
- 4** Nine West takes high-end design concepts and translates them into accessible styles.
- 5** Nine West Eyewear is designed with all women in mind, delivering on trend eyewear in Petite, Core and Extended Fit sizes, at an affordable price.



Paul Smith is Britain's foremost designer. He is renowned for his creative aesthetic, which combines tradition and modernity. Reaffirming the values that Paul set down in 1970, 'classic with a twist' remains the guiding principle of the company. Paul's saying, that "you can find inspiration in everything", means that references are eclectic.

The collection includes timeless frames with hidden details that play on Paul's love of independent design and bold colour. Beautiful frame shapes play with proportion and scale, while bespoke layered Acetates draw attention to the artisan production processes. Colorful accents are added to nose pads and temple tips, each style comes with hidden details for the wearer to enjoy. To quote Paul: "The more you look, the more you see."

5 KEY TAKEAWAYS:

- 1** Both men's and women's collections are positioned within the luxury designer space.
- 2** Handmade Italian craftsmanship with superior quality and materials.
- 3** "Classic with a twist" designs to cater to the everyday sales opportunities.
- 4** Subtle branding elements to highlight Paul Smith's signature Artist Stripe.
- 5** Focuses on color while maintaining timeless shapes, an opportunity to transition the consumer to the next level in eyewear.



Pure isn't just about eyewear, it's about energy. It's the way you see the world and how you show up for it. Expression is what you make it - from a neon moment during a conference call to a head-turning look at happy hour, make sure every choice you make is all you.

Pure offers bright, fearless eyewear for the tastemakers, and the everyday influencers. Make a bold impact everywhere you go.

5 KEY TAKEAWAYS:

- 1** Pure offers youthful yet sophisticated styles, perfect for consumers looking for eyewear to complement their lifestyle.
- 2** Available in a wide variety of materials and constructions without sacrificing style.
- 3** Authentically inspired designs using high-quality materials.
- 4** Eyewear trends from statement-making plastics and metals, all available at competitive price points.
- 5** The Pure brand appeals to individuals who want to distinguish themselves from the masses and express themselves.



Premium design meets unrivaled durability. The new Shinola Built by Flexon collection represents both brands' commitment to crafting products through exceptional engineering and artisanship. Shinola is a design brand with an unwavering commitment to crafting lasting products, from watches to leather goods and beyond. Born in Detroit, Shinola makes beautiful, enduring handcrafted goods that are built to be lived in, worn out and well-loved. They celebrate timeless design and thoughtful craftsmanship with products and stories that inspire people to live well and be confident in a style that is uniquely their own.

5 KEY TAKEAWAYS:

- 1** Brand Awareness: Shinola takes cues from their products: jewelry, watches, and bikes, allowing them to have a cohesive brand presence.
- 2** Brand Loyalty: Once customers start to wear Shinola Built by Flexon, they will continue to wear the brand for years to come.
- 3** Durability: Shinola creates products that are handcrafted and built to be lived in, worn out and well-loved. Shinola Built by Flexon eyewear is built to last, keeping with the consumer trend of buying quality products that last longer.
- 4** Quality: Shinola makes beautiful and enduring handcrafted goods that are thoughtfully-crafted and timeless in design. Flexon has over 30 years of design and construction experience. Shinola Built by Flexon proves that eyewear can be trendy and durable.
- 5** Comfort: Shinola Built by Flexon frames are lightweight, which provides wearers with all day comfort.



“Swedish by nature since 1948”, Skaga Eyewear is renowned for its modern Scandinavian design aesthetic and Royal Tradition. The stylish yet minimalist brand features sophisticated, trendforward designs for a consumer who appreciates substance and high-tech solutions. Swedish by nature and global by vocation, the brand combines simplicity of style and complexity of fabrication in a curated range of optical frames balancing elegance and functionality.

The Skaga eyewear collection uses only the highest of quality materials, including Titanium, Responsible Acetate, 45% Plant-based Resin and Magnesium Alloy, that ensure elevated standards of comfort and durability while offering an extensive variety of sizes, designs and customization opportunities. Skaga’s collection integrates clean lines and distinctive elements in sleek, lightweight silhouettes with modern colorations recalling the Swedish Nordic landscapes and unique, subtle details.

5 KEY TAKEAWAYS:

- 1** Skaga has more than 75 years of design tradition, heritage and craftsmanship, and is known for being the official frame supplier for the Royal Swedish Family.
- 2** “Swedishness” is a Skaga value linked to the uniqueness of the brand identity. The emphasis is on strong traditional values of functionality, modernity and sophisticated minimalism.
- 3** Skaga’s approach to sustainability focuses on the utmost care and respect for the planet leading to the use of responsible materials for the eyewear and merchandising material production.
- 4** The eyewear collection mixes tradition with trend through the use of high-quality materials such as Titanium, Stainless Steel, responsible Acetates and proprietary design features.
- 5** The Skaga brand appeals to multiple generations who love nature and are seeking eyewear with a customized fit for comfort, fashion, and quality at an accessible price point.

VICTORIA BECKHAM



Victoria Beckham is a London-based fashion brand representing modernity and sophistication by combining minimalistic details and vintage inspirations. Designed for a self-confident, smart, and ambitious woman who wants to express herself to the fullest, the Victoria Beckham eyewear collection showcases only the finest craftsmanship and premium material. Made in Italy, Victoria Beckham eyewear is characterized by clean lines and elegant colorations that enhances its unique shapes, creating a collection that perfectly embodies the brand's DNA.

5 KEY TAKEAWAYS:

- 1** Hand-crafted in Italy, using the finest materials to create one-of-a-kind eyewear styles, featuring: Mazzuchelli acetate, antireflective coating, and 5-barrel hinges.
- 2** Curated by Victoria, the eyewear collection is bold, distinctive, and fashionably refined.
- 3** One of the top designer fashion labels with over 50 million social media followers.
- 4** Victoria Beckham is not only a fashion designer but also an internationally-recognized style icon, able to influence masses as the main brand ambassador.
- 5** A signature brand offering beautifully manufactured design with attention to detail at the entry price point of luxury.

ANNE KLEIN



A globally iconic American fashion brand. For over 50 years, Anne Klein has been synonymous with American style, creating clothes that are immediately recognizable for their sophistication, wearability, and most of all, application to women's lives. The world of Anne Klein has come to encompass women's wear, accessories, eyewear, watches, legwear and more. Her clothing does more than simply meet a woman's fashion needs; it provides women with a form of self-expression and confidence. Today Anne Klein reflects the original brand ethos, "We make classics fashionable."

Modern, Smart and Approachable.

The eyewear gracefully interprets signature Anne Klein details in three collections:

The Leo Legacy Collection celebrates the Lion logo, which Anne viewed as a symbol of courage, self-expression and ambition.

The Tortoise Collection embraces variations of tortoiseshells to create fresh and modern looks that are timeless and sophisticated.

The Wild Eyes Collection showcases animal prints in different hues, textures and materials fashioning a feminine look.

5 KEY TAKEAWAYS:

- 1** BRAND LEGACY. The Anne Klein brand revolutionized how women dressed and has become a staple name in women's fashion. Guided by Anne Klein's famous saying, "clothes won't change the world, the women who wear them will."
- 2** EFFORTLESS STYLE. Anne Klein offers frames that are timeless, feminine, and polished—perfect for the modern woman.
- 3** EXPANSIVE RANGE. Anne Klein frames are tailored to perfection—offering a selection of Standard, Petite, and Extended fit sizes—to meet any woman's needs.
- 4** SIGNATURE DESIGNS. Anne Klein eyewear gracefully interprets signature and unique design details, such as abstract animal prints, tortoise colorations, and the iconic Leo Lion logo.
- 5** THE NEW NATURAL. Select Anne Klein eyewear styles are made with a Cellulose Acetate featuring over 60% Bio-Based materials, a more natural alternative to traditional plastics.



bebe is the go-to destination for real women seeking chic, accessible fashion. Subtle or stand-out, bebe creates strikingly stylish eyewear for women who are keen to emphasize their individual personality. The collection demands high-perceived value with dynamic design and luxury level materials at accessible prices. bebe embraces all attitudes and personalities and interprets them into three, iconic collections:

Dreamer embraces delicate designs, endearing prints, and ethereal colors.

Rocker takes center stage with animal prints and edgy metal details.

Glamour demands attention with layers of laces and premium crystal stones.

5 KEY TAKEAWAYS:

- 1** GENUINE, inspired by Shakespeare's "to be or not to be" the bebe name is the message behind the products: to be true to one's own sense of self and style.
- 2** ORIGINAL, no other eyewear brand looks like bebe.
- 3** AGELESS, appeals to females of every age, ethnicity and attitude—and sales prove it.
- 4** INCLUSIVE, the Dreamer, Rocker and Glamour design categories offer something for every personality and price preference.
- 5** DIFFERENTIATES, demands high perceived value that you can see—like custom made décor, high definition prints, real fabrics and authentic premium crystal stones.

Calvin Klein Jeans



INTRICATE AS STITCHED DETAILS IN FRESH DENIM

The Calvin Klein Jeans eyewear offering is characterized by composition of design, as well as playful contrast of depth and color. Featuring dynamic combinations of materials, this collection shows the marriage of form and comfort. Emotionally charged designs incorporate an array of on-trend styling, seasonally bold colorations and unique detailing.

Calvin Klein Jeans is the casual expression of the lifestyle brand, Calvin Klein. cK Jeans embodies the youthful, urban, edgy consumer and their bold lifestyles. The ultimate eyewear for Gen Zs.

5 KEY TAKEAWAYS:

- 1** THE MONOGRAM. Calvin Klein Jeans frames feature an array of iconic logos that are recognized worldwide. The monogram is the Manifesto of the CKJ Eyewear collection.
- 2** INCLUSIVITY. All the iconic elements of the brand talk about inclusivity, avant-garde, youthfulness. The Calvin Klein Jeans collection truly resonates with everyone –all genders, ages, and races.
- 3** ON-TREND. Offering commercial shapes, seasonal colors and iconic patterns, Calvin Klein Jeans eyewear targets cross generations including a variety of styles that tie into the CK Jeans stories.
- 4** EFFORTLESS. Iconic, easy to wear styles for your everyday wardrobe, from one of the top fashion brands in the world.
- 5** SUSTAINABILITY. Some injected styles in the collection are made with sustainable materials with the purpose to rewrite the rules by moving toward an increased sustainable offer.

COLE HAAN



Since 1928, the Cole Haan name has been synonymous with quality, craftsmanship and vision. As a great American brand, Cole Haan believes in the importance of substance and style, tradition and innovation, past and future. The brand designs, creates, and delivers products for extraordinary people who have a strong sense of style, for day or night, work or weekend, season after season.

5 KEY TAKEAWAYS:

- 1** Cole Haan is a global performance lifestyle brand serving always-connected, active professionals.
- 2** Cole Haan differentiates from other brands with its recognizable designs- fusing the look of a dress shoe with the feel of a sneaker.
- 3** The brand creates elegant and innovative sun and optical collections for all genders.
- 4** Cole Haan is the only brand to deliver eyewear with functional fashion offering performance-oriental materials with luxury-like designs.
- 5** Built with benefits, key features include weight-reducing designs, premium Titanium, innovative color-pops, flexible memory metals and signature leathers, an element typically only seen in luxury brands

DRAPER JAMES



Established in 2013 by Reese Witherspoon, Draper James is a lifestyle brand inspired by Witherspoon’s southern upbringing. The name honors Witherspoon’s grandparents, Dorothea Draper and William James Witherspoon. The eyewear collection features classic gingham and feminine florals that appear as subtle design elements on beautiful silhouettes, ranging from understated and classic to whimsical and delightful. True to the brand’s ongoing commitment to size inclusivity, the styles are available in larger sizes for enhanced comfort and more inclusive fit options. Three key categories – “Signature Darlings,” “Charming Classics” and “Delightful Prints” were thoughtfully developed and designed to complement the brand’s essence.

5 KEY TAKEAWAYS:

- 1** FOUNDER REESE WITHERSPOON. Draper James is named after her grandparents, Dorothea Draper and William James Witherspoon. Draper James is inspired by her Southern upbringing. The modern take on classic American charm has a universal appeal thanks to the brand’s distinct point of view.
- 2** CROSS-GENERATIONAL AUDIENCE. Draper James appeals to a cross-generational audience. An array of feminine shapes and designs ranging from classic to whimsical cater to women of all ages.
- 3** MOMMY AND ME. Knowing the customer values family and tradition, the collection includes optical frames for women and girls, creating the perfect opportunity for mother and daughter to match.
- 4** SIGNATURE PRINTS. Signature prints iconic to the brand such as gingham, stripes and floral prints make the eyewear unapologetically pretty yet easy to wear.
- 5** HIGH QUALITY AT ACCESSIBLE PRICES. The eyewear features beautiful prints, pearl detailing and elegant stones in tasteful Draper James fashion creating high-perceived value at accessible prices.

GENESIS



Feel-good eyewear. Comfortable in every way from style to fit to affordability. Designed with an understated sophistication, rich colors and a quality that let you stay focused on what's important. Elegant yet down-to-earth, our eyewear is evocative of a life lived with passion, purpose and effortless style.

5 KEY TAKEAWAYS:

- 1** FEEL-GOOD EYEWEAR. Dual gender collection, comfortable in every way from style to fit to affordability.
- 2** WELL-MADE. Designed with an understated sophistication. Dependable materials feature elegant stone details, masculine designs, stainless steel, titanium, handmade acetate and spring hinges.
- 3** AFFORDABLE. Affordable price points with a quality you can trust.
- 4** COMFORTABLE. Extended, standard and petite sizing for men and women.
- 5** DEPENDABLE. There for you and all your memorable moments, with a quality you can trust. For men and women 45 - 65+ years.



Originality. Creativity. Character. Committed to Sustainability.

A fusion of modern styling and bold American attitude, JOE represents a fashion forward man with taste and individuality. JOE strives to align with the socially conscious belief of Just One Earth and is focused on the use of renewable resources that are environmentally responsible, naturally derived, and good for the Earth. JOE is the perfect mix of design, quality, sustainability, and value. It is the next generation of American style.

5 KEY TAKEAWAYS:

- 1** **HIGH QUALITY.** Offering quality, hand-made product with a high perceived value, at an accessible price point.
- 2** **YOUTHFUL DESIGN.** Targets the modern man seeking a youthful sense of style and simplicity.
- 3** **FASHION-FORWARD.** Designed as a fusion of modern styling and bold American attitude.
- 4** **TECHNOLOGY-DRIVEN.** The JOE collection features light-weight, durable elements such as ultra-thin Stainless Steel and high-density handmade Acetate.
- 5** **COMMITTED TO SUSTAINABILITY.** JOE Eyewear offers frames which are made from recycled water bottle materials. Good for the Earth!



A modern, sophisticated menswear and lifestyle brand. Joseph Abboud epitomizes innovative design, superior fit and a distinct style. Thoughtfully outfitting men for every facet of their life. Applying a designer eye to an artful masculinity, it is the ultimate source for foundation pieces, accentuated by on-trend details.

5 KEY TAKEAWAYS:

- 1** INCLUSIVE. A brand that appeals to a broad and diverse customer base.
- 2** MODERN. Joseph Abboud Eyewear is for the modern, refined man who has a distinct style and appreciates innovative design.
- 3** SOPHISTICATED. Featuring the tailored designs found in the Joseph Abboud suiting including herringbone, plaid patterns, and tonal colorations.
- 4** CHARACTER. The eyewear has unique textural elements, including genuine wood designs and vintage elements that define the brand aesthetic.
- 5** SAVVY the Joseph Abboud man appreciates exceptional quality and superior fit.

LENTON & RUSBY



At **lenton & rusby**, we believe it's everyone's right to see well and to look good without worrying about the price tag. That's why we take the industry's proven, best-selling styles and make them affordable and accessible to almost anyone. Our curated collection of on-trend eyewear features the perfect frames for both adults and kids - crafted with quality, functionality and value in mind. Say hello to eyewear for all.

5 KEY TAKEAWAYS:

- 1 Eyewear that sees you.** With thoughtfully designed frames for both adults and kids, there really is something for everyone.
- 2 Perfectly priced.** Competitively priced, fully covered by most VSP® insurance plans. Ideal second pair/private pay options.
- 3 No skimping on quality.** Crafted with high quality materials such as handmade acetate, stainless steel and spring hinges.
- 4 Styles that sell.** Best of the best, topselling styles curated to make an impression. A perfect blend of trendy, minimalist designs for adults and playfully fun styles for kids.
- 5 Good things, small package.** Our 40pc merchandising box was designed to be compact but impactful. Best of all, there's no up-front cost and no need for board space.

McALLISTER



First and always, modern original eyewear. Distinctive frames for a new generation of visionaries. Inspired by a true founder of American optometry, an icon who, 225 years ago, dared to see beyond limits.

McAllister honors its 225-year legacy of distinctive eyewear with a collection that reframes what it means to be bold. Thoughtfully constructed of high-quality materials in effortlessly trendy styles that embrace individual expression with bold colors and confident contours. McAllister honors the expertise of its namesake, and through design continues its legacy of inspiring modern visionaries.

5 KEY TAKEAWAYS:

- 1 MODERN ORIGINAL EYEWEAR.** Inspired by a true founder of American optometry, John McAllister. An icon who, 225 years ago, dared to see beyond limits.
- 2 AUTHENTIC.** We are true to our history, genuine and design with intention. Focusing on progress, featuring gender neutral styling and individualized design.
- 3 INSPIRING.** Frames designed for a new generation of visionaries, ages 18-35 years old.
- 4 BOLD.** We are different by design and develop with purpose by offering styles using a sustainable material, Plant-based Resin.
- 5 EFFORTLESSLY COOL.** Featuring horn gradients, jewel-toned crystal acetates, dual-colored metals and modern silhouettes, these styles are shapes for the visionaries of today.



365 DAYS A YEAR, SPYDER DARES TO PREPARE, PERFORM, AND LIVE.

As one of the largest winter sports brands in the world, Spyder is a pioneer for performance, athleticism and quality. Founded in 1978, the brand was created for racing, by racers, and has lived true to that legacy ever since. As a proud sponsor of many highly accomplished athletes, the Spyder brand is known for its authenticity and superiority in the performance field.

The sport-specific function of Spyder eyewear is categorized into three award-winning collections: Bronze focuses on core styling and rich colorations capturing key lifestyle designs. Silver highlights custom prints and sport-focused styles with seasonal designs and subtle performance details. Gold combines technology and performance, featuring pinnacle product such as Carbon Fiber, Extendable Lanyards and Performance Sunwear.

5 KEY TAKEAWAYS:

- 1** Performance & Innovation. Founded in 1978, Spyder is a leader in the ski and athletic world, known for its key principles of high performance and innovation.
- 2** Multi-Generational. As a globally recognized brand, Spyder has a large and dedicated customer base. The Spyder customer thrives on the athletic pursuit.
- 3** Mountain to Metro. The Spyder Eyewear collection is designed to cater to the style and skill set needed from “mountain to metro”, with a range of performance and lifestyle assortments.
- 4** Functional Designs. Superior design details, Spyder has a focus on function & comfort. Concepts such as Extendable Temples, Lightweight Carbon Fiber and Rubberized details, crafted to take you on your next adventure.
- 5** Proud Partnerships. Spyder Eyewear encompasses the quality and standards of athletes, featuring an exclusive partnership with Freeski Gold Medalist, Alex Hall. With unique branding and exclusive campaign imagery, the collection is authentic and genuine.



Seeing beyond



Follow Your Heart



Finest materials meet the highest precision. ZEISS Eyewear has a premium quality frame constructed from materials that reflect the precision of the brand. Utilizing the same excellence of ZEISS lenses, the frames are manufactured with extreme care and relentless drive for perfection. The new men's optical and sun styles embody the best of the ZEISS brand, emphasizing modern looks that integrate cutting-edge technology and precision. Materials and trims are inspired by the brand's technologies, giving the nod to signature aesthetic styling. ZEISS' DNA is translated into eyewear by the use of tech-driven elements, such as custom and flex hinges and best-in-class materials, like Titanium, Acetate, or 45% plant-based resin. ZEISS original sun lens technologies are implemented on sunglasses to satisfy consumers' targeted needs, offering a unique selling point. Custom temple tip acetate laminations are created with Indigo Blue, to give an unmistakable signature to ZEISS eyewear creations.

5 KEY TAKEAWAYS:

- 1** ZEISS is one of the world's leading technology enterprises.
- 2** ZEISS is the first premium brand available within our no-upfront cost board management portfolio.
- 3** ZEISS delivers undisputed quality, extreme precision, its groundbreaking essence applies to Zeiss eyewear. Innovation and R&D translates into tech-driven styles with purposeful elements, elevated minimalism and extremely precise structure.
- 4** Wide range of best-in-class materials, treated with different finishings and thicknesses: Acetate, HD Acetate, Titanium, Magnesium Alloy and Metal.
- 5** Extensive shape and size ranges embrace a wide consumer base. Spring signature hinges and customization options increase the consumer fitting range.

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