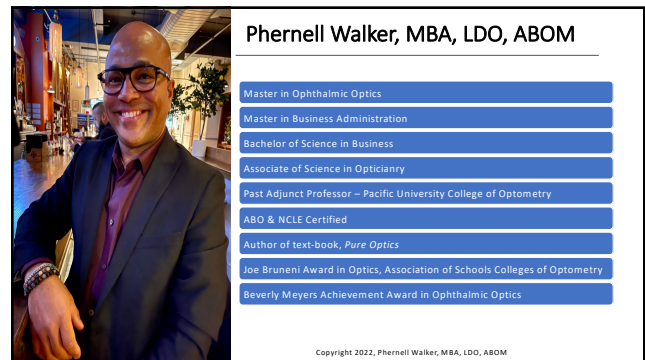
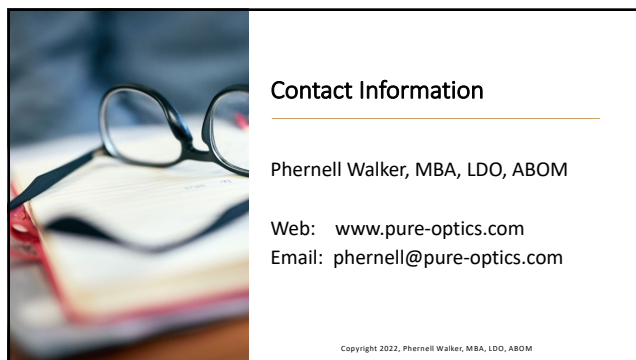


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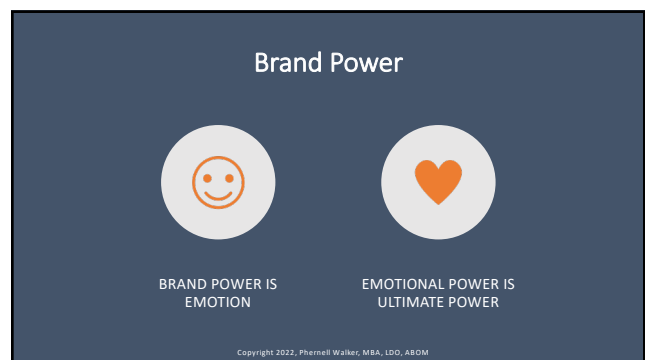
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Brand Personality

- Brands have unique personalities
- That personality is reflected across the entire line of products

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Luxury Eyewear Brand Examples

- Cazal
- Cuttler & Gross
- FACE À FACE
- Faniel
- Lafont
- Lindberg
- Luke Mills
- Salvatore Ferragamo



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The Art of Eyewear

Optical cosmesis blending optical theory with cosmetic design

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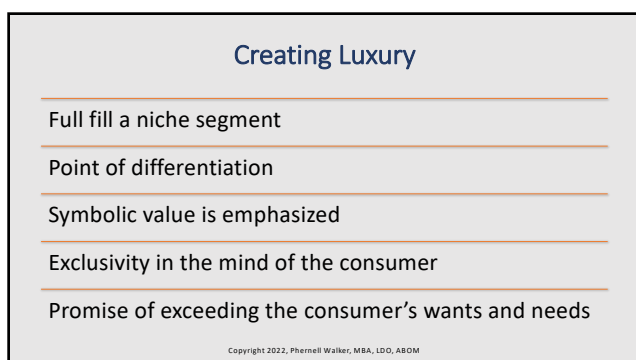
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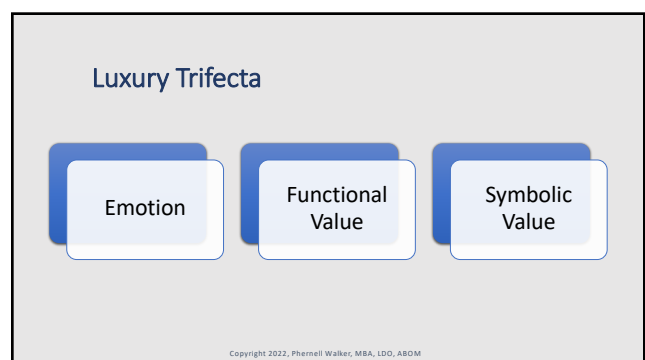
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Brand Licensing Requirements

- Pricing
- Visual merchandising
- Collection grouping
- Logos
- Marketing collateral
- Exclusivity

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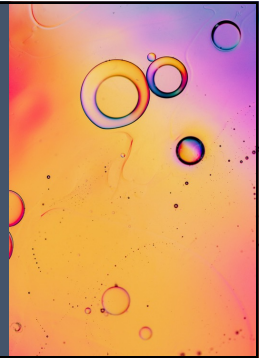


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Luxury Factors

- Geometric shape
- Size
- Color
- Texture
- Embellishments

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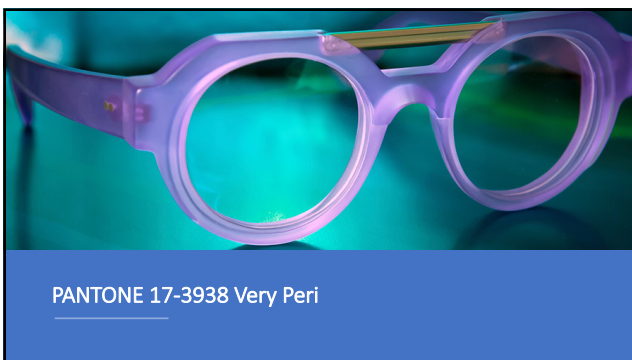
Yesteryear Pantone Colors



The Pantone colors of recent years.

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22



PANTONE 17-3938 Very Peri

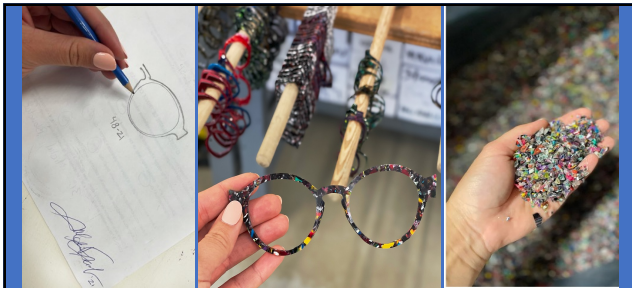
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Material Matters



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Faniel Fabrication

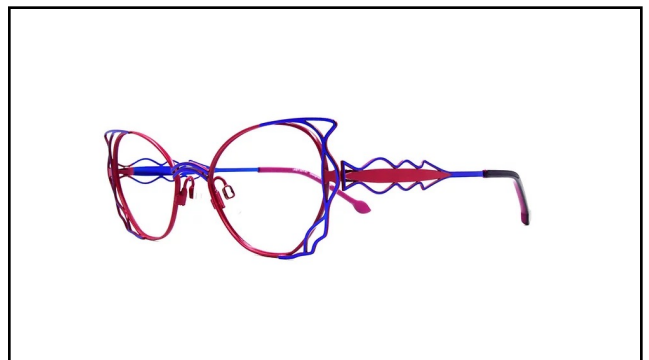
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Acetates

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Beyond Utility – Making a Statement

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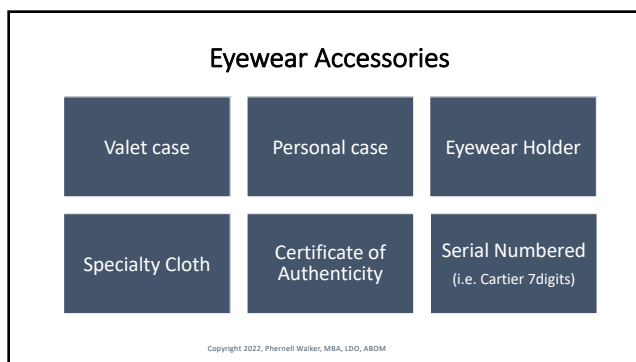
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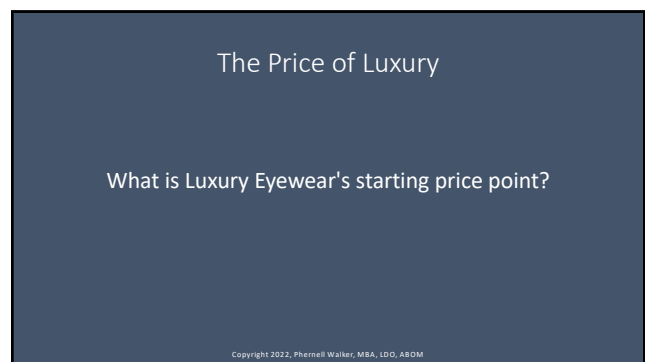
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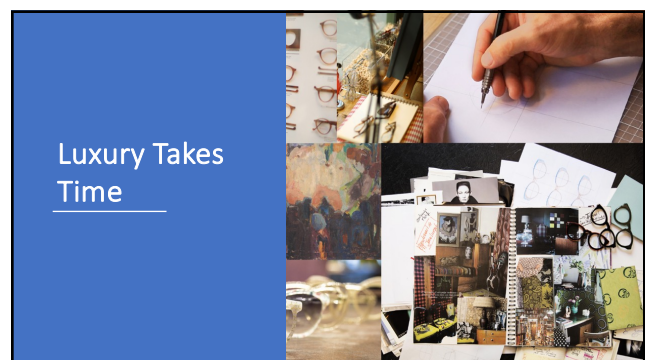
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How long does it take to make a frame?



Manufacturing a luxury frame takes 8 to 14 weeks



Involves 120 to 220 successive operations, depending on the complexity of the product



Almost all of these processes are manual

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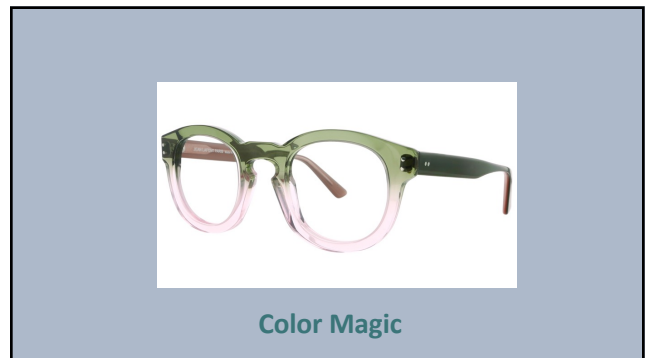


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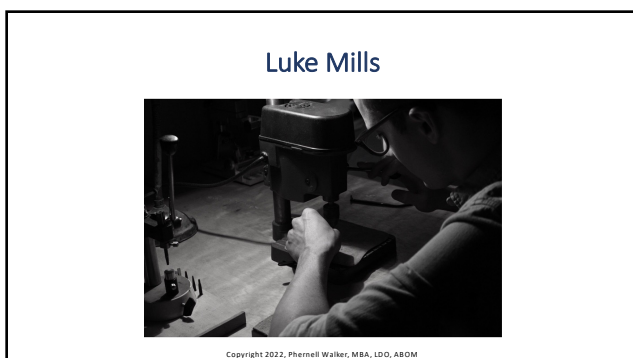
Ingres Tortoiseshell

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Color Magic

40



Luke Mills

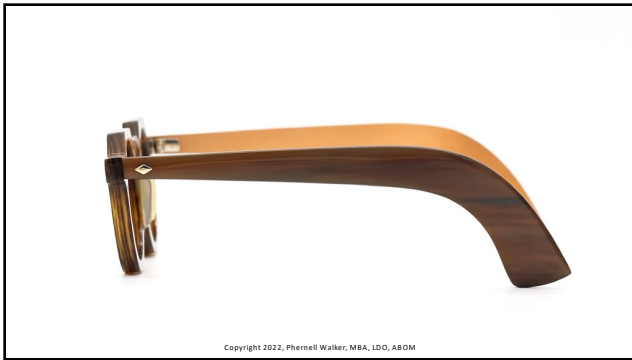
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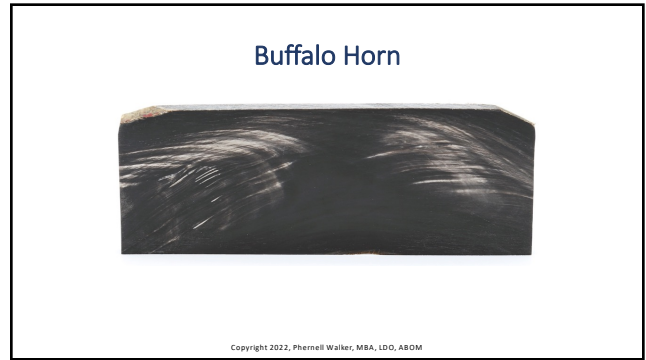


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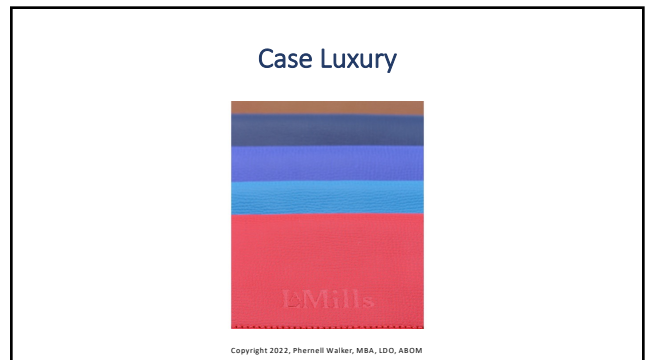
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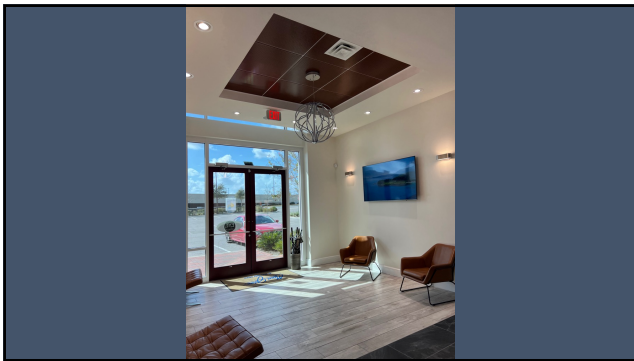
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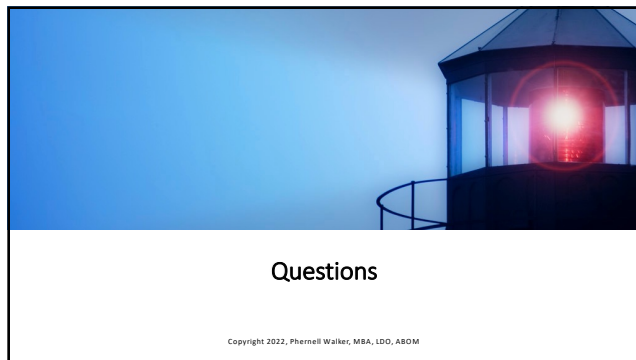
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