

## **Frequently asked questions about customized eyewear**

### **1. What makes Swiss Eyewear Group the experts when it comes to customized eyewear?**

In-depth experience - on average our employees have more than 15 years of experience in the eyewear industry. Designers in our team have designed and developed optical products for brands such as INVU, Rip Curl, Marc Stone, Polaroid, Benetton, Columbia, Navyboot, Sauber Petronas, Reebok, El Charro, BMW, Revlon, Disney, Warner Brothers, Hello Kitty and many more. Swiss Eyewear Group has access to the top, most reliable eyewear factories and can select the factories that are the best fit for your specific requirements.

### **2. What services can Swiss Eyewear Group offer to me?**

Swiss Eyewear Group is your “one stop shop” for your entire eyewear project. You will have one contact person located at our headquarters in Zürich Switzerland. This person will be responsible for the entire project management from A to Z. The project manager will guide you through all phases of your project - from the initial briefing to determine your requirements to the delivery of your customized, certified and quality controlled finished goods. We can also design, develop and produce all accessories such as lens stickers, hang tags, packaging and customized cases. In addition we can create your point-of-purchase material and help you with any requirements you may have in marketing and logo development.

### **3. What sized projects can Swiss Eyewear Group do for me?**

We can do any sized project. Current and past projects range from a single promotional sunglass item to designing and developing entire private label collections for retailers and brand owners.

### **4. What products can Swiss Eyewear Group develop for me?**

Our core competences are customized sunglasses, reading glasses and optical frames. We are also experts when it comes to tailor-made accessories such as cases, neck cords, cleaning cloth etc. , as well as point-of-purchase materials.

### **5. What quality level can I expect from my customized eyewear?**

We develop customized products for you based on your specific requirements. This can range from promotional, highly price driven products to top of the line products made with state-of-the-art materials including the latest lens and coating technologies. All products we produce will meet relevant global standards and will be in line with your local market compliance requirements. Swiss Eyewear Group has its own quality control inspectors at the manufacturing locations to ensure your products meet all required criteria.

#### **6. What level of customization can Swiss Eyewear Group do for me?**

Generally speaking there are no limits! Anything is possible – including frame styles, colors, materials, branding, lens colors, lens performance, quality level and customized accessories. However, you can of course also select your eyewear models from our huge library of existing styles.

#### **7. Are there any minimum production volumes required for my eyewear project?**

We can produce customized eyewear projects starting at 300 pieces for each color variation with a minimum of 600 pieces per model. So the minimum to get started is 600 pieces (split into 2 colors).

#### **8. What is the expected timeline for my eyewear project?**

The timeline generally depends on the level of complexity of your project.

For example, a simple project with one or two preexisting styles done in customized colors with simple branding and preexisting accessories that are tailored to your needs would take four to five months from the first meeting until your customized eyewear would be delivered to you.

A complex private label collection development with specific style requirements and detailed branding requirements entails more extensive design time and the approval of samples so it would normally take six to eight months from the first meeting until your customized eyewear collection would be delivered to you.

#### **9. What's the best way to get my project rolling?**

The easiest and most efficient way to kick-off your customized eyewear project is by either sending us an **e-mail** briefing on your project or by simply calling us. After we have a good understanding of your requirements we can either get started on your project or if it's a larger project, then visiting us at our headquarters in Zürich Switzerland would be the perfect next step. In Zürich you can meet and work with all of our experts face to face. Our Design Team as well as our supply chain, graphic design and

marketing experts are all based in Switzerland. We also have a wide range of eyewear products that you can look at and try on so that we all have a better understanding of your specific requirements.

#### **10. What key information should I have about my customized eyewear project?**

When you get in touch with Swiss Eyewear Group about your customized eyewear project, we will be discussing the following topics with you in order to find out more about your specific requirements:

- What is the scope of your project and what is the marketing idea behind your customized eyewear project (i.e. promotional eyewear, gift, incentive, private label, designer collection)?
- Who is your target group and what style of eyewear do you want (i.e. female, male, unisex, age group, classic, trend, active, sports)?
- What is the positioning of your customized eyewear in terms of retail pricing or perceived value by your target group?
- What level of customization do you need for the eyewear (i.e. styles, color designs and patterns, lenses, branding) and what are your requirements in terms of accessories and point-of-purchase materials?
- How many units do you need?
- What is your timeframe for the project?
- What is your budget, expected price and/or expected margins off the retail price positioning?

#### **11. What's the next step?**

Please contact us at [mybrand@swisseg.com](mailto:mybrand@swisseg.com) or by phone at +41 (0) 44 533 58 72. We would be delighted to start discussing your customized eyewear needs or to answer any questions you may have on a potential project. We look forward to talking with you!