



# SUNGLASSES

Presented by





## Fit Events

Sunglasses aren't a one-size fits all product. Fit, style, color and functionality are all as varied as the people who wear them. This why fit events are a popular choice for companies that want to give their employees and customers a great pair of sunglasses. Representatives from the promotional supplier (or the company hosting the giveaway) staff the event, helping end-users get the exact glasses they want while providing a unique and memorable customer experience.

Fit events are a popular option for corporate retreats, conventions, races, golf tournaments, fundraising galas and more.



Savvy organizations offer sunglasses as corporate gifts, employee awards, and incentives. Businesses can provide these popular and stylish items, with or without imprinted logos. Imprinted cases for sunglasses spread positive brand messages and protect these valuable gifts.

## Powerful Brand Images

Fashion bloggers, outdoor adventure companies, and fitness brands give away Ray-Ban, Nike, and Oakley sunglasses. Top marketing strategies involve aligning a business' image with these popular and enduring sunglass styles. For example, the Tone It Up brand featured an Oakley giveaway during Breast Cancer Awareness Month, associating this company with style and compassion.



### Women

choose sunglasses for comfort, protection, and

style





## Relaxed Attitude

Ray-Ban's "Erika" Rubber Havana Sunglasses feature brown gradient lenses and rubber Havana frames. Gradient lenses offer a blend of eye protection, indoor visibility, and modern design. The classic, laid-back look of the Erika model matches with fun and comfortable corporate identities.

## Eye Health

Organizations can show they care about their employees, volunteers, customers, and partners by giving away protective eyewear like sunglasses. Dangerous UV light damages eyes, causing loss of vision in older age. By offering trendy and popular styles to young people, companies demonstrate cultural savvy and a focus on lifelong health.

## Ultra-Modern Styling

Oakley's M2 Frame XI Psunglasses feature an angular, high-energy look for adventurers and motorsports enthusiasts. These polished black and gray sunglasses come with an imprintable protective pouch. On request, companies can have these pouches branded with their 1.75" by 2.75" logo.



Children get **3X more UV light** than adults, and are more susceptible to UV damage

**2-6pm** is the peak time of day for UV rays

**UV rays** damage our eyes, even on cloudy days and in the winter. They can cause sunburned eyes, cataracts, and macular degeneration (vision loss).



Polarized lenses reduce glare. Polarized light is sunlight reflected off objects like sand and snow.

## Sports Performance

Glare from polarized light dramatically reduces visual acuity. People who enjoy water and winter sports need high-quality polarized lenses to compete at their highest level. Golfers wear high-performance sunglasses to get the most out of their vision and sink more shots. Road runners and cyclists need the best available sunglasses to maximize their safety on busy streets and winding mountain trails.





## Classic Cool

Bausch and Lomb developed the aviator style of sunglasses to protect pilots' eyes while flying. This vision-enhancing technology eventually became the height of fashion and helped launch Bausch and Lomb's Ray-Ban brand.

Millennials are less likely to wear sunglasses than older generations, and typically wear sunglasses for fashion, not eye protection.

Today's consumers still love Ray-Ban's **Original Aviator** sunglasses. With gold frames and classic black tint, this vintage look brings back the adventure and excellence associated with vintage eyewear. Smart organizations know pairing their brands with beloved fashion accessories creates a special bond with corporate partners, and team members, and consumers.



## Attention-Grabbing Design

The stunning **Oakley Flak Jacket XLJ** sunglasses have polished black frames and fire iridium lenses. Companies on the edge of fashion and technology can associate their brands with this fiercely confident look. The Flak Jacket XLJ includes a protective pouch – perfect for custom logos.



## Sport-Specific Eyewear

Nike's **Golf X2 E Midnight Sunglasses** feature interchangeable lenses for all light levels. These sunglasses have an 8-base design for maximum range and coverage. Avid golfers prefer Nike Max optics that deliver accurate views from every angle in an athlete's field of vision.



## Cosmopolitan Appeal

With Oakley's **Latch Sunglasses**, companies can give top employees and contest winners the eyewear that suits their personality. Latch provides an intelligent and friendly look in matte olive – highlighted with emerald iridium. With a convenient imprintable pouch, this style suits thoughtful and savvy brand images.



### Resources:

Protection for the naked eye: sunglasses as a health necessity. The vision council. 2015.  
Lenses Performance. Ray-Ban. 2017.  
High-Definition Optics. Oakley. 2016.

