



BRAND PRESENTATION

BRAND FOUNDATION

Eyewear that wants to be seen.

At Pure, we dare to make eyewear that's dynamic, edgy, and boldly subtle.
We believe in showing your truest, most expressive self, while
keeping your comfort at the forefront of our designs.

Our eyewear is lightweight, easy to wear, and never sacrifices style. Our colors
inspire and uplift, and our shapes range from classic to downright fearless.

However you choose to express yourself,
Pure has the perfect look for you.

TARGET CONSUMER

Pure

- Known for its incredibly thin and unbelievably light styles that stay true to your authentic self.
- Embraces staying true to your self through fun, uplifting, energetic styles
- Consumer profile
 - 70% Female / 30% Male
 - Ages 18 – 44
 - Driven by quality
 - Attentive to their appearance
 - Desire comfortable eyewear that express their personality.



Airlock

- Known for its minimalistic and lightweight designs
- Consumer profile:
 - 55% Female // 45% Male
 - Ages 55+
 - Driven by practicality
 - Value Conscience
 - Desire minimalistic eyewear



COLLECTION ARCHITECTURE

Product Families

Creating and celebrating trends is part of the DNA of Pure so we can allow consumers to express their personality and individuality through our styles. Framed into six distinct families, the Pure Eyewear collection will bring authenticity and style for every personality.

ALWAYS ON STORIES



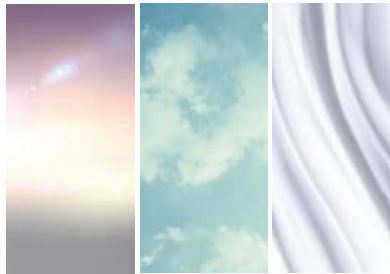
TRENDS



PLANT-BASED

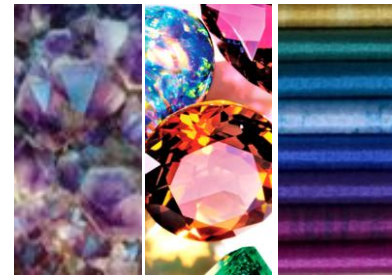


CLASSICS



AIRLOCK

COLOR STORIES



VIBRANT



DYNAMIC



GRADIENTS

PLANT-BASED RESIN COLLECTION



Plant-Based Resin is a natural bio-based plastic, a smarter and much cleaner alternative to standard petroleum-based plastics. The material comes from castor bean oil, a highly resilient and renewable plant resource. It creates plastics that are **strong, lightweight, and durable**. The castor plant is prized for its ability to thrive in the harshest conditions; growing in arid regions of the world where little else can be successfully farmed. In these regions, castor bean cultivation creates jobs for some 700,000 farmers.

Pure is proud to partner with the global network of suppliers trained and certified by Pragati, an educational organization aimed at reducing environmental impact and improving quality of life through creating more **sustainable** supply chains.



Castor plants
are harvested
for their beans.



Oil is pressed
from the beans then
turned into pellets...



which are melted
and injected
into frames.

SS'21 PLANT-BASED RESIN CAMPAIGN



pure
eyewear

Made with
Plant-Based Resin

Each frame is made from
40% Plant-Based Resin, a cleaner
alternative to standard plastics.
Lightweight styles made
easier on the planet.



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 Learn more about Plant-Based Resin
at pureeyewear.com/our-story



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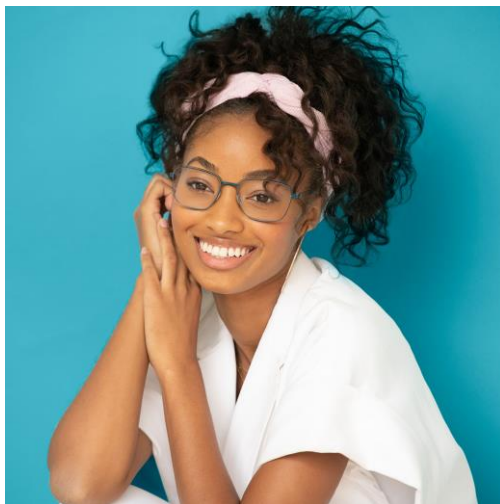
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SS'21 CAMPAIGN



5 KEY TAKEAWAYS



- **Multi-generational** : offering youthful yet sophisticated styles, perfect for consumers looking for eyewear to complement their lifestyle
- **Comfort** : known for its lightweight constructions without sacrificing style
- **Personality** : authentically inspired designs using high quality materials
- **Variety** : eyewear trends from statement making plastics and metals, to barely-there rimless styles offered at competitive price points
- **Bold** : available in a wide array of color combinations for every consumer