

VICTORIA BECKHAM
EYEWEAR

BRAND DNA



THE BRAND

“Sexy is about the way you wear something and being confident – the clothes are sexy and flattering.

I’ve said right from the beginning, it’s very important clothes are flattering. I want a woman to look and feel like the best version of herself.”

VB

THE BORN OF VICTORIA BECKHAM

From the global success of a feminine pop crew, signing the history of music, to found and lead a global fashion company.

Coming from her great passion for fashion and luxury, Victoria Beckham launched her eponymous label in 2008, with the goal to create a line able to empower women and help them to be the best version of themselves.



WHO IS VICTORIA BECKHAM?

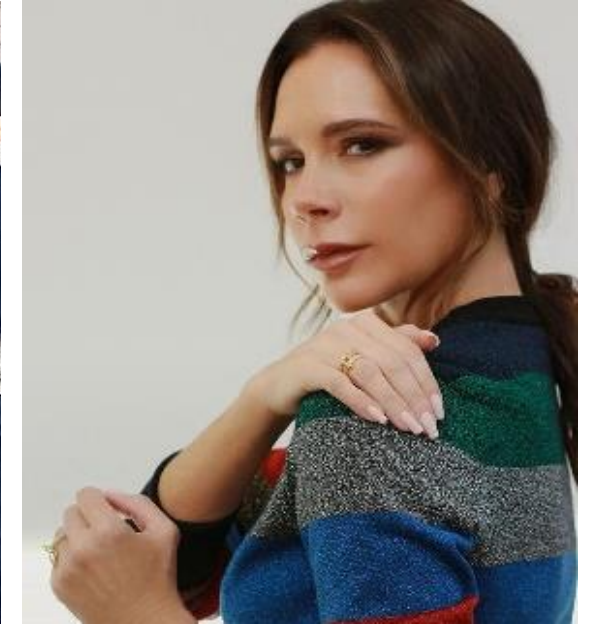
A **Fashion Icon**, inspiring millions of followers and fashion addicts around the globe.

A **wife** and a mother of fours, who dedicated herself to be a guide and an example for her children.

The **founder** and the leader of her brand, which is one of the newest and most distinctive reality of the fashion system.

The **creative director**, guiding a talented team of designer with a strong and compelling creative vision.

A **social presence** generating millions of views and clicks, with over 28 millions followers on IG.



BRAND HISTORY

Since launching in 2008 Victoria Beckham fashion brand has developed a distinctive and modern language of clothing.

Intuitive and refined, its wardrobe of apparel and accessories is now stocked in over **450** stores in over **50** countries internationally. Starting from a small studio in Battersea, the company now employs **180 people**, with two **London** offices and a third in **New York**.

With each collection Victoria adapts her own **personal style** to the needs and desires of the international women who swear by the label's luxurious garments.



VB: A FASHION ICON

After the debut into the fashion system, Victoria Beckham affirmed herself as a fashion icon year after year, becoming one of the most renowned fashion designer.

2011 - BEST DESIGNER BRAND
British Fashion Awards

2013 - WOMAN OF THE DECADE
Glamour Awards

2014 - BRAND OF THE YEAR
British Fashion Awards

2015 - FASHION FORCE AWARD
Glamour Awards

2018 - FASHION ICON
E! People's Choice Award



BRAND DNA

DISTINCTIVE

FEMININE

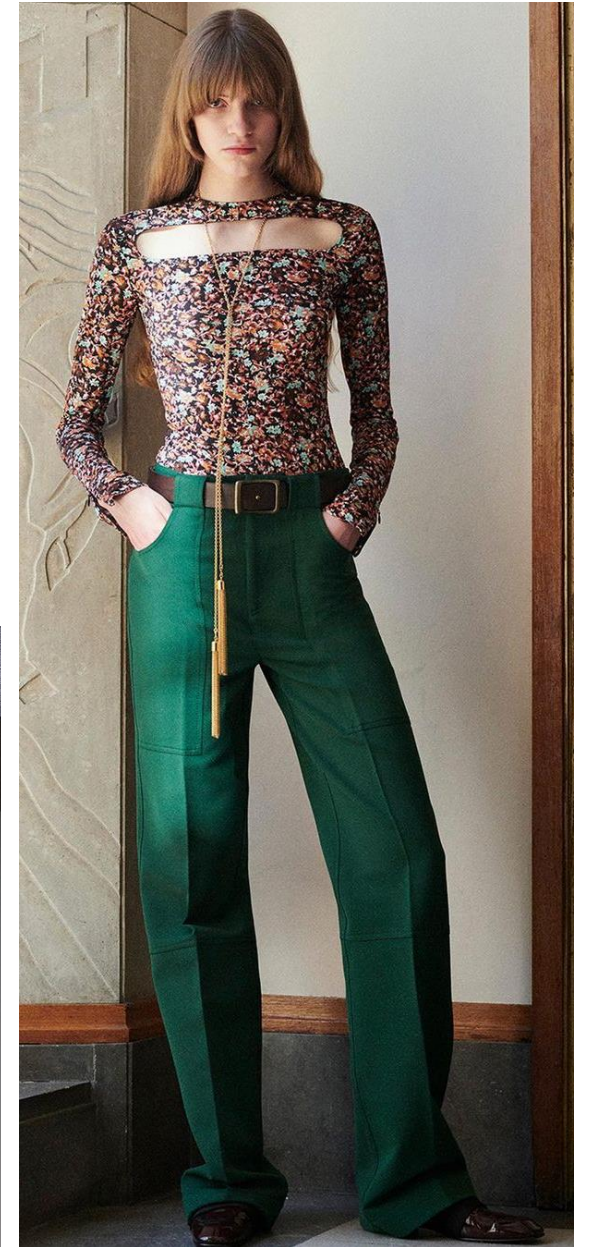
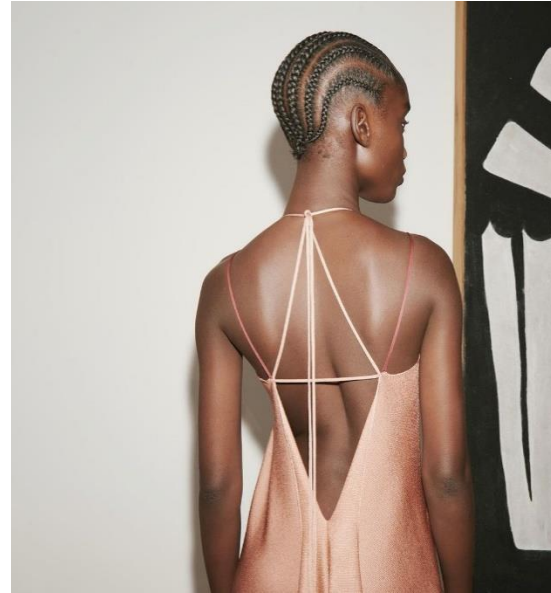
REFINED

ESSENTIAL

SOPHISTICATED

QUALITATIVE

SIMPLE&CLEAN



FRIENDS OF THE BRAND

Celebrities, famous faces, extraordinary talented women with cool and fashion attitude: these are the Friends of the Brand, embodying and living VB among the most important social events.



Meghan
Markle



Olivia
Palermo



Gwyneth
Paltrow



Eva
Longoria



Lady
Gaga



Amy
Adams

FRIENDS OF VB EYEWEAR

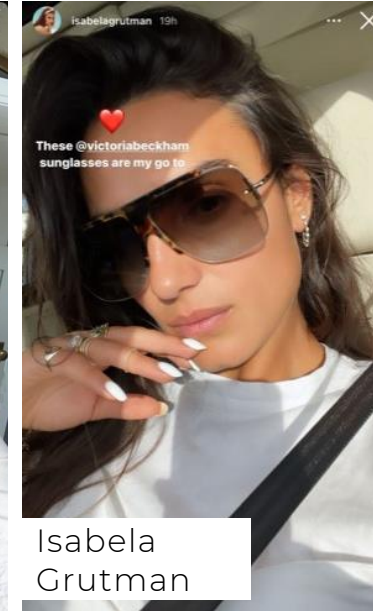
Influencers from all over the world are in love with VB Eyewear!



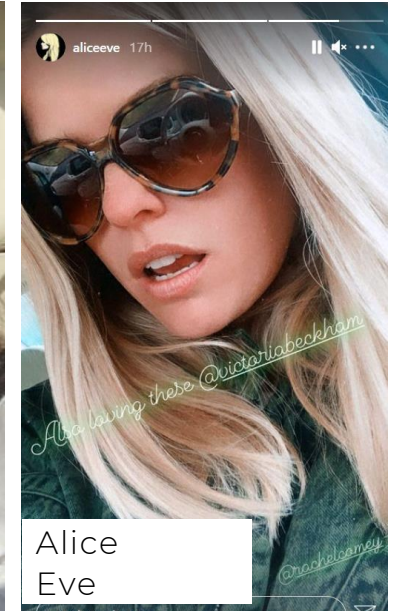
Claudia
Diniz



Sai
de Silva



Isabela
Grutman



Alice
Eve



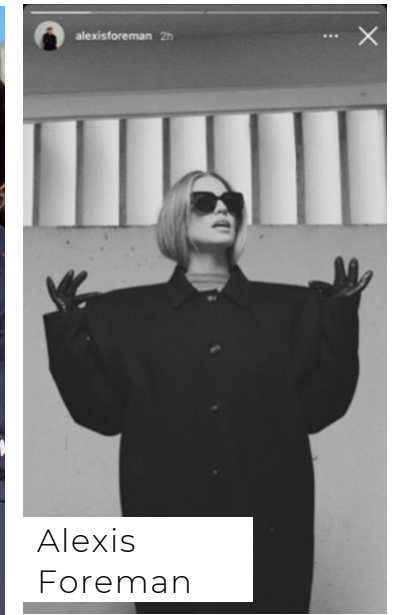
Niké
Ojekunle



Flora
Johnston



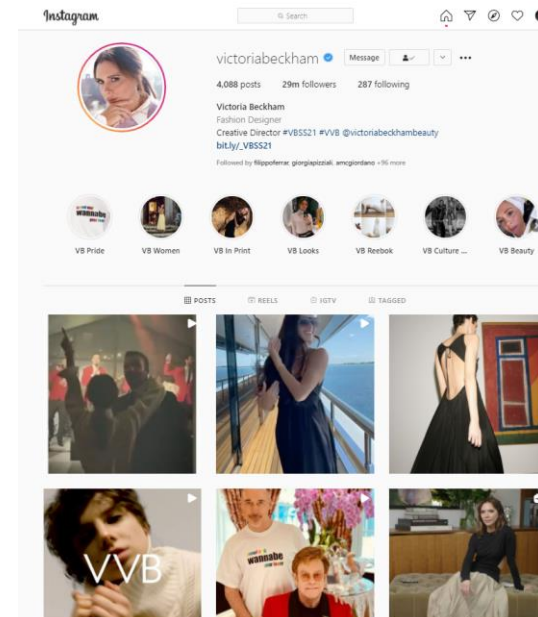
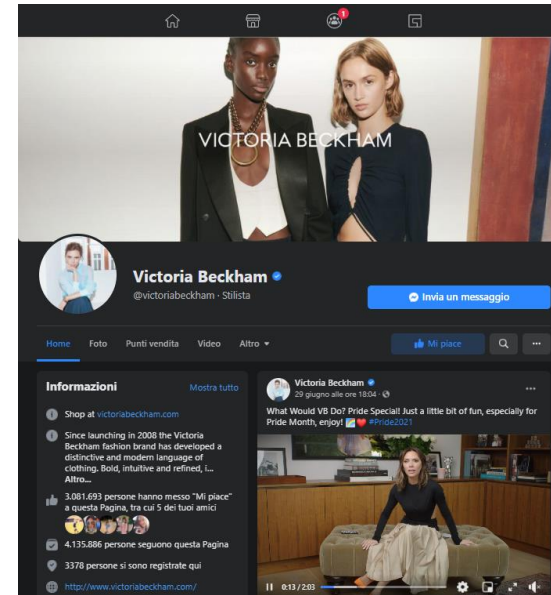
Eva
Longoria



Alexis
Foreman

A DIGITAL BORN BRAND

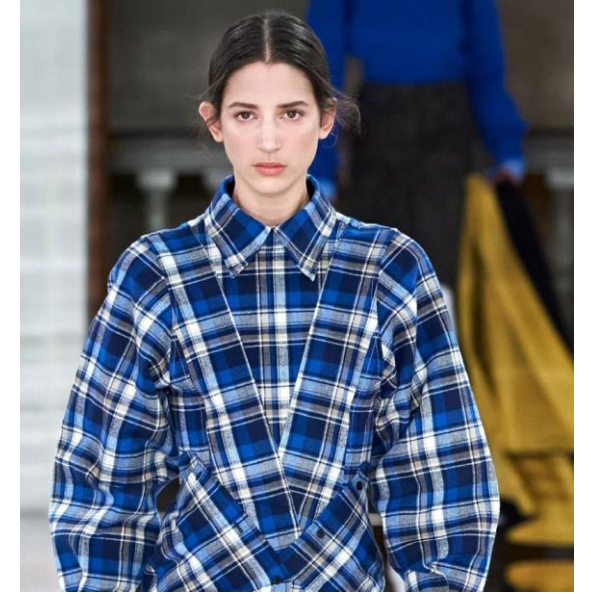
A brand that make digital its first showcase, able to reach a wide public and to lead luxury fashion brands in social engagement! More than 28M Followers on Instagram and other 16M across facebook and Twitter!



THE COLLECTIONS

Showcasing only the finest **craftmanship**, fabrication and materials, all four Victoria Beckham lines are developed at Victoria's studio in London.

The stylistic direction evolves season by season but it remains strongly connected to the more **authentic** and modern **British Taste** and devoted to refinement and sophistication.



THE COLLECTION

"I want to evolve each season. I never want to be one of those brands where people know what they're going to see. I always want an element of surprise. One thing I never want to do is copy what anybody else is doing. I have a signature, and it's very important to me to stay true to that."

VB

THE CATEGORIES

READY-TO-WEAR

BAGS

SHOES

ACCESSORIES

EYEWEAR

BEAUTY



THE EYEWEAR COLLECTION

"I think the sexiest thing about a woman is confidence, but confidence in a humble way, not in an arrogant way. Sense of humor is definitely important. And sunglasses always hide a multitude of sins. Sunglasses and a great pair of heels can turn most outfits around."

VB

STYLISTIC DNA

The Victoria Beckham Eyewear collection is extremely **refined**, rich in **details** and **materials**.

The style combines modernity and simplicity of the shapes with **vintage** inspirations.

A VB style is wearable, flattering but **never banal**, because it's signed by the **distinctive** taste of Victoria Beckham.



TARGET CONSUMER

Victoria Beckham Eyewear target consumer is 30+ woman.

The collection is addressed to a woman who wants to **express herself** at the fullest.

She's looking for fashionable ready-to-wear and accessories, to empower her **beauty**, to highlight her **sophisticated** attitude, to enhance her personality.



THE COLLECTION CODES

QUALITATIVE

SIMPLE AND CLEAN

DETAILED

WEARABLE

FLATTERING



TECHNICAL FEATURES

ANTI-REFLECTIVE COATING

A special blue coating is applied on all demo lenses, to emphasize the luxury feeling and to highlight the details of the frame.

CUSTOMIZED NOSE PADS

The whole collection presents metal nose pads, featuring VB monogram and Guilloché pattern, covered with hypoallergenic silicon.

LUXURY FIVE-BARRELS BLOCK HINGE

All the collection features 5-barrels hinges with Teflon coating screws.

ERGONOMIC CUSTOMIZED TEMPLE TIPS

Customized temple-tips with specific heat-molded shape for an ergonomic fit.



DESIGN FEATURES

V TEMPLE

Customized hinge block with three-dimensional V Temple.

The whole temple is milled throughout all its length to enhance the V iconic shape.

EXCLUSIVE GUILLOCHÉ CORE WIRE

The core wire is enriched with a customized pattern called “Guilloché”: this technique takes inspiration from the antique jeweler art.

V BRIDGE

The iconic V Bridge pays tribute to Victoria’s name and is combined with floating lenses, in a structure which makes it even more outstanding.



DESIGN FEATURES

STAR TEMPLE

Customized tubular temple obtained by extrusion featuring a distinctive star section.

HAMMERED METAL RIMS

The metal rims feature Bocciardatura, an ancient technique born in XVI century, which enriches the whole structure of the frame with a soft combination of lights and shadows.

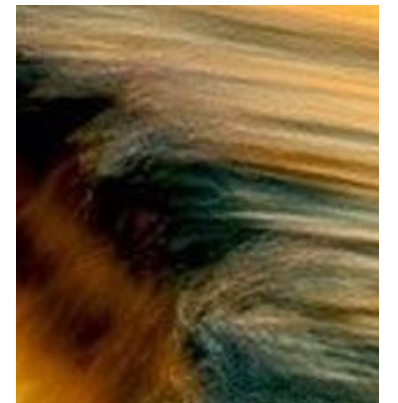
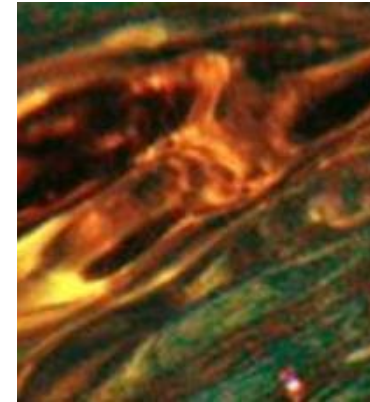
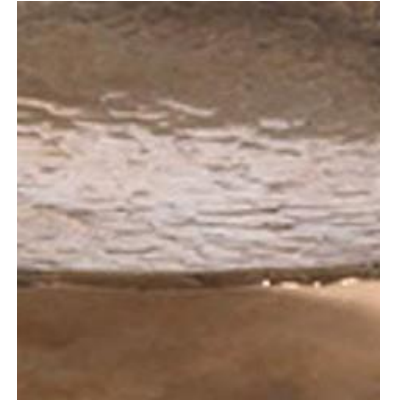
CUSTOMIZED MAZZUCHELLI ACETATES

Mazzucchelli is the worldwide leader in production and distribution of acetate for the entire industry. We partner with Mazzucchelli to create customized acetates dedicated to Victoria Beckham Eyewear.








THE COLORS OF VB

The collection is offered in a wide range of Mazzucchelli acetates customized for VB, while the hammered effect and the refined galvanics give elegance and grace to the metal styles. The color combinations are extremely sophisticated, with a deeper focus on dark, rich and vintage-inspired tones.



THE PRODUCT MIX

SEGMENT	MATERIAL	GENDER	PRICE RANGES													
<div><p>60%</p><p>SUN</p></div> <div><p>40%</p><p>OPTICAL</p></div>	<div><p>50%</p><p>ACETATE</p></div> <div><p>50%</p><p>METAL</p></div>	<div><p>100%</p><p>WOMAN</p></div>	<table><tr><th></th><th>SUN</th><th>OPTICAL</th></tr><tr><th>HIGH</th><td>395€ - 355€</td><td>395€ - 365€</td></tr><tr><th>MEDIUM</th><td>345€ - 310€</td><td>350€ - 310€</td></tr><tr><th>ENTRY</th><td>295€ - 259€</td><td>295€ - 259€</td></tr></table>		SUN	OPTICAL	HIGH	395€ - 355€	395€ - 365€	MEDIUM	345€ - 310€	350€ - 310€	ENTRY	295€ - 259€	295€ - 259€	
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HIGH	395€ - 355€	395€ - 365€														
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COLLECTION ARCHITECTURE



THE PRODUCT FAMILIES

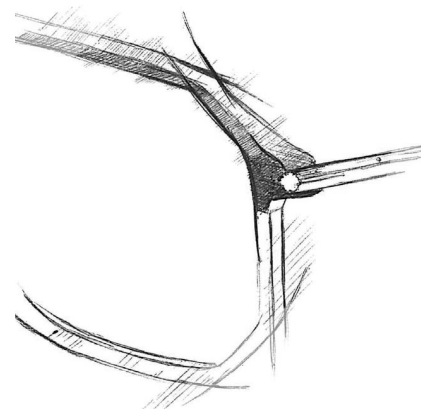
"I want to wear my glasses, not have my glasses wear me. Each season I like to try something new. It depends on what I'm wearing or where I am. And when I created my new collection of eyewear, each silhouette and style represent a different facet of me."

VB

V STAR

The V Star family takes the name from the customized **tubular temple** inspired by the VB jewelry.

This **distinctive** element, obtained by extrusion, recalls a **star** section. This embellishment makes the styles **recognizable** and refined.



SCULPTURAL

The Sculptural family comprehends acetate frames geometrically elaborated to create a sculptural, faceted effect on the brows.

The peculiar structure of every style perfectly reveals the unexpected natural shades of the acetates, creating volumes and lights.



HAMMERED

The peculiar **hammered** decoration is a design pillar of VB optical and sun collection.

This family takes the name from the **ancient** technique known as **Bocciardatura**, that enriches the metal structure creating unexpected games of **lights** and **shadows**, for an elegant and delicate look.



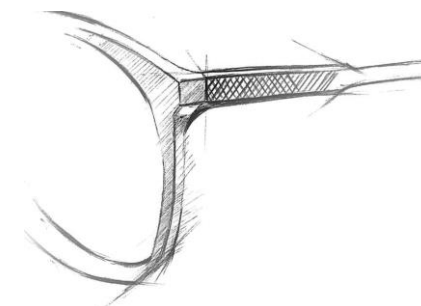
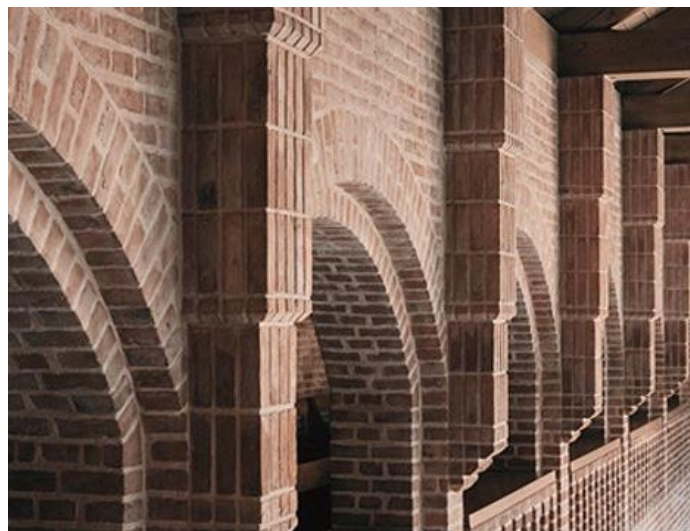
CHEVRON

The Chevron family has been introduced as **seasonal** concept and it enriches both metal and **combo** offer. This family stands out for the thin **metal** temples with the engraved **Chevron** pattern, that perfectly highlights and brings out every single look.



GUILLOCHÈ

This family takes the name from the core wire featured on the temples, enriched with a customized **quilted** pattern called “Guillochè”: this technique takes inspiration from the antique jeweler art and **beautifully** completes every style.



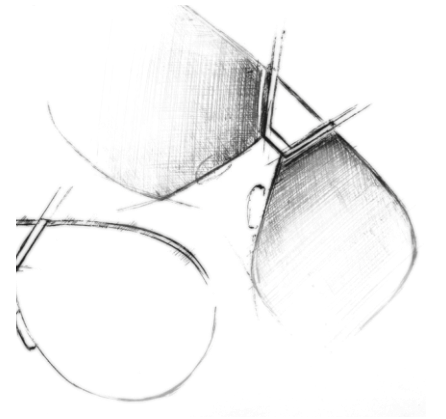
CLASSIC LOGO

The Classic Logo concept features wide acetate temples with the extended Victoria Beckham logo on the left one. The bold attitude of this family is well communicated by the refined acetate color palette.



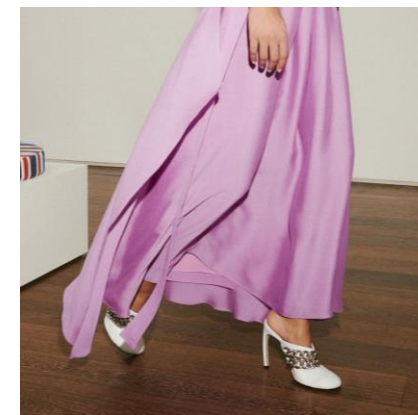
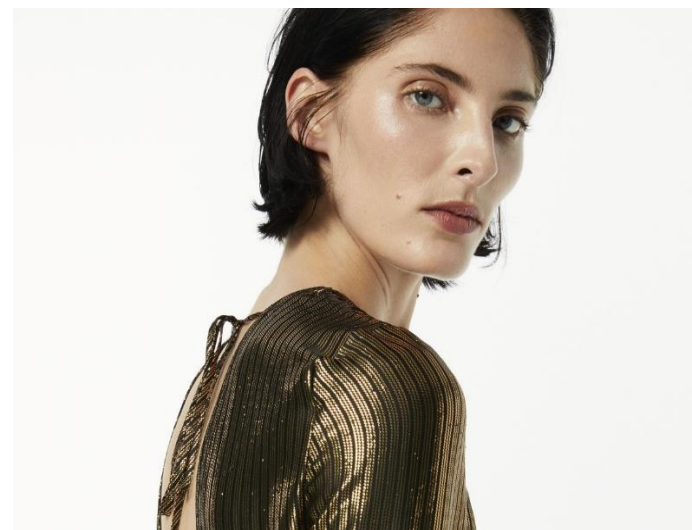
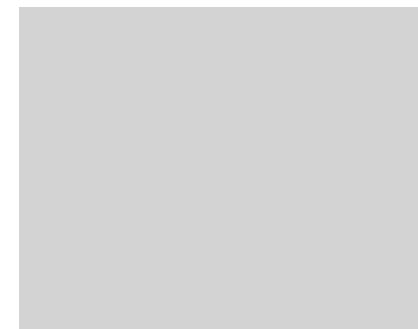
CLASSIC V

This family embodies the best selling original vintage inspired styles. Every style features the customized hinge block with the three dimensional **V Temple**, that is milled throughout all its length to enhance the shape. The iconic V Temple pays tribute to **Victoria's** name, **empowering** the look.



METAL GROOVED

The **Metal Grooved** concept is inspired by the decoration used on VB jewelry, featured on the **grooved temples** and on the metal structure that surrounds the front. This technique is expression of **lightness** and character.



REASONS TO BUY

THE BRAND

Victoria Beckham is an internationally recognized style icon and fashion designer.

THE BRAND AWARENESS

Victoria Beckham is a natural digital born brand. The brand main point of communication is through social media and Victoria Beckham website. Her platforms reach over 30 million individuals.

THE CATEGORY

Sunglasses play a leading role within Victoria Beckham world and fully represent the most modern and sophisticated British Taste.

THE MATERIALS

The Victoria Beckham eyewear collection uses only the finest materials.



REASONS TO BUY

THE STYLE

Victoria's minimalistic design features provide her fashionable touch in a modern way.

THE SHAPES

The collection offers a multitude of different shapes and sizes for every woman.

THE COLORS

The collection is offered through a wide range on extremely sophisticated color combinations, with a deeper focus on the dark rich hues.



VICTORIA BECKHAM
EYEWEAR

Thank you!

