

VICTORIA BECKHAM
EYEWEAR

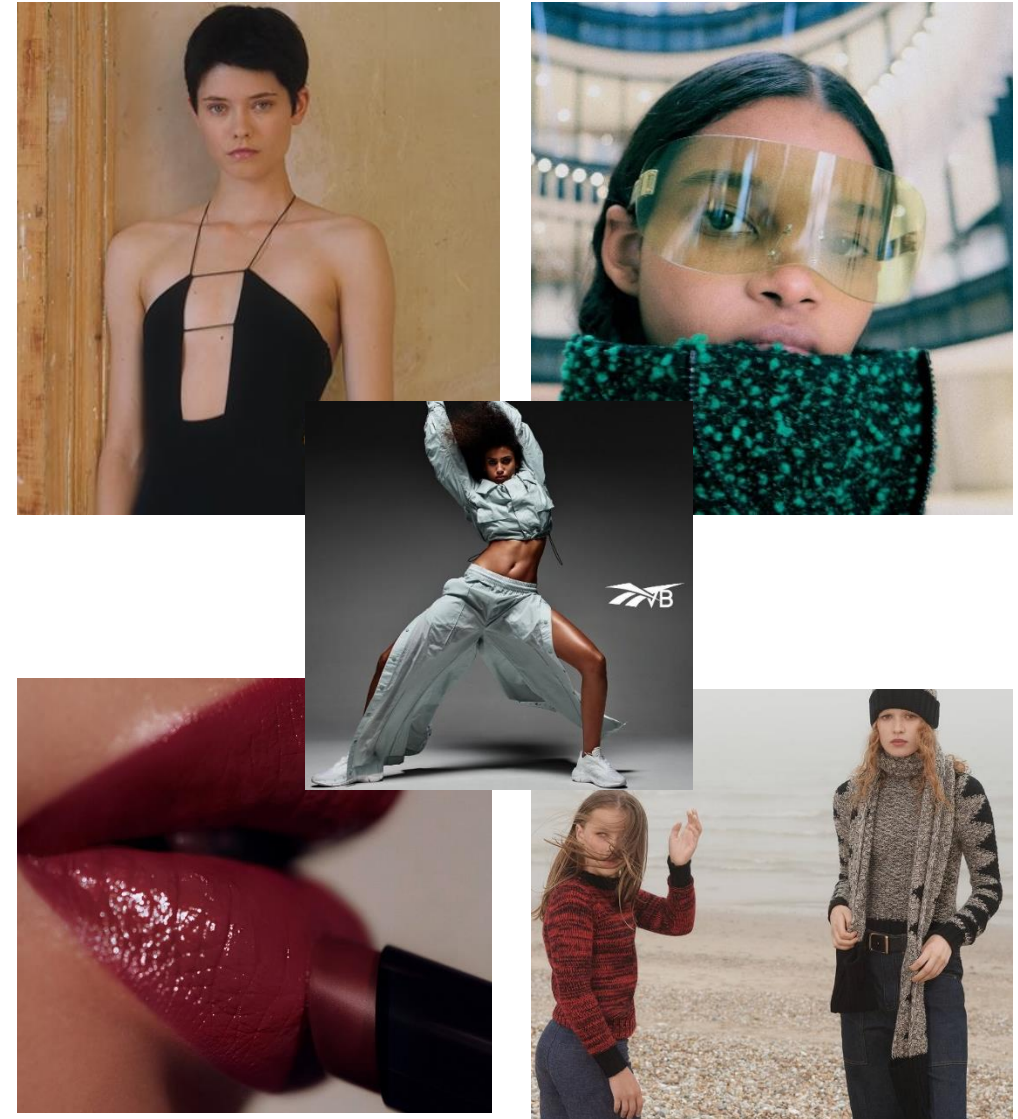
BRAND PRESENTATION SS22

VB

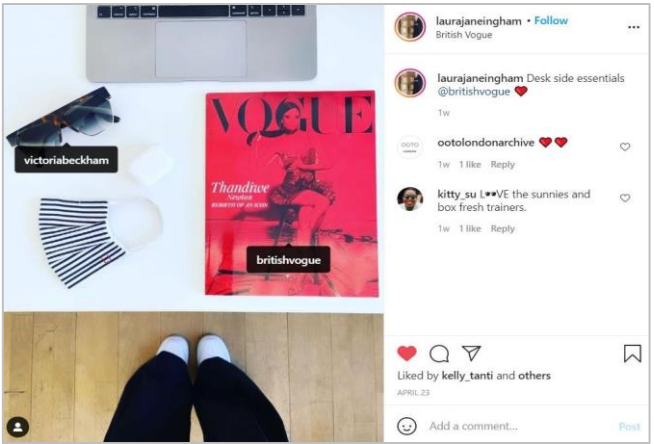


BRAND NEWS






- VB merges VVB in one signature collection to offer a complete and uncompromising total look at a more affordable price
- **Victoria Beckham x The Woolmark Company:** exclusive collaboration with Woolmark for a collection of 100% recyclable, renewable and biodegradable knitwear for adults and children
- **Incredible success of the VB Beauty line**, with a wider offer, and new license agreement with Hom Co for the production and distribution of shoes
- **New Design Director Lara Barrio** announced, who will take care of all product lines, working closely with Victoria
- The latest capsule collection **Reebok x Victoria Beckham Drop Six** was unveiled last February.
- On March the 4th Victoria Beckham unveiled her latest **FW22 collection through a live streaming event** on her IG page. The VB show was acclaimed by the press and received lots of resonance on the main fashion magazines.
- The AW22 fashion was the occasion to present the **new hadbag collection made in Italy**. Although Beckham has created bags before, now a designer, Raphaele Hanley, was welcomed in the company building in this way an in-house team to manage production and supply chain.



INFLUENCERS LOVE VB



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€	
	SUN	OPTICAL														
HIGH	395€ - 355€	395€ - 365€														
MEDIUM	345€ - 310€	350€ - 310€														
ENTRY	295€ - 259€	295€ - 259€														

KEY ATTRIBUTES

DISTINCTIVE

QUALITATIVE

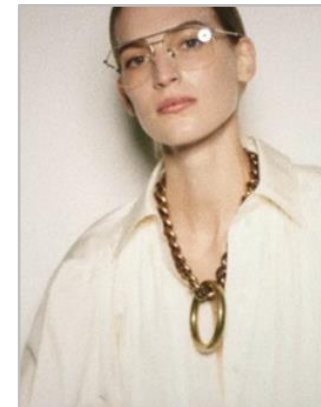
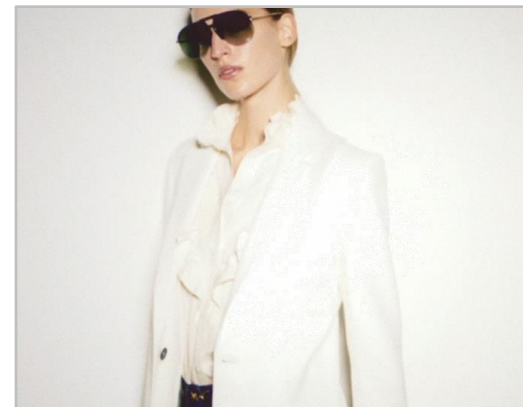
SOPHISTICATED

SIMPLE AND CLEAN

DETAILED

WEARABLE

FLATTERING



SPRING SUMMER 2022 – COLLECTION GOALS

STORIES

Refresh the **winning stories**, adding new shapes and colorations



DNA

Maintain the **distinctiveness** of Victoria Beckham collection and make it **recognizable** with new design details



CONCEPTS

Develop cross-cutting **concepts** between sun and optical





POSITIONING































Reinforcing the **Entry price tier** with new shapes








































SPRING SUMMER 2022 – RELEASE PLAN

	JANUARY 2022	MARCH 2022	TOTAL NEW STYLES SS2022
	8	3	11
	8	2	10

MERCHANDISING GRID / SUN WOMAN CARRYOVERS

	GUILLOCHE'		SCULPTURAL		CLASSIC LOGO		CHEVRON		HAMMERED		CLASSIC V *							
HIGH												 VB213S VB210SL						
MEDIUM											 VB99S VB608S VB212S VB225S VB224S VB222S VB217S							
										 VB622S VB206S VB214SA VB223S VB220S VB219S*								
								 VB221S VB218S*	<div>+4 New</div>									
ENTRY																		
																		
			<div>+1 New</div>															
																		
	<div>+3 New</div>																	
<div>VB</div>																		
<div>* METAL GROOVED</div>																		

MERCHANDISING GRID / OPTICAL WOMAN CARRYOVERS

	GUILLOCHE'		SCULPTURAL		METAL GROOVED		V STAR		HAMMERED		CLASSIC V *																
HIGH														VB2114	VB2120												
MEDIUM																				VB2124	VB228	VB232	VB2117	VB2123	VB2122	VB2110	VB2111
																		+3 New									
														+1 New Classic Logo													
ENTRY															VB2629	VB2603	VB2626	VB2607	VB2612*	VB2618*							
															VB2610	VB2615	VB2623	VB2621	VB2624*	VB2625*							
															VB2614	VB2613	VB2620	VB2627									
															VB2619	VB2628	VB2608										
	+2 New		+2 New																								
																											

VB

* CHEVRON

SPRING SUMMER 2022 PRODUCT STORIES

JANUARY 2022 – SUN COLLECTION

GUILLOCHE'

SCULPTURAL

CLASSIC V

HIGH

MEDIUM

ENTRY



8 NEW STYLES

JANUARY 2022 – OPTICAL COLLECTION

GUILLOCHE'

CLASSIC LOGO

SCULPTURAL

CLASSIC V

HIGH

MEDIUM

ENTRY



8 NEW STYLES

MARCH 2022 – SUN&OPTICAL COLLECTION

MEDIUM
305-345€



VB230S Classic V



VB650S Classic V

ENTRY
259-295€



VB638S Guilloché



VB639S Guilloché



VB2631 Guilloché



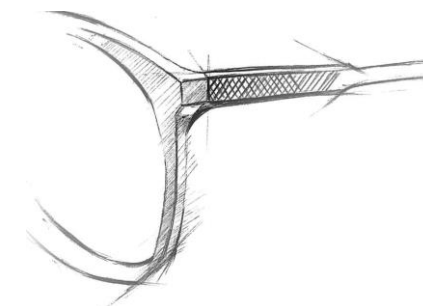
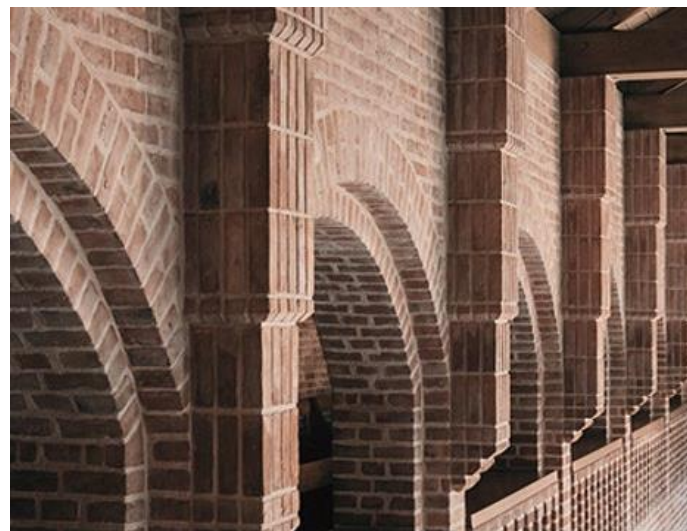
VB2638 Sculptural

6 STYLES

GUILLOCHÈ

In Spring Summer 22 the iconic Guilloché family evolves with a new captivating design element: the metal trim.

This embellishment is applied on the **upper corners** and evokes VB's signature, giving **strong attitude** to the styles.



VB643S - THE GUILLOCHE'

- New androgynous flat top mask with the new signature metal trims on the upper corners
- Vintage colorations where the striped acetates are combined with gradient lenses
- Iconic Guilloché corewire visible through the temples



772 Striped Honey



001 Black



030 Striped Grey



230 Striped Brown



SCULPTURAL

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

The new silhouettes are enriched with the extended logo on the left temple and the new metal trim that gives further sophistication to every look.



VB642S



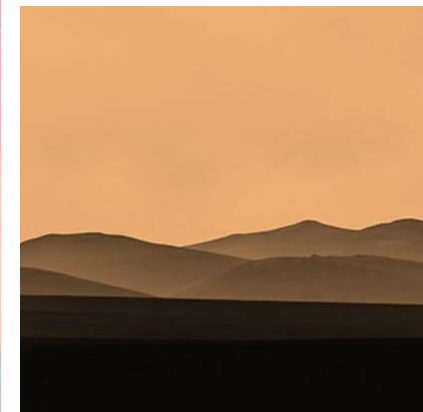
VB2634



VB2635



VB2638



VB642S - THE SCULPTURAL

- Bold profiles and architectural faceting
- Strong attitude and eye-catching color combinations
- Extended Victoria Beckham logo on the left temple and the new signature metal trims on the upper corners



001 Black



418 Havana Blue



040 Silver



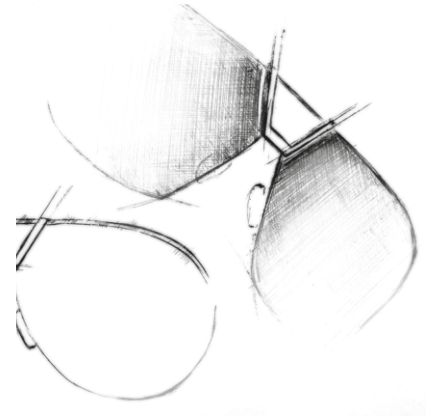
103 Ivory



CLASSIC V

Classic V is a solid concept of the collection that in January 2022 is enriched with **new combo styles and light metals**: each look features the iconic V sectioned metal temple.

The design of metal styles merges **elegant lightness** and a **chic appeal**, while the easy-to-wear shapes of the combo ones are enhanced by the sophisticated color combinations.



VB228S – VB229S – VB2125

- Elegant lightness and chic appeal
- Modern look thanks to the combination between contemporary shapes and sophisticated colors
- Iconic V designed temples and new metal trims



VB229S



VB2125



VB228S



VB650S – RUNWAY STYLE

New Runway style, characterized by the iconic **flat top** shape with an acetate front and thin metal temples. Strong and distinctive look.

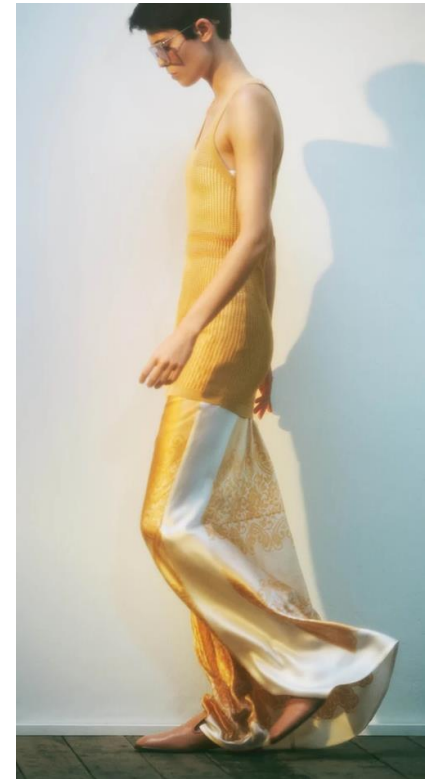
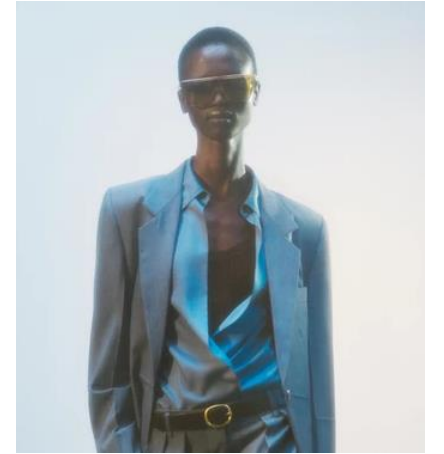
The style was the protagonist of Spring Summer 22 Runway show that took place in September at LFW, reaffirming once more the key role of Eyewear within the total VB look.



VB650S



VICTORIA BECKHAM
EYEWEAR



CLASSIC LOGO

The Classic Logo concept evolves in a light and elegant design.

The thin metal temples feature the extended Victoria Beckham logo, delicately engraved on the left one.



KEY SELLING POINTS

The Brand

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

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.



KEY SELLING POINTS

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.



SPRING/SUMMER 2022 MARKETING ASSETS

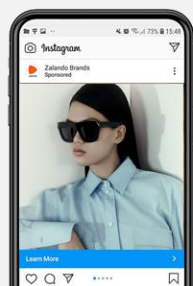
B

		JANUARY - JUNE		MARCH - JUNE	
PRODOTTO	<div>SCULPTURAL VB642S – VB2635 (January Release)</div> <div><div> VB642S</div><div> VB2635</div><div></div></div>		<div>CLASSIC V VB229S (January Release)</div> <div><div> VB229S</div><div></div></div>		<div>RUNWAY STYLE VB650S (March Release)</div> <div><div> VB650S</div><div></div></div>
	MEDIA&PR	<div>MAIN SEASONAL ADV</div> <div><ul style="list-style-type: none">SEASONAL VIDEODEDICATED PRESS RELEASEVIP SEEDINGDIGITAL ACTIVATION</div>		<div>SEASONAL ADV</div> <div><ul style="list-style-type: none">PR ACTIVATIONVIP SEEDINGDIGITAL ACTIVATION</div>	
IN STORE	<div><ul style="list-style-type: none">CCARD & BANNERSPECIAL INSTALLATIONS</div>		<div><ul style="list-style-type: none">AD HOC CUSTOMIZATIONSWINDOW CAMPAIGN</div>		<div><ul style="list-style-type: none">AD HOC CUSTOMIZATIONS</div>

SS2022 – MARKETING ACTIVITIES

MARKETING ACTIVITIES

Digital activation on e-commerce



Influencer activation



PR coverage



360° Partnership projects with Dept.Stores



Social Media plan



Victoria and Friends of the Brand



SPRING/SUMMER 2022 CAMPAGNA ADV



VICTORIA BECKHAM
EYEWEAR

VB642S – 001 Black



VICTORIA BECKHAM
EYEWEAR

VB2635 – 418 Havana Blue



VICTORIA BECKHAM
EYEWEAR

VB229S – 001 Black

SEASONAL POP

High quality cardboard tools to communicate seasonal campaign at POS.

Luxury look&feel to build dedicated corners and promote the brand.

MODULAR WINDOW:

To perfect express the seasonal mood, we will develop a **modular window** combining cardboard and semi-durable elements, to enhance the **brand visibility** in high potential doors and **strengthen the partnership** with Top accounts



Counter card sun and optical A4



Doublesided banner



INSTITUTIONAL POP

Impactful and luxury institutional items, characterized by a peculiar “marbled effect” to create consistent and distinctive visibility at the POS.

Each POP element speaks the language of the brand and glorify the product.

SHOPPING BAGS:

New shopping bags available, in line with the brand's DNA, to complete the shopping experience.



Logo Plaque



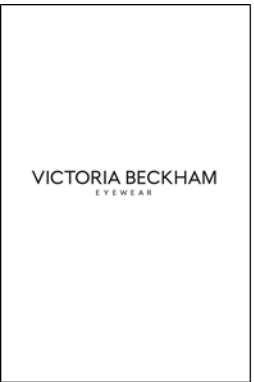
1 Piece Display



6 Pieces Tray



3 Pieces Display



Logo banner



VB shopping bags

AMBASSADOR WINDOWS

Design aligned with the Institutional POP guidelines, using luxury and qualitative **marble and white finishes**, maintaining a continuity of communication and enhancing the **Brand DNA**.

Windows and pedestals in durable elements that allow the creation of **custom-made installations** and ensure they can rotate from one account to another.



DIGITAL ASSETS

Campaign videos and beauty shots available for customers' digital platforms and points of sale.



THANK YOU