

E-YES THE BRAND



e-yes
emotions-yes

EYEWEAR







Versatile fun playful original fresh identity look wise god and trendy popular liked handsome funk snappy stylish must-have fave latest playful vibrant comfortable lush fresh thrilled individual energetic joy peaceful flowing serene elegant interesting unpretentious relaxed textured unexpected intelligent showy artsy flashy effortless formal informal witty unique creative musical sophisticated wild daring fun artistic hip crisp airy bare elegant sentimental inviting natural modern unexpected earthy cool quality storied relaxing light fire exciting colorful free gutsy proper beautiful practical gorgeous brave eyes valued happy moving smile you adventurous desire clever essential more

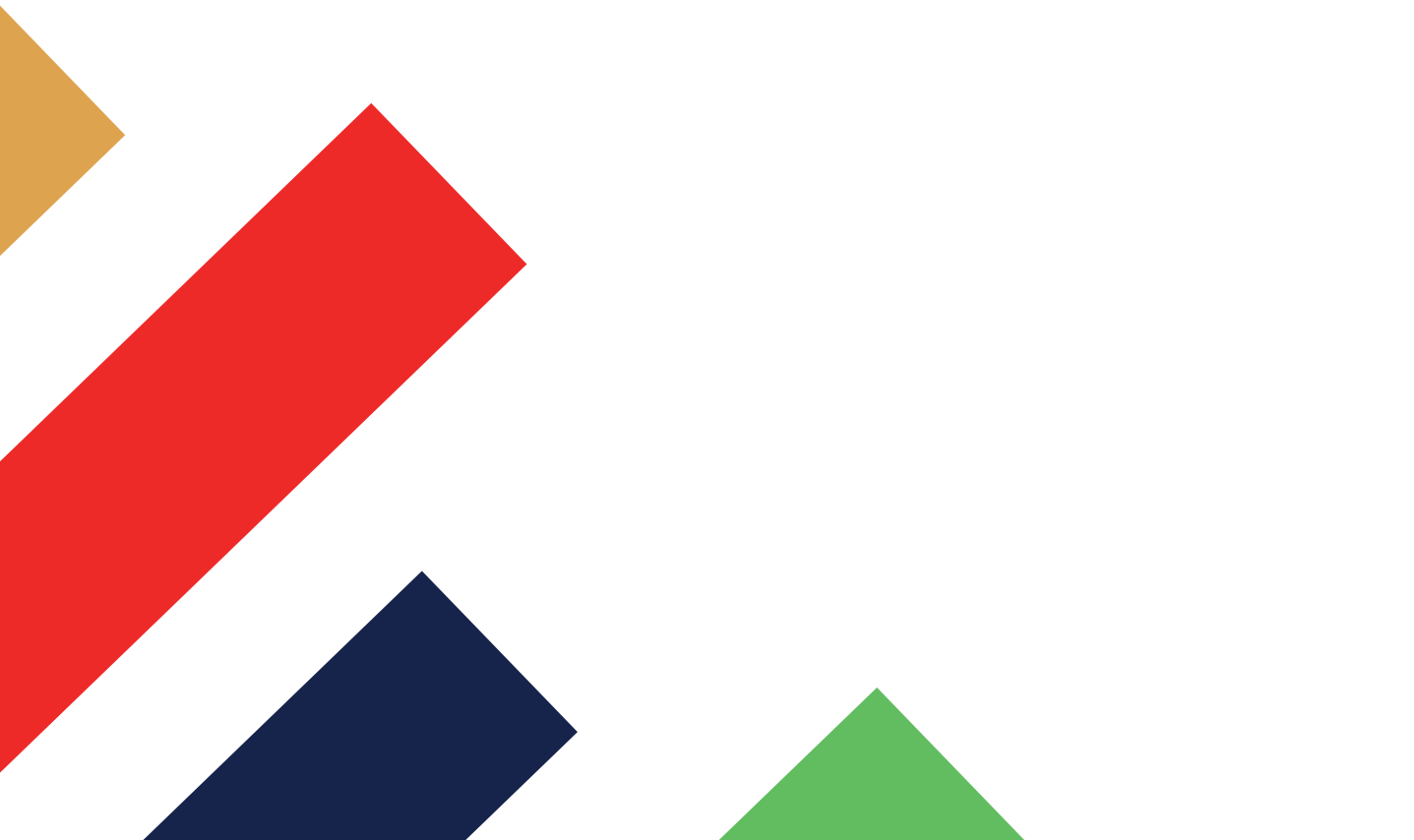
Eyewear consumers become more and more demanding. E-EYES CLIP-ON a genuine and innovative eyewear product has been recently launched by Young4U and stated the difference. So far the consumer's acceptance is unexpectedly high.

A super thin front with TAC polarized lenses is firmly attached on the front of the spectacle with an invisible strong micro-magnetic system and provides comfort and protection.

The product looks as fashionable pair of sunglasses. When the user takes the front off it becomes a great optical frame. That move always attracts the attention.

The E-YES CLIP-ON collection offers a large variety of young trendy shapes, colors and sizes that cover many face types.

OUR COMPETITIVE ADVANTAGE



CUSTOMERS

We exist because we cover our customers' their needs and we continuously adjust our strategy and policy according to their feedback. We constantly adjust our approach as we deal with different markets and consider that a great challenge.

PRICE

The pricing is adjusted according to the brands' positioning and the competition, consistently with the global price levels. We believe that the price of a product reflects its value, and that our brands' QUALITY/PRICE Ratio is exceptionally competitive. Our prices combined, with the proposed margins, offer profitability to our distributors and to the retailers.

SALES

Our Sales team acts as sales consultants rather than as order takers. They know how to transmit the brands' philosophy globally and advise their customers on how to minimize their risks and maximize their profits. Having knowledge of many different markets, they can offer successful examples, share ideas and increase benefits.

PROMOTION

Marketing experts design our marketing activities, aiming to strengthen the brands' visibility and take advantage of the "word of mouth". Sales promotions, in-store events, special windows, social media, print, trade and outdoor advertising are proposed to our distributors in order to enhance publicity and to build a strong brand perception.

PRODUCT



E-YES is a pioneering Clip-on concept. With new, lightweight, durable material and a super thin front attached on the spectacle and supported by an invisible magnetic micro-system, the product is at the same time a trendy optical frame and a fashionable pair of sunglasses.



COLLECTIONS

We launch new collections twice a year, during Silmo and Mido and together with the best selling carry-overs, they cover many different needs and trends, always respecting the brands' identities.

DESIGN

We design original eyewear for original people with awareness of the brand's concept and a good feeling of the market. Design requires team work, as many people (sales, customers, and stylists) are involved in the process to reach the final product. What do we all focus on the most? Detail.

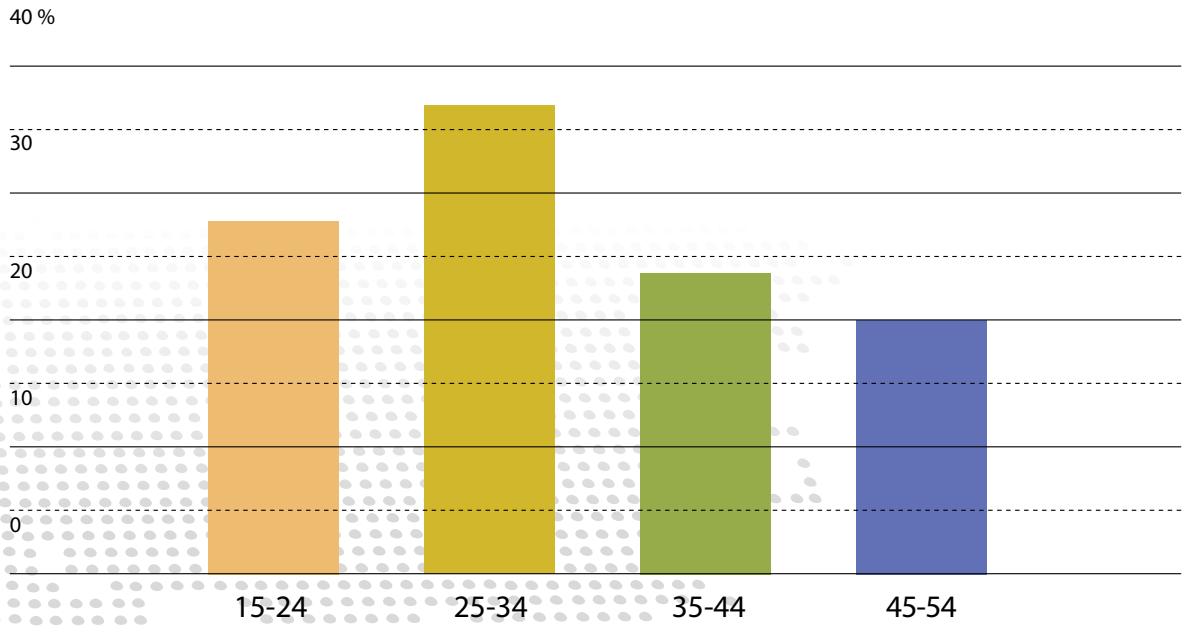
QUALITY

Our producers deliver the best possible quality, using the best materials and components. To ensure that, we thoroughly monitor and control every production phase. Quality is a key word in our philosophy, a significant element for our product, but also a value that we add in our services and in our relationships. We offer a 2-year Warranty on all our products.

AFTER SALE SERVICE

We don't only cover our customers with spare parts, we always give solutions.

TARGET GROUPS



e-yes
emotions-yes

EYEWEAR



**CLIPON
2023-24**

EY8100

48 20 140

TR90



C1



C2



C3



C4



C5

EY8101

54 16 145

TR90 & METAL



C1



C2



C3



C4



C5

EY8102

52 16 140

TR90 & METAL



C1



C2



C3



C4



C5



C6



C7

EY8103

52 17 140

TR90



C1



C2



C3



C4



C5



C6

EY8104

53 17 142

TR90



C1



C2



C3



C4



C5



C6

EY8105

54 17 145

TR90



C1



C2



C3



C4



C5

EY8106

52 17 140

TR90



C1



C2



C3



C4



C5



C6

EY8107

52 16 143

TR90 & METAL



C1



C2



C3



C4



C5



C6

EY8108

49 21 142

ACETATE



C1



004

EY8109

48 21 142

ACETATE



C1



004

EY8110

48 21 142

ACETATE



003



004

EY8111

49 20 142

ACETATE



C1



C2



C3



C4

P.O.P.



e-yes
emotions-yes



e-yes
emotions-yes



e-yes
emotions-yes

EYEWEAR



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