



**GIORGIO ARMANI**

**BUILD THE IDEAL GIORGIO ARMANI ASSORTMENT  
TO MAXIMIZE YOUR BUSINESS**



## WHAT IS AN IDEAL ASSORTMENT?

An Ideal Assortment is a core product offering that best embodies the **GIORGIO ARMANI Eyewear** collection and is specially curated to the **GIORGIO ARMANI consumer's** needs and expectations.

It features best sellers and key new styles critical to the full assortment and results in maximized sell.

## HOW TO USE AN IDEAL ASSORTMENT

### 1. CUSTOMIZE THE ASSORTMENT TO THE SIZE OF THE ACCOUNT:

- For small boutique dispensaries: 20 pieces
- For larger dispensaries 30 pieces

### 2. ENSURE ESSENTIAL ASSORTMENT REFLECTS BRAND VALUES AND CONSUMER NEEDS. AT MINIMUM, THE FOLLOWING SHOULD BE PRIORITIZED:

- **GIORGIO ARMANI Essential Stories** – 60% of the collection should reflect best selling classic stories in the collection
- **Product Innovation** - new SKU's launched within 6 months
- **Consumer Campaigns** – Advertised SKUs should always be represented in the collection
- **Tailored Offerings** - Minimum of 2 Custom Fit SKUs to offer consumers desired personalized fit

ESSENTIAL ASSORTMENT

### MEN



oAR 112MJ 3259 49



oAR 5010 3001 54



oAR 5010 3037 54



oAR 5054 3001 53



oAR 5080 3001 55



oAR 5080 3006 55



oAR 5120 3260 56



oAR 5127J 3001 56



oAR 7037 5570 55



oAR 7042 5063 54/56



oAR 7074 5893 50



oAR 7104 5063 55



oAR 7122 5042 56



oAR 7122 5587 56



oAR 7125 5026 50



oAR 7213 5825 51



oAR 7215 5875 55



oAR 7227 5962 50



oAR 7230U 5001 55



oAR 7235 5026 53

ADV NEW

NEW

NEW

ARMANI  
sustainability  
values

### AMERICAN CAPSULE: Large Size/ 150mm Temple



oAR 5108 3001 59



oAR 5108 3003 59



oAR 7199 5572 57



oAR 7199 5042 57

### WOMEN



oAR 5116 3011 51

NEW



oAR 5129 3011 54



oAR 7217F 5935 53

NEW



oAR 7226 5879 53

ADV NEW



oAR 7228U 5970 53

ARMANI  
sustainability  
values

ARMANI  
sustainability  
values



EXTENDED ASSORTMENT

### OPTICAL



oAR7074 5042 50



oAR7074 5403 50



oAR7125 5681 50



oAR7183 5001 55



oAR7213 5001 51



oAR7220 5923 52



oAR7230U 5958 55



oAR7230U 5092 55



oAR7232 5001 55



oAR7233 5042 56

### SUN



oAR6068 300187 50



oAR6080 300171 55



oAR6124 300619 55



oAR6137 30018E 57



oAR8034 504281 57



oAR8155 5879R5 55



oAR8159U 59381W 51



oAR8159U 50011W 51

ADV | NEW



oAR8171 596231 49

NEW



oAR8176 501787 57

ARMANI  
sustainability  
values

These proven bestsellers for **GIORGIO ARMANI** are must haves in your collection.  
Have them in stock to ensure you never miss a sale

To order online visit [my.Luxottica.com](http://my.Luxottica.com) and enter your username and password or  
call 1-800-422-2020



oAR5010 3001 54



oAR5054 3001 53



oAR5080 3001 55



oAR7042 5063 54/56



oAR7122 5042 56