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ARMANI EXCHANGE

BUILD THE IDEAL ARMANI EXCHANGE ASSORTMENT
TO MAXIMIZE YOUR BUSINESS





Bring the “Armani Dream” to the People across generations and continents supplying affordable, sustainable yet qualitative products along with Essential, Contemporary and Youthful style

- **Democratic spirit**, close to the people (WE, THE PEOPLE)
- **Essential** yet **Contemporary** (BASICS BY ARMANI)
- **Armani “allure”**
- **Internationalism** with strong **Italian roots**

- **Cross Gender** attitude
- **POP** and **Ironic** attitude
- **Fresh** and **Youthful Energy**
- **Inclusivity** and **Diversity** (BEING ME)
- **Sustainability**

FAST FASHION

**VALUE
PROPOSITION**

*Democratic spirit. Essential
yet contemporary Armani
allure with an energetic cross
gender attitude
Young, Laid back, streetwear
urban line*

**TARGET
CONSUMER**

*16-30
Digital Native Pop and Ironic
attitude Looking for fashion
inclusivity & diversity*

**DISTINCTIVE
OFFER**

*Color explosion
Logo driven
Easy to wear*

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WHAT IS AN IDEAL ASSORTMENT?

An Ideal Assortment is a core product offering that best embodies the **ARMANI Exchange Eyewear** collection and is specially curated to the **ARMANI EXCHANGE 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:

- Minimum opening order: 18 pieces
- Annual order: 36 pieces

2. ENSURE ESSENTIAL ASSORTMENT REFLECTS BRAND VALUES AND CONSUMER NEEDS.

AT MINIMUM, THE FOLLOWING SHOULD BE PRIORITIZED:

- **EMPORIO 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

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OPTICAL

MEN



0AX1014 6063 | 53



0AX1015 6070 | 52

★



0AX1017 6000 | 56



0AX1019 6063 | 54

★



0AX1019 6089 | 54

★



0AX1042 6063 | 56



0AX1042 6006 | 56



0AX1050 6000 | 56



0AX3016 8078 | 53



0AX3016 8239 | 53

★



0AX3027 8078 | 55



0AX3029 8182 | 54

★



0AX3077 8333 | 54



0AX3077 8237 | 54

NEW



0AX3097 8078 | 55

ADV

WOMEN



0AX1034 6103 | 52



0AX3053 8257 | 53



0AX3078 8240 | 53



0AX3088U 8275 | 54



0AX3098 8241 | 53

NEW

SUN

MEN



0AX2012S 606387 | 62

★



0AX2034S 600087 | 59

★ ▲



0AX2034S 60636G | 59

▲



0AX4080S 80786G | 57

★ ▲



0AX4112SU 807871 | 55

★ ▲

WOMEN



0AX4117SU 807873 | 57

★ ▲



0AX4029S 811713 | 57



0AX4068S 815887 | 55

▲



0AX4116SU 81588G | 53

▲



0AX4125SU 833911 | 54

NEW ▲

OPTICAL



0AX1009 6037 | 53



0AX1052 6099 | 55



0AX1054 6000 | 55

NEW



0AX3027 8238 | 55



0AX3048 8235 | 54



0AX3094 8333 | 56

NEW



0AX1010 6050 | 53



0AX1045 6103 | 53



0AX3053 8255 | 53



0AX3092 8088 | 54

SUN



0AX4124SU 818155 | 56

NEW



0AX4026S 812287 | 56



0AX4074S 80786G | 57

WOMEN



0AX4111SU 82908G | 54



0AX4120S 81588G | 54

★ MUST HAVES ▲ RX-ABLE

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

To order online visit my.Luxottica.com and enter your username and password or call
1-800-422-2020

OPTICAL



0AX1015 6070 | 52



0AX1019 6063 | 54



0AX1019 6089 | 54



0AX3016 8078 | 53



0AX3029 8182 | 54

SUN



0AX2012S 606387 | 62



0AX2034S 600087 | 59



0AX4080S 80786G | 57



0AX4112SU 807871 | 55



0AX4117SU 807873 | 57