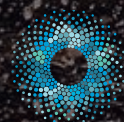




MEET THE BRAND



LEONARDO

A low-angle, upward-looking photograph of a white sailboat against a grey, overcast sky. The boat's mast and complex rigging of ropes and pulleys are prominent. Three people are visible: one man in blue shorts is jumping in the air above the cabin; another man in a blue t-shirt stands on the cabin roof; and a third man in a light green shirt is on the side of the boat. The overall mood is adventurous and active.

BUT BEFORE WE JUMP IN...

TABLE OF CONTENTS

- 1 OUR MANTRA
- 2 BRAND Pillars
- 3 INSPIRED TO EXPLORE
- 4 DESIGNED TO PERFORM
- 5 DRIVEN TO PROTECT
- 6 APPENDIX





OUR MANTRA

No regrets. No stories left half-written. No boxes left unchecked on life's great to-do list of watery adventures. This is our "meaning of life," and if you're reading this, it's probably gospel to you too.

We want to look back on a life well-lived, a life like a pair of broken-in flip flops crusty with equal parts crushed shells, black sand and salt. We'll leave cruise ship buffets and all-inclusive resorts for others. To us, they taste like imitation crab and we prefer the real thing.

Adventure doesn't make house calls. She demands you step outside of your climate-controlled comfort zone. In return, she shows you whale sharks as big as busses, she takes you to the edge of a bottomless cenote and shares experiences beyond imagination. Sometimes she pushes our pulses into the red, other times she whispers into our ear as we scrawl an entry in our journal. More than anything, she is our guide, taking us to the water where reality is so much more real.

But taking life as it comes doesn't mean taking advantage of the world around us. We work just as hard to protect the waters we love as we do to discover new ways to embrace them.

Now get up. Get off the couch. Be a storyteller. Be a risk-taker. Drink the water, eat the native food your hosts offer and learn to say "adventure" in new languages. Stake your claim to an interesting life, then make yourself at home and live it.

BORN ON THE WATER IN 1983



It's true now, and it was true then: we'll do anything to stay on the water longer. Over 35 years ago, a group of anglers created Costa Sunglasses to stand up to the harsh light, unforgiving salt and rough conditions of a day at sea. The gear they made was up to the task, and it's been on the water ever since, inspiring all of us to see what's out there.



JOSE WEJEBE



THE WORLD IS 71% COSTA

We were made for anglers, but anglers were made for more than just fishing – they spend their whole lives on the water. As they moved into uncharted territory, they took their Costas with them. We were up for the challenge, and the brand embraced new waters.

**TODAY, COSTA SUNGLASSES FUEL
ADVENTURES WHEREVER THERE'S WATER.**

WRING EVERY DROP OUT OF THE WATER

We don't just look, we do. Our days aren't just full, they're overflowing. Filled to the brim with adventure and mojo and the occasional mystery ceviche. We get after it, and our products do more than just keep up – they fuel our days on the water and unlock everything it has to offer.



OUR DISCRIMINATOR

The first sunglass brand founded and designed by fishermen to offer a polarized color enhancing lens, we craft purpose built all-polarized eyewear that enhances experiences on and around the water.



INSPIRED TO EXPLORE

We were founded by and for people who seek adventures on and off the water – we communicate through an “Explorer” brand message and archetype.



DESIGNED TO PERFORM

Designed to stand up to the harsh sun, unforgiving salt and rough conditions of a day at sea. We craft sunglasses, eyeglasses, and apparel that is just as capable as those who wear it.



DRIVEN TO PROTECT

We are called to seek out a better world by protecting the waters we love and leaving them in a healthier place for generations to come – our main differentiator in the sunglass category.

INSPIRED TO EXPLORE

The water is everything. It's our catalyst, our co-conspirator
and our reason for being.

THE WATERMEN

They're out there. Hard at work, hard at play. Diving and casting and surfing and hand-lining. Rope swinging and cliff-jumping and bug-spraying and exploring. They don't just look, they do. Their days aren't just full, they're overflowing. Filled to the brim with adventure and mojo.

One tribe, united by the water and a thirst for exploration.





THE PATHFINDER

Here to discover what's out there.

Losing the Pathfinder would mean losing the brand. These are the influencers and leaders in water-based recreation and if our product is good enough for them, it's good enough for everyone else. Never lose sight of the pathfinder.



THE TRADITIONALIST

Here to get the job done.

The Traditionalist are the folks Costa sunglasses were made for in 1983. we should be able to satisfy and maintain their loyalty with our quality products, made for the water and serviced with a meaningful warranty.



THE EXPERIENTIAL

Here to soak in the experience.

We need to leverage the pathfinder along with awareness campaigns to introduce Costa to these consumers. Sustainable products and practices will be a huge win with the experientials.

COSTA HOLDS TRUE TO THESE AUTHENTIC BRAND PRINCIPLES; THEY'VE BEEN CRITICAL TO OUR GROWTH AND SUCCESS.



TRUE TO OUR ROOTS

Costa can expand to new consumers, but must also stay true to the early adopters of the brand, including the Southeast USA (the fishing capital of the world) and our independent accounts.



QUALITY AT ALL COSTS

Costa makes a quality product that can withstand the harshest conditions and be used day in and day out on the water.



COMMITTED TO THE CORE

Embracing our community strategy is a must for the sustained health of our business. Costa makes it a priority to support waterman through our community marketing programs.



HIGHER PURPOSE

Costa strives to protect our watery world and supports conservation groups dedicated to that mission. Healthy oceans and fisheries are not only essential for the personal fulfillment of our consumers, but also for the longevity of our business.

COSTA COMMUNITIES

Each of the four fishing communities is represented by focusing on sponsoring the right events, winning over the leaders in the communities, supporting the causes the communities care about and working with the media and content partners within each community to ensure Costa remains a relevant part of the conversation.

Each fishing community has a unique set of values and initiatives.

CORE ANGLERS



GRASS ROOTS



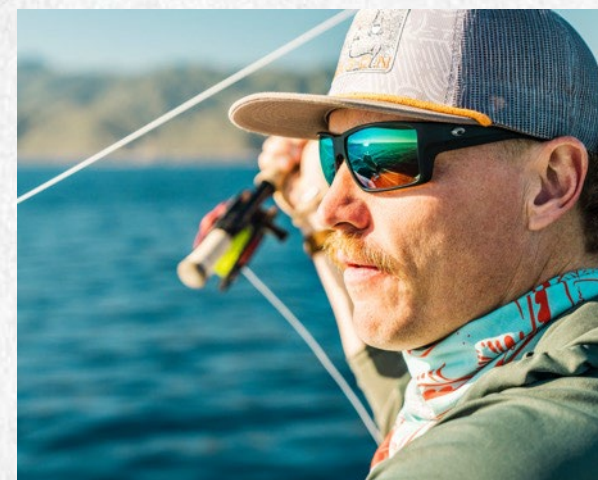
INSHORE



OFFSHORE



BASS



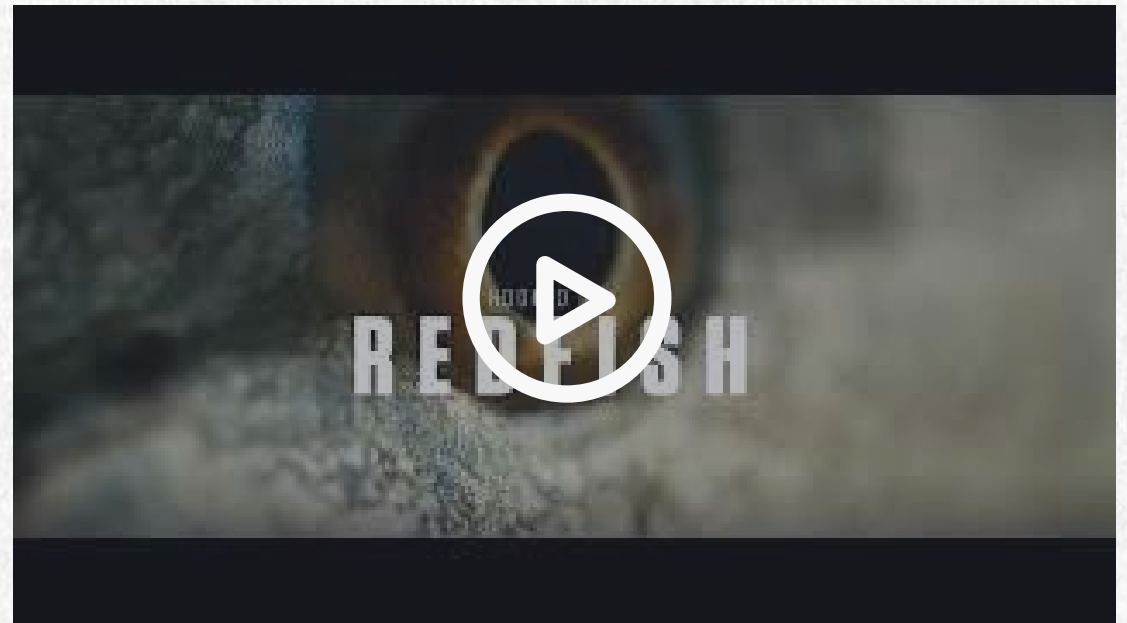
FLY

1

HUMAN PURSUIT STORYTELLING

PURPOSE

Social by nature, we share pursuits and stories that bring people together. This content is an integral brand tool for retaining loyal consumers and keeping Costa top of mind with our audience. Work includes many video projects and photography assets to be leveraged across channels: web, social media, CRM, media, trade marketing and PR.



2 PRO & AMBASSADOR FOCUS

PURPOSE

We have hundreds of amazing Costa Pros and ambassadors whom we will leverage to create video series and content that highlights their lives on and off the water. This is Costa's version of Sports Marketing, and something our audience craves. Work includes video projects and photography assets to be leveraged across social media, web, CRM and partner websites.



3 BRAND STORIES

PURPOSE

Costa Films capture key stories that transcend the fishing space. Typically fall under our 'Protect' pillar and focus on meaningful stories that remind Costa consumers why they love the brand so much. Work includes video projects and photography assets to be leveraged across social media, web, CRM, PR and YOUTUBE channels.





WIN OVER THE LEADERS

Pro Anglers, Captains & Guides, Industry Professionals.



BE AUTHENTIC

Remain relevant to our audience by adapting to changing needs, interests and values. Pros are at the root of the core and others look to for product advice.



CREATE LOYALTY

Forge emotional bonds with our users and create a sense of belonging. Loyalty produces ROI for years to come via one-on-one relationship building.



DRIVE INNOVATION

Listening to our community propels change by the people who crave it. Pros are at the forefront of their sport and will push the envelope of product design and durability.



LENS TECH LEADERSHIP



GRASSROOTS EFFORTS



**SUSTAINABILITY INITIATIVES
AND CAUSE MARKETING**



**COMMUNITY MARKETING
AND PARTNERSHIPS**



#SEEWHATSOUTTHERE

DESIGNED TO PERFORM

We craft sunglasses that are just as capable as those who wear them.



WE HAVE THREE PRODUCT LINES TO SERVE THE NEEDS OF THE WATERMAN.



SUNGLASSES

Designed to stand up to the harsh sun, unforgiving salt and rough conditions of a day at sea. We craft sunglasses that are just as capable as those who wear them and provide an unparalleled visual experience that enhances life on the water.



EYEGLASSES

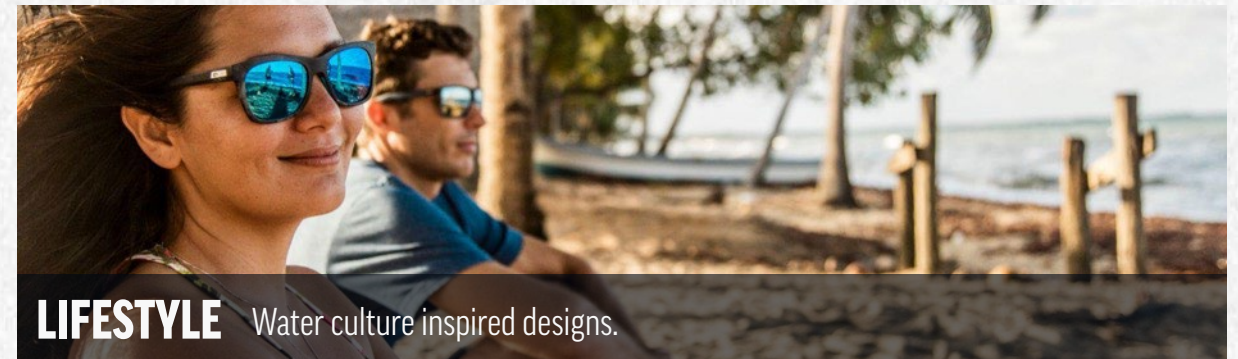
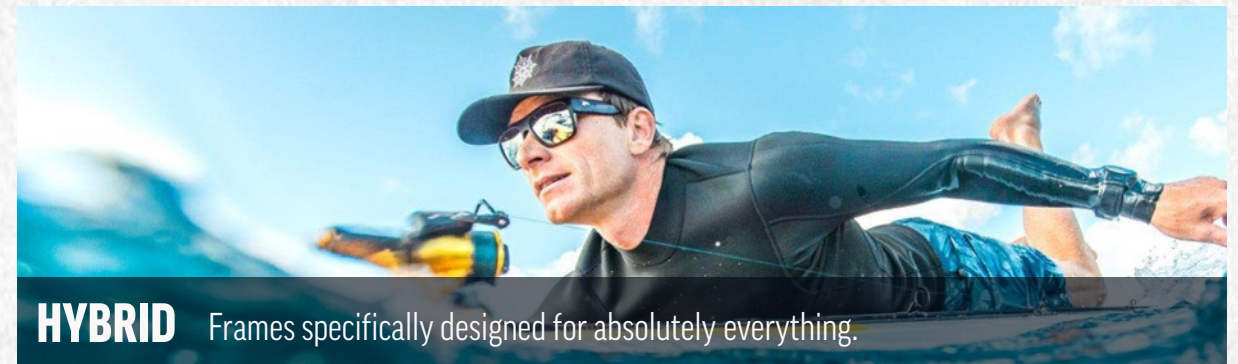
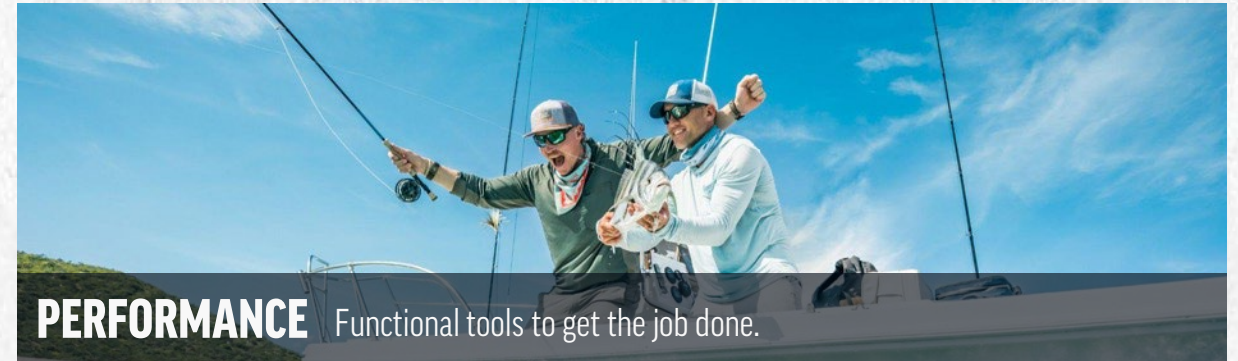
We know that not every moment of your adventures takes place under harsh sun - we pack gear in the dark of morning, read a novel on the flight to elsewhere and plot the next day's course on an old map at night. There's a real need for clear vision all day, every day.

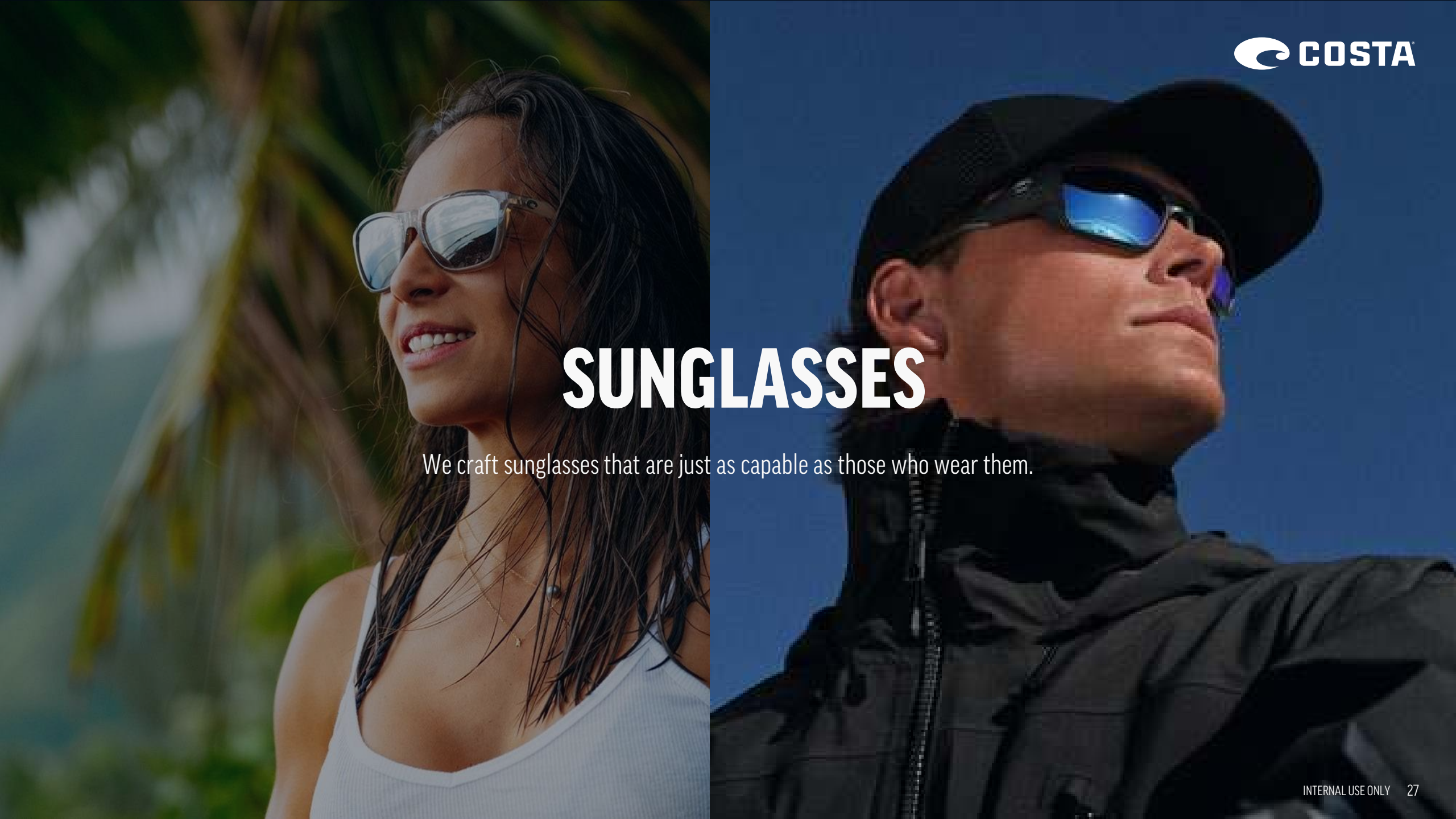


APPAREL AND ACCESSORIES

Just like our eyewear, Costa apparel is built to protect you from nature's elements and to assist you in exploring earth's craziest places. From boardshorts, to button-down fishing shirts, to high- tech performance knits, Costa is excited to offer more gear for your life on the water, more to help you SEE WHAT'S OUT THERE.

WE DESIGN AND DEVELOP WITHIN THREE UNIQUE PRODUCT COLLECTIONS.



The background of the slide is a split-image. The left side shows a woman with long, dark, wet hair, smiling and looking to her left. She is wearing silver-rimmed sunglasses with blue-tinted lenses and a white tank top. The right side shows a man in profile, looking upwards and to the right. He is wearing a black baseball cap, blue-tinted sunglasses, and a black jacket. The background behind him is a clear blue sky.

SUNGLASSES

We craft sunglasses that are just as capable as those who wear them.

1 **580® LENSES:**

Our patented Costa 580® lenses are the best lenses on the planet.

2 **LENSES:**

Superior clarity, lighter weight, and impact and scratch resistance.

3 **FRAMES:**

Each frame offers its own performance advantages and style features for eyewear that fits every occasion.



MODELS

89

SKUS

621

GENDER

67 Man

22 Woman

BASE CURVE

(# models)

4 BASE

3



6 BASE

43



8 BASE

43



LENS

(# SKUS)

COSTA
580G

POLARIZED CRYSTAL

356

COSTA
580P

**POLARIZED
POLYCARBONATE**

265

FRAME MATERIAL

(# models)

BIO-INJECTED

70



BIO-ACETATE

8



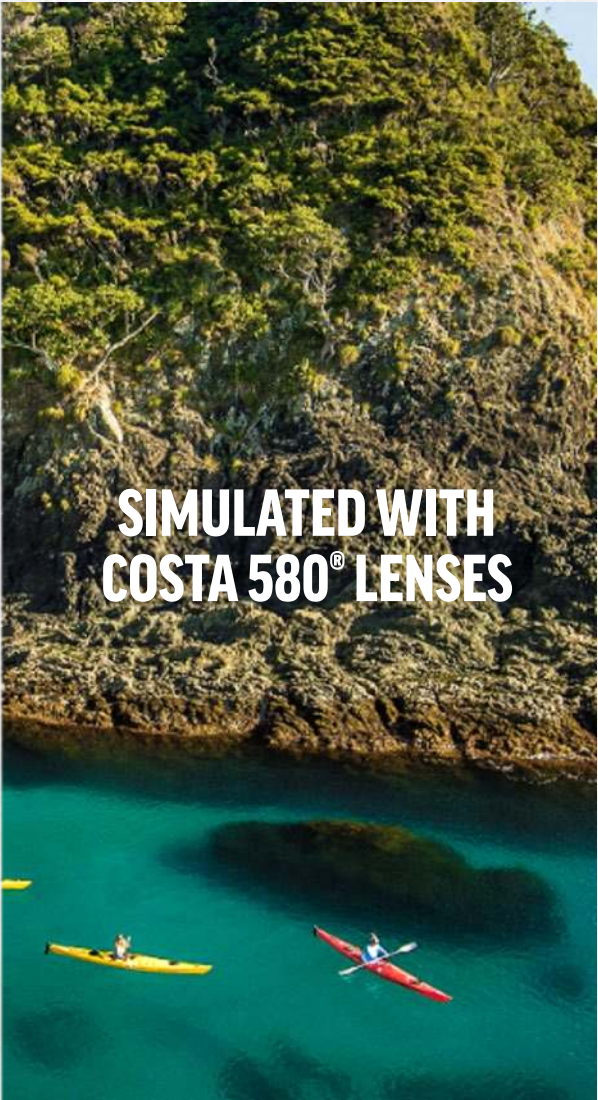
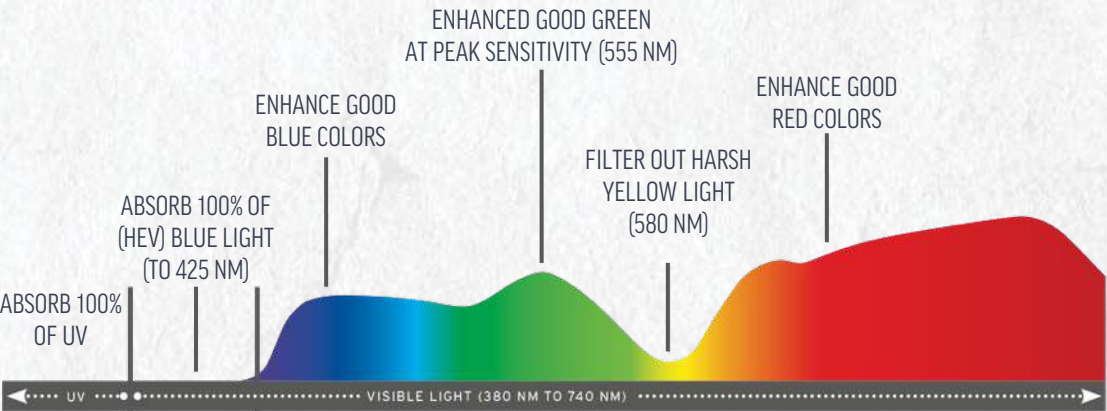
METAL

11



COSTA 580[®]

The Costa 580[®] Lens Technology revolutionized the polarized eyewear market. Our patented technology is specifically designed to enhance your experience on the water by reducing color confusion and glare while enhancing color to provide optimal clarity and performance.



COSTA 580®G

- Lightwave® glass
- Superior clarity and ultra scratch-resistant
- Glass provides the best clarity in material
- Encapsulated mirrors (between layers of glass) are scratch-proof
- Thinner and lighter than average polarized glass

60% OF UNIT SALES



C-WALL® MOLECULAR BOND

GLASS LAYER

ENCAPSULATED MIRROR (optional)

POLARIZED FILM

GLASS LAYER

C-WALL® MOLECULAR BOND



COSTA 580®P

- Polycarbonate
- Lightweight and impact-resistant
- Polycarbonate and Trivex are your lightest and most durable lens material options
- C-WALL® molecular bond

40% OF UNIT SALES



C-WALL® MOLECULAR BOND

MIRROR (optional)

POLYCARBONATE LENS

POLARIZED FILM

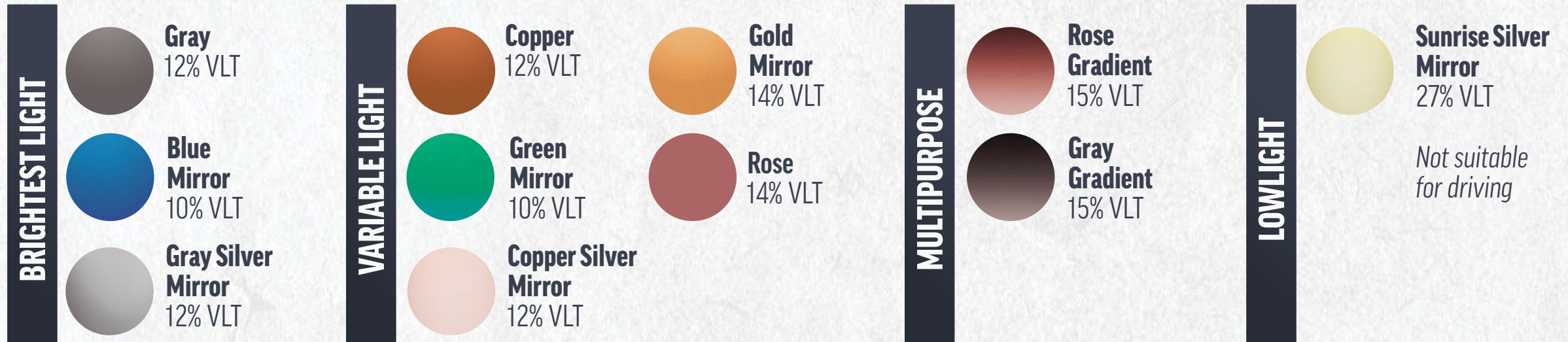
POLYCARBONATE LENS

C-WALL® MOLECULAR BOND



DETERMINE WHERE YOUR CUSTOMER SPENDS THEIR TIME

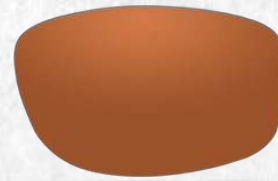
Costa lenses were made with changing light conditions in mind. To get the most out of them, it's important to choose the right color. We offer ten lens colors in multiple lens technologies designed for everything from dawn to extremely bright light with blinding glare. Consider where your customer might spend their time to fit them with the best lens.



(VLT) **Variable Light Transmission** is amount of light that passes through a lens.



GRAY (BASE)



COPPER (BASE)



BLUE MIRROR



or



GRAY SILVER
MIRROR



GREEN MIRROR



or



COPPER SILVER
MIRROR



SUNRISE SILVER
MIRROR

Everyday activities
and water sports

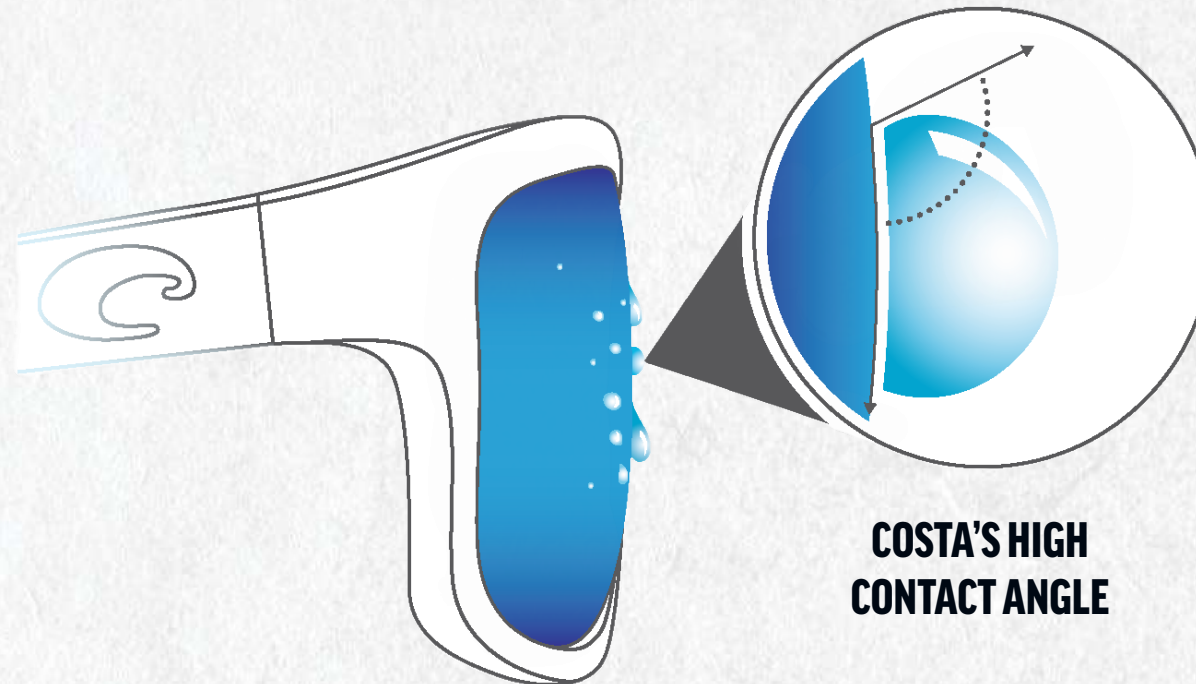
- Open water and bright conditions (Offshore fishing)
- Natural contrast ("True Hue")/color-enhancement
- Greater protection, letting less light in

- Sight-fishing, inshore and fresh water
- High contrast/color-enhancement
- Variable conditions and versatility

- Low-light and cloudy conditions
- Still polarized (lower efficiency) and still color-enhanced!

SCRATCH AND SMUDGE RESISTANT

The C-Wall is a molecular bond on our lenses to provide a scratch- and smudge-resistant barrier that repels sweat, water and oils for easier cleaning to help keep your vision clear.



**COSTA'S HIGH
CONTACT ANGLE**

CONTACT ANGLE:

Fluids bead off the lens at a high contact point, allowing the droplets to roll off the lens.

COSTA RX[®]

Our prescription lenses offer the same performance you've come to expect from our regular 580 lenses.

MODELS

41

SKUS

169

GENDER

34 Man
7 Woman

SIZE

(# SKUS)

SIZE	# of SKUS
49	4
51	6
52	18
53	41
54	17
55	38
56	13
57	22
58	3
59	3
60	4

POSITIONING

(# MODELS)

€100 - 150

\$120 - 180

FRAME MATERIAL

(# MODELS)

INJECTED
22



ACETATE
7



METAL
12



WE DESIGN AND DEVELOP WITHIN FOUR UNIQUE PRODUCT COLLECTIONS, EACH REPRESENTING A DIFFERENT MATERIAL TYPE

PERSONALIZED LENS ASSORTMENT

Drawing inspiration from our legacy in on-the-water optics, Costa also offers three clear Single Vision lenses (SV) and four clear Progressive lenses (PAL), to suit your unique prescription needs.

SINGLE VISION

- + Costa Essential
- + Costa Waypoint
- + Costa Waypoint Plus

PROGRESSIVE

- + Costa Base
- + Costa Essential
- + Costa C-Scape
- + Costa C-Scape Plus

OCEAN RIDGE In Bio-Injected



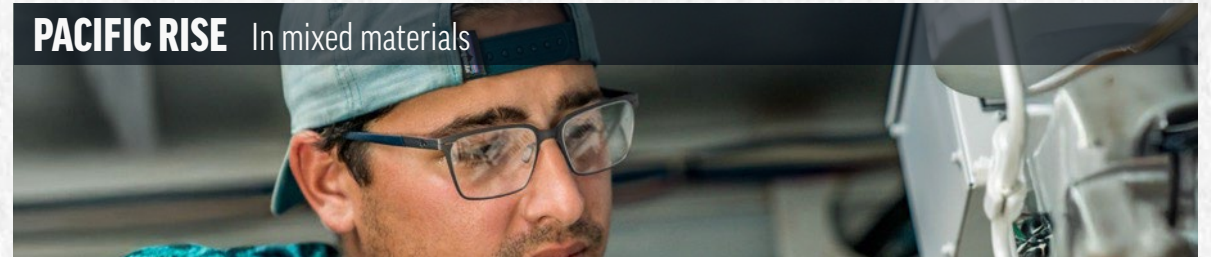
BIMINI ROAD In metal



MARIANA TRENCH In Bio-Acetate

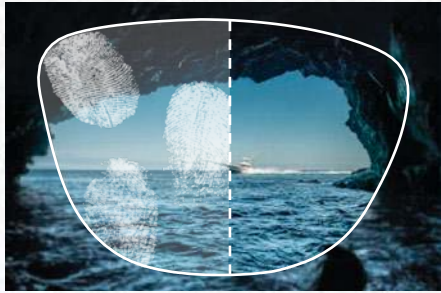


PACIFIC RISE In mixed materials





HYDROPHOBIC



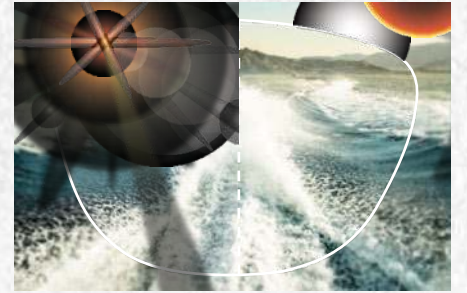
OLEOPHOBIC



ANTI-STATIC



**OUTER GLARE
REDUCTION**



**INNER GLARE
REDUCTION**

WE ETCH OUR LOGO ONTO EVERY RX LENS AND PROVIDE A COSTA AUTHENTICITY CARD FOR EACH ORDER, SO YOUR PATIENTS KNOW THEY'RE GETTING THE REAL DEAL.



**COSTA®
STYLE**

+

**COSTA® CLEAR
LENSES**

=

**COMPLETE PAIR WITH
AUTHENTIC FRAMES & LENSES**

WAYPOINT™ DIGITAL TECHNOLOGY

Over the years, we've invested heavily in our state-of-the-art processing lab to specialize in digital precision.

- Costa Waypoint digital technology enhances the field of view by minimizing the peripheral blur common with wrap sunwear.
- Waypoint lenses are customized for frame and vision needs.
- All Waypoint orders include compensated prescription values to ensure amazing visual acuity for wrap sunglasses with high base curves.



COSTA NOW HAS TWO PROGRESSIVE LENS DESIGNS AND A BLENDED BIFOCAL TO CHOOSE FROM:



ESSENTIAL

An authentic and clear vision correction solution for those that want an accessible and reliable Costa clear lens for their everyday needs.



WAYPOINT

Seamless, custom prescription lens and frame pairing. Enhanced comfort and clarity across the ENTIRE lens for a heightened visual experience. The active waterman—and water-woman—who values a lens that is engineered for life on and off the water.



WAYPOINT PLUS

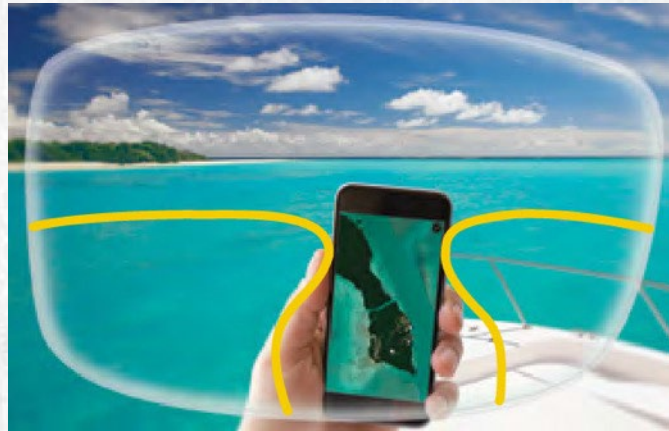
For those that want the best of the best. Supports eye accommodation effort, helping to reduce eye fatigue. Elite anglers and craftsmen (and women) who spend long days wearing their glasses and demand high-performing optics with an additional advantage of edge-to-edge clarity.

COSTA NOW HAS TWO PROGRESSIVE LENS DESIGNS AND A BLENDED BIFOCAL TO CHOOSE FROM:



C-SCAPE®

Costa C-SCAPE® design was developed with top sportfishing pros and lens designers for immediate adaptation, enhanced viewing fields and minimal peripheral blurring.



Varilux® Stylistic™

Varilux® Stylistic™ design is available in Costa wrap frames for those patients with greater demand for a wider near field of vision.



C-SCAPE® BLENDED BIFOCALS

We introduced the first backside round segment bifocal (22mm) with our Waypoint digitally compensated prescription specifically designed for wrap sunwear. C-SCAPE bifocals are perfect for the mature wearer who wants simple magnification for close-up tasks like reading outdoors or tying a fly. Our Waypoint technology ensures exceptional distance viewing fields.

NON-MIRRORS

COSTA 580P RX POLYCARBONATE & TRIVEX				COSTA 580G GLASS			
 Gray  Copper				 Gray  Rose			
				 Gray Gradient  Rose Gradient			
 Blue  Green  Sunrise Silver				 Blue  Green  Gold			
 Gray Silver  Copper Silver				 Gray Silver  Copper Silver			

Rx product limited warranties: 2-year lens and frame manufacturer’s warranty; defect warranty; 1-year scratch warranty.
See website for terms, conditions and associated fees.
See power range chart for availability

RX AVAILABILITY CHART



	COSTA 580P RX POLYCARBONATE & TRIVEX	COSTA 580G GLASS
TREATMENTS	C-WALL® + BACKSIDE UV-AR	ENCAPSULATED MIRROR
DESIGNS		
WAYPOINT SV	+	×
SINGLE VISION (SV)	×	+
WAYPOINT C-SCAPE™ PAL (MIN 16MM)	+	+
VARILUX STYLISTIC PAL (MIN 18MM)	+	×
WAYPOINT C-SCAPE™ BIFOCAL (MIN 10MM)	+	×

Rx product limited warranties: 2-year lens and frame manufacturer's warranty; defect warranty; 1-year scratch warranty.

See website for terms, conditions and associated fees.

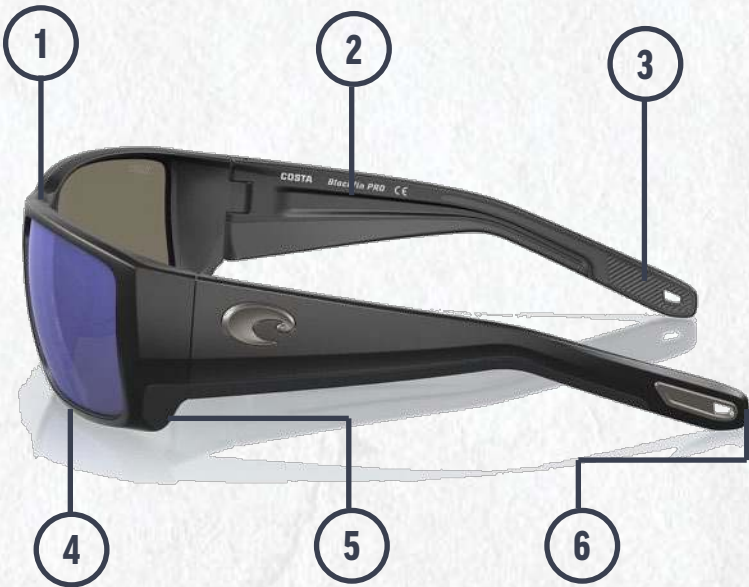
See power range chart for availability

SUNGLASS FRAME FEATURES



Many of our Performance frames have these features to enhance the on-water experience.

- Fully-adjustable nose pads
- Sweat management channels
- Hydrolite™ nonslip grip (temple and nose)
- Hooding/side shields
- Metal keeper slots



1
FULLY-ADJUSTABLE NOSE PADS
Ventilated nose pads are fully adjustable for a customizable fit – designed to help reduce fogging so you can see better no matter how hot it gets.



2
SWEAT MANAGEMENT CHANNELS
Help to move sweat and water away from your eyes so you can see things like fish. Or structure holding fish. Just go fish.



3
IMPROVED HYDROLITE
Hydrolite is a rubbery substance that gets stickier the wetter it gets. Our new formula is more durable and more remora-like.



4
EYEWEAR DRAINS
Designed to help keep sweat and water from pooling up inside the frame, making sure there's nothing in the way of you and your next fish.



5
HOODING AND SIDE SHIELDS
Rubber side shields keep light from leaking in and distracting you, so your focus stays fixed on finding fish.



6
METAL KEEPER SLOTS
Clip some keepers on and keep fishing instead of trying to look overboard for your Costas, which are hard to see without your Costas.



When you look through a pair of Costa Untangled sunglasses, you share our vision for healthy oceans.

Discarded fishing nets are the most harmful form of plastic pollution in our oceans. In partnership with Bureo and South American fishermen, we're changing that. Made of either 97% or 100% recycled fishing nets, our Untangled collection of recycled frames now comes in new colors, and performance styles that are as good for fishing as they are for the ocean.



Discarded fishing nets are collected from commercial fishing ports in Chile.

Bureo recycles the nets down into a raw material in the form of pellets.

The pellets are molded into The Untangled Collection sunglasses frames.

NOW AVAILABLE IN 11 SUN STYLES, INCLUDING “GEOFIT,” AND 2 OPHTHALMIC FRAME STYLES.



CAMPAIGN LANDING PAGE

Bio-Acetate is an outcome of our continued pursuit to be the most sustainable brand on the water. Cellulose acetate and a plasticizer of vegetable origin, the resulting formula is now bio-based and biodegradable.



Bio-Resin is part of our #KickPlastic initiative to reduce our carbon footprint and protect our planet's waters. Replacing petroleum with Castor plant oil our Bio-Resin frames are durable and lightweight.



1

Seeds from the castor plant are harvested and processed into castor oil.



2

Castor oil is used to produce a natural raw material known as bio-based plastic resin.



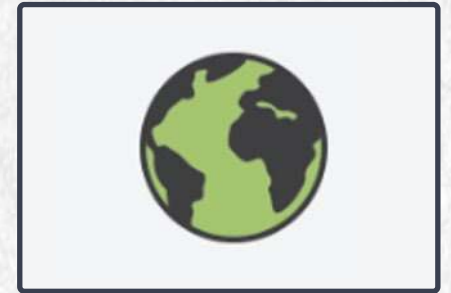
3

Use of bio-based resin vs petroleum based resin offers a reduction in emissions and our overall carbon footprint.



4

Bio-Resin is utilized in all of our plastic sunglass frames.



5

Our process is comprised of several technological advancements that help reduce our carbon footprint.



CO-INJECTED BIO-RESIN FRAMES

Our bio-resin frames are tough and durable, with more color options manufactured using the bio-resin process. Bio-resin is a premier material for sports and performance frames, as it is resistant to heat and cold. Though it is flexible, it is still durable. Bio-resin is easily molded into wraparounds and other shapes.



BIO ACETATES

Costa introduces Bio-Acetate to The Del Mar Collection; capturing the same watery spirit while marking one more step forward in our journey to reduce our impact on the watery world. Made from vegetable-based plasticizers and responsibly sourced wood pulp from FSC forests, the production of M49 emits 54% fewer CO2 emissions when compared with industry standard acetate.



METAL FRAMES

Metal frames provide a different look and feel. We use only the best in metals – marine-grade, corrosion-resistant Monel® and lightweight, hypoallergenic titanium.



COMBINATION FRAMES

If mixing it up is your thing, we combine the best of bio-based resin and acetate with our corrosion-resistant metals. The combination of materials also allows for more style variations.



RIMLESS FRAMES

Rimless frames are feather-light because there is simply less nylon material sitting on your face. They're generally more comfortable, more streamlined and perfect for a variety of sports.



NETPLUS™ RECYCLED FISHING NETS

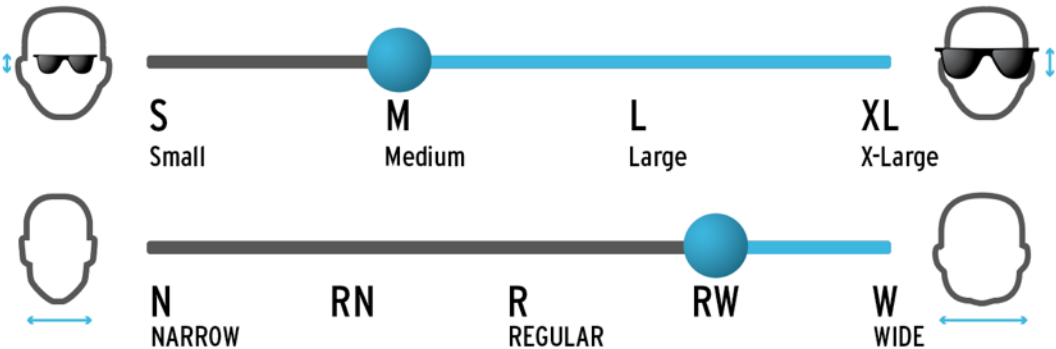
We partnered with Bureo®, an innovative organization that works with fishermen around the world to recycle fishing nets, tracing the resulting NetPlus™ material through the recycling process where the nets are cleaned and pelletized before being turned into The Untangled™ Collection frames.

The Costa sunglasses ‘fit’ guide is a range from Narrow, Regular to Wide (with most people choosing Regular). Fit is a combination of both the size of the sunglasses and the features of the frame, together. The features of our sunglasses influence the way the sunglasses fit, like the hinges and temple construction.

COSTA SIZE AND FIT GUIDE

Size: The **size** of the **lens** on the front of the **face** – brow to cheek

Fit: The **fit** of the **frame** on your **head** – temple to temple



The fit also takes into consideration the flexibility of the frame material and hinge type.

SIZE	S	M	L	XL	
FIT	N	NR	R	RW	W



BRAND & TECH QR CODE



HATS



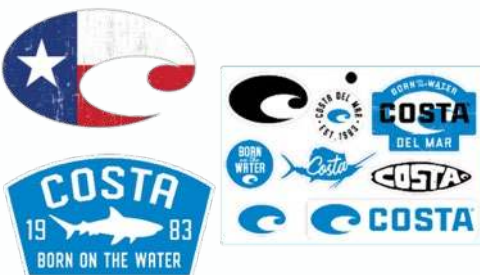
TECHNICAL SHIRTS



BAGS



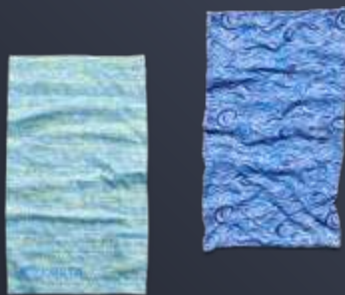
DECALS



T-SHIRTS AND HOODIES



C-MASKS



RETAINERS



OTHER ACCESSORIES





FLY



OFFSHORE



COLD WATER

FISHING VERTICALS



BASS



INSHORE



SPEAR

BOARD

SAIL

DIVE

DEVELOPING VERTICALS





PERFORMANCE

Costa Performance Product is function led. These sunglasses create a competitive advantage to excel in the toughest conditions.



HYBRID

Costa Hybrid Product blends style and function. These versatile sunglasses are the go-to for any water-adventure.



LIFESTYLE

Costa Lifestyle Product is style driven. These sunglasses are everyday classics inspired by coastal-culture.



RULE THE WATER

There are moments that change our perception of what is and isn't possible. Cosmic shifts where the stars align with Earth to alter how we see the world. The release of King Tide is one of those moments.

This is the crowning achievement of a 40-year legacy on the water. The culmination of every innovation and lessons learned up to this point. Wins and losses, highest highs and lowest lows have brought us here to stand witness to a legacy brought to life. To achieve ultimate potential on the water. King Tide.

Rule the water.





COSTA PRO SERIES

WE SWEAT THE DETAILS

We created Costa Labs to help anglers catch more fish. But our testing ground isn't some lab with scientists and test tubes. It's the oceans, rivers and lakes that cover most of the Earth. And the scientists are our own Costa Pros, the best anglers on the planet, and they help us to create the best sunglasses on the water. So they're the perfect folks to help us launch the latest Costa Labs breakthrough:

Costa PRO Series

Along with the 580 lens technology we're already famous for, the technology we've added into these classic Costa frames will help anglers stay out longer and fish harder. To help them do that, we paid attention to even the smallest of details. Sweat management channels are built into the temple arms, and side shields and hooding let in less light and heat. The adjustable nose pads have been ventilated. And the Hydrolite™ rubber, used to help keep the frames on your face when you sweat during battles in the water, is now stickier and lighter, so frames stay on your face and in front of your eyes to see more fish. Small details that make a big difference.

IT'S TIME TO GO PRO.



INTRODUCING
KING TIDE



THE CROWNING ACHIEVEMENT
OF 40 YEARS ON THE WATER



THE PATHFINDER SERIES



While these new frames may exude a relaxed exterior, just wait until you discover the performance-packed features beneath the surface in this collection. Comprised of Taxman, Grand Catalina, Lido, Ferg & Ferg XL, our pathfinder series delivers a unique, best-in-class feature set, designed to amplify any adventure on or around water. All Products in the Pathfinder Series share the same design language and functional attributes allowing you to excel in any environment with a fresh modernized look.

Explore the features that set this collection apart:

- **FULL TEMPLE HYDROLITE**

Achieved through advanced engineering- provides maximum retention and seamless transitions between materials.

- **SIDE SHIELDS AND MICRO HOODING**

Prevent further light leak from top or side of frame.

- **SPRING HINGES**

Allow comfortable fit and increased retention across head shapes & sizes..

- **VENTED ADJUSTABLE NOSE-PADS**

Allows for customized fit across face shapes and promotes airflow to reduce fogging on interior of lens.

- **EYEWIRE DRAINS**

Designed to help keep sweat and water from pooling up inside the frame..

- **SWEAT MANAGEMENT CHANNELS**

Engineered to help move sweat away from your eyes and out through back of temples.

THE
Del Mar
COLLECTION



Sunglasses filled with fresh designs collected from our watery world. These acetate frames feature colors inspired by the abalone shells, golden sands and deep blue waves that fuel adventures on the water. And since they all come with 580 lenses, they're a great new way to See What's Out There®.

Explore the features that set this collection apart:

- **INTRICATE FILIGREE DETAILING:**

Water inspired designs can be found in core wire detailing across all products within collection.

- **MINERAL GLASS:**

Del Mar collection is offered exclusively in our mineral glass.

- **5 BARREL HINGES:**

Reinforce premium positioning.

- **WATER INSPIRED DESIGN ELEMENTS:**

Subtle designs connect our products back to the waters we were inspired by.

- **BIO-ACETATE:**

All frames in our collection released after 2022 are constructed with Bio Acetate, marking one more step on our journey to reduce our impact on the places we explore and protect the waters we love.



Every year, an estimated 640,000 tons of discarded fishing gear makes its way into our waterways. Discarding fishing nets are the most harmful form of plastic pollution in the ocean, but by partnering with our friends at Bureo® to collect and recycle fishing nets, we’re helping to change that. With frames made up of 97% to 100% recycled fishing nets, our Untangled™ Collection of performance and lifestyle sunglasses are as good for fishing as they are for the ocean. Through the production of the Untangled™ Collection, Costa is repurposing one ton of discarded fishing nets annually.



Discarded fishing nets are collected from commercial fishing ports in Chile.



Bureo recycles the nets down into a raw material in the form of pellets.



The pellets are molded into The Untangled Collection sunglass frames.

CALETA™



PARGO™



VICTORIA™



BAFFIN™



SANTIAGO™



ANTILLE™



CALDERA™



PESCADOR™



DRIVEN TO PROTECT

The water need us as much as we need it.
We are its protectors, ambassadors and allies.



ELIMINATE SINGLE-USE PLASTICS

We reduced the amount we use as a company and are working to mobilize a movement to encourage others to do the same.

- 3,000,000+ single-use plastic water bottles eliminated by Costa guides and outfitters
- 180,600 lbs of trash collected from beaches



PROTECT OUR FISHERIES AND WATERWAYS

We champion fisheries and waterways conservation. This is the largest and most fundamental area of focus.

- 350,000 members across dozens of national, regional, and local cause partners



EDUCATE AND EMPOWER

We're investing in the next generation of anglers who have yet to discover and/or are seeking a better life by unlocking all the water has to offer.

- 135+ collegiate fishing clubs created
- 2 villages and ecosystems saved
- 100,000 youth educated on fishing and conservation



RESTORE AND PROTECT COASTAL COMMUNITIES AND HABITATS

OneCoast and other partners initiatives help bring relief to our coastal family and friends affected by natural disasters – and help protect, restore and repair coastal habitats.

- \$125,000 raised by OneCoast to date benefiting hurricane victims

BORN ON THE WATER

In 1983, Costa Sunglasses are made for those who don't just spend their lives on the water, they come to life on the water. With more than 35 years of pursuit and adventures, Costa discovered an ever-growing need to protect the watery world we all call home. While exploration quenches our thirst for adventure, there's more to being a true waterman. It's our sense of purpose that leaves us truly fulfilled.

As a purpose-driven brand, we are committed to preserving this valuable resource and protecting the life within it.



MORE THAN 35 YEARS OF PROTECTING OUR WATERY WORLD

To celebrate our 35th anniversary, Costa gathered our friends and cleaned the beach – 35 beaches to be exact. We joined forces with the Surfrider Foundation's Better Beach Alliance and hosted 35 Kick Plastic beach cleanups around the country in 2018. we have had more beach cleanups since then and are inspiring our employees, retail partners and local communities to participate and help us amplify our impact.

Small changes add up – whether it's reducing our single-use plastic consumption, participating in a beach cleanup or spreading the word and building awareness – we can kick this single-use plastic habit and help clean up our oceans and waterways.



Kick Plastic's goal is to educate and inspire both internal and external stakeholders around the issues of single-use plastics and the effects they have on our oceans and waterways.



ENGAGE INTERNAL STAKEHOLDERS

- Eliminate single-use plastics in the office and at events
- Responsible sourcing of materials
- Foster a Kick Plastic culture
- Support EssilorLuxottica's efforts and SDG initiatives

44,000 Pounds+ Scrap PC lenses recycled in USA

LEAD THE INDUSTRY

- Expand position as a leading voice on protecting our oceans
- Deepen influence among key industry partners and organizations
- Support the UN Sustainable Development Goals

3x Top Social Purpose Brand for EyeVote Readers' Choice

ENGAGE CORE COMMUNITIES

- Kick Plastic Guide and Outfitters program eliminating bottles from fishing boats
- 1 Plastic-free town (USA)
- Beach cleanups in key markets and hot spots
- Every event is a Kick Plastic event!

180,600 lbs of trash removed from our beaches in USA

AMPLIFY OUR MESSAGE

- Educate and story tell to inspire and inform change
- Reach youth and invest in our next generation of conscious consumers
- Collaborate with like-minded brands to raise awareness and profile

3,000,000 bottles eliminated in USA

[LINK TO WEBSITE](#)

IF YOU REMEMBER NOTHING ELSE



1

Costa crafts sunglasses with the highest-quality lenses and frames for comfort and fit

2

Combine this passion for product with an even deeper calling to protect the waters we love

3

Costa is one of the fastest-growing brands in the category with the most loyal and engaged fans

4

We craft purpose-built, all polarized eyewear made for The Waterman that enhances experiences on the water



BRAND DESCRIPTION

Born in the water in 1983. The first sunglass brand founded by fishermen to offer a color-enhancing lens; built all-polarized eyewear that enhances experiences on the water.

BEST ON THE WATER

Designed to standup to the harsh light, unforgiving salt and rough conditions of a day at sea. Our brand build connections with water lovers around the globe through our adventures around the water. Inspiring all of us to see what’s out there. We Breathe Life Into Water. As we are driven to protect our ocean, we strive to source sustainable materials and incorporate water friendly principles into every component of our products.

BRAND TARGET

THE WATERMAN

One tribe, united by the water and by a thirst to explore everything it has to offer. They’re out there. Hard at work, hard at play. Diving and casting and surfing and hand-lining. Their days aren’t just full, they’re overflowing. Coastal customers have different needs and desires based on their lifestyle and functional requirements, men and women within target age range 18-38.

EYEWEAR MIX

% REGION MIX



GLOBAL

MARKETING THEME



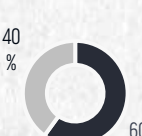
GENDER



LENS BASE



LENS MATERIAL



■ CORE ■ MEN ■ 8B ■ 6B ■ GLASS ■ PC

BRAND VALUES

- 1 **FUNCTIONALITY:** The ability to get the job done when it’s most critical drives us to perfect our craft, the most capable perform when it matters most
- 2 **DISCOVERY:** When opportunity calls, we’re ready to see what the water has to offer. We get lost, meet locals and always returning a better version of ourselves
- 3 **PROTECT:** Being a true waterman, we are called to seek out a better world by protecting the waters we love and leaving them in a healthier place for generations to come
- 4 **COMMUNITY:** Social by nature, we share pursuits and stories that bring people together. We are a wide-ranging group of adventure seekers united by a passion for the water
- 5 **TRUTH:** Life isn’t manufactured, it’s uncovered in awe-inspiring environments, with actual people through genuine experiences

RECOMMENDED LESSON IN LEONARDO

Dive into the great outdoors with Costa Del Mar and unravel the story of a sportswear brand that offers truly unbeatable performance. Learn what Costa stands for and where it all started, as well as its frame and lens offering, and its mission for a more sustainable future that protects our precious waters.



Course
WELCOME TO COSTA

NEED HELP?

Email: Rsanchez2@us.luxottica.com

COSTA SS 2025 CAMPAIGN

Costa eyewear is designed for those who move, driven by a thirst for adventure yet grounded in a mission to protect our waters. The Spring/Summer 2025 eyewear campaign introduces new models and fresh takes on bestsellers, all with ocean responsibility at the core. Explore the styles, materials, and technologies in this video and reading module.



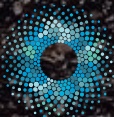
Course
COSTA SS 2025 CAMPAIGN



Scan the QR code to learn more
on Leonardo today!



 **COSTA**
THANK YOU!

 **LEONARDO**