



EXCLUSIVE COLLECTION FOR
VISION SOURCE



**DISCOVER THE EXCLUSIVE STYLES
DEVELOPED BY RAY-BAN FOR
VISION SOURCE MEMBERS ONLY**

CELEBRATE 35 YEARS OF VISION SOURCE WITH RAY-BAN'S NEW
COLLECTION. FROM DELICATE METALS TO SMOOTH ACETATES,
EACH PAIR IS MADE FOR EVERYDAY EXPRESSION.



EXCLUSIVE COLLECTION FOR *VISION SOURCE*



TRAFFIC: DIGITAL AND PHYSICAL DEDICATED ASSETS TO PROMOTE THE COLLECTION

CONVERSION: DRIVE SELL-THRU BY MERCHANDISING THE EXCLUSIVE COLLECTION WITH THE TOOLS PROVIDED

MARGINALITY: BOOST YOUR PROFITS THANKS TO MVC STRATEGIC COMPETITIVE PRICE POINT AND HIGHER MARGINALITY

4 UNIQUE MODELS – 12 UNIQUE COLORS – 1 ICONIC BRAND



ONLY AVAILABLE TO
VISION SOURCE MEMBERS



MUST HAVE SHAPES,
SIZES AND COLORS



COMPETITIVE PRICE POINT
AND 30% DISCOUNT FOR
HIGHER MARGINALITY

DEDICATED VISUAL MERCHANDISING KIT



LENS STICKERS



DEDICATED TENT CARD



CO-BRANDED LOGO PLAQUE