

STARCK

BIOTECH
PARIS

N1 2023 COLLECTION



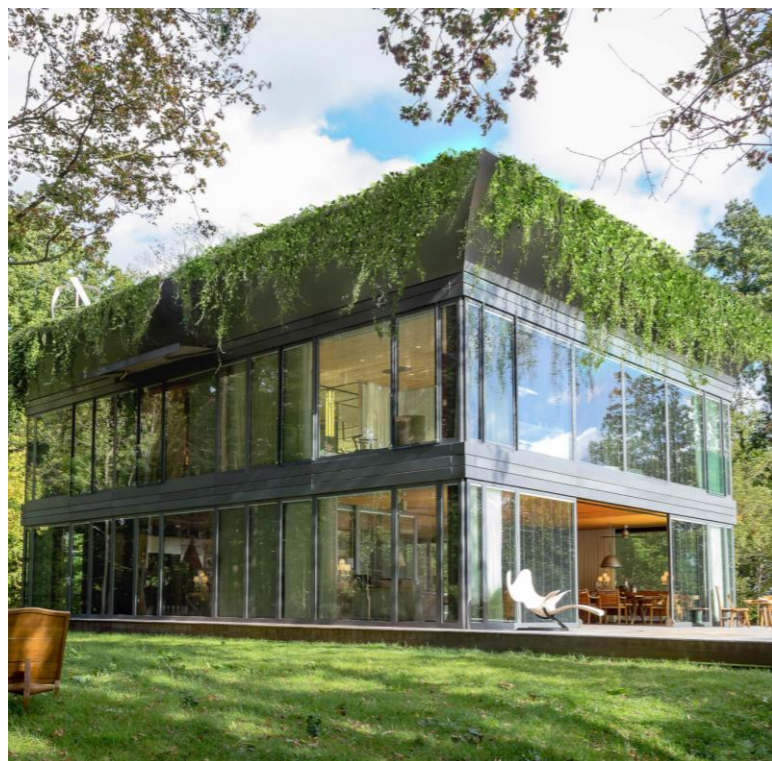
N1 2023 | INSPIRATIONS & MAIN THEMES BEHIND THE COLLECTION

MEN

BIOLINK

REINFORCE SUSTAINABLE
COMMITMENT USING NEW
AESTHETICS

BIO-BASED MATERIALS



ENHANCE THE MINIMALISTIC
SOUL OF THE BRAND

METAL



TIMELESS ELEGANCE THROUGH
A NEW DESIGN CONCEPT

TITANIUM DETAILS



N1 2023 | COLLECTION OVERVIEW

TECH

#8 NEW STYLES
#1 Bio-Nylon – #2 Metal – #3 Bio-Acetate – #2 Titanium
100% OPTICAL MEN STYLE WITH UNIVERSAL FIT


CLASSIC



SH2076 **ADV** SH2079 **ADV** SH3088

SH3089 **ADV** SH3090 SH3091

DESIGN



SH2077T SH2078T

N1 2023 | BIOLINK: CLASSIC



3 BIO-ACETATE STYLES

Starck Biotech Paris combines contemporary style elements by using new shapes in bio-acetate* with high-tech features, such as the Biolink hinge, on these three bold styles.

KEY HIGHLIGHTS

100% BIO-ACETATE
(FRONT + TEMPLES)

SH3090

SH3089



Bold 8,5 mm
temples



Rounded Volumes



Universal fitting nose pads
geometry



Ultra-sharp angles



Bold 9,5 mm temples

ADV



SH3090 | BIO-ACETATE
SRP 340€ | 377\$



SH3091 | BIO-ACETATE
SRP 340€ | 377\$



SH3089 | BIO-ACETATE
SRP 340€ | 377\$

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*This eyewear style is made with bio-acetate. The material is obtained from the mix of cellulose acetate, a fiber that comes from cotton or wood pulp, and a bio-based plasticizer that comes from cereals, beet or sugar cane. This bioplasticizer replaces fossil-based plasticizers and contributes to an increase in the total bio-content of the final product to at least 65% (calculated using the ASTM D-6866 international standard).

OSH3089



0001 - BLACK



0002 - LIGHT GREEN



0003 - TRANSPARENT
GREY



0004 - HAVANA + BLUE
HAVANA



0005 - LIGHT BROWN

OSH3090



0001 - BLACK



0002 - GREY



0003 - HAVANA + BLUE
HAVANA



0004 - LIGHT GREEN



0005 - BROWN



0006 - YELLOW +
HAVANA

STARCK

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05H3091



0001 - BLACK



0002 - TRANSPARENT
GREY



0003 - HAVANA + BLUE
HAVANA



0004 - BLUE



0005 - LIGHT BEIGE +
HAVANA

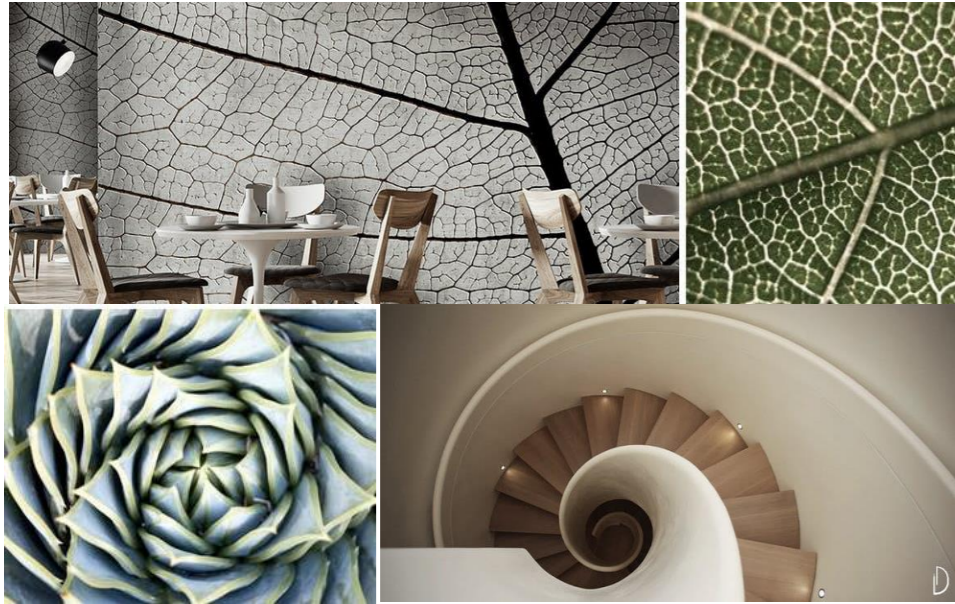


0006 - ICE + BLACK

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N1 2023 | BIOLINK: CLASSIC



1 BIO-NYLON STYLE

Continuing to promote bio-based materials in its collections, Starck Biotech Paris presents this latest bio-nylon* front on an optical design with the famous patented Biolink hinge and ultra-thin bio-acetate** temples.

KEY HIGHLIGHTS



Injected front in BIO-NYLON



BIO-ACETATE ultra-thin
4.5mm temples



Vintage inspired shape



Universal fitting nose pad
geometry



ADV SH3088 | BIO-NYLON
SRP 340€ | 377\$

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*The front frame is made with bio-based Nylon; this material has a bio-based content of around 45% which represents the amount of raw material coming from renewable sources (castor oil) and replaces the fossil-based material.
**These temples are made with bio-acetate. The material is obtained from the mix of cellulose acetate, a fiber that comes from cotton or wood pulp, and a bio-based plasticizer that comes from cereals, beet or sugar cane. This bioplasticizer replaces fossil-based plasticizers and contributes to an increase in the total bio-content of the final product to at least 65% (calculated using the ASTM D-6866 international standard).

OSH3088



0001 – BLACK



0002 – BLUE



0003 – TRANSPARENT
BEIGE + HAVANA



0004 – TRANSPARENT
GREY



0005 – CRYSTAL

N1 2023 | BIOLINK: CLASSIC



ADV SH2079 | METAL
SRP 380€ | 421\$



SH2076 | METAL
SRP 380€ | 421\$

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2 METAL STYLES

Expanding on the Biolink metal offer, Starck Biotech Paris presents two new ultra-thin styles, both with bio-acetate temples* and single-piece fronts that feature integrated screws for a seamless finish.

KEY HIGHLIGHTS

SH2079



SH2076



Milled details allowing subtle two-toned color options



Monobloc front without soldering on the bridge area



Integrated closing block

*These temples are made with bio-acetate. The material is obtained from the mix of cellulose acetate, a fiber that comes from cotton or wood pulp, and a bio-based plasticizer that comes from cereals, beet or sugar cane. This bioplasticizer replaces fossil-based plasticizers and contributes to an increase in the total bio-content of the final product to at least 65% (calculated using the ASTM D-6866 international standard).



0001 – MATTE BLACK / SILVER



0002 – BLACK / LIGHT GOLD



0003 – BLACK/RED



0004 – MATTE GREEN



0005 – LIGHT BLUE / SILVER

OSH2079



0001 – BLACK



0004 – BORDEAUX



0002 – MATTE
RUTHENIUM



0003 – MATTE BLUE +
HAVANA



0005 – GREEN + GREY

N1 2023 | SPHERE: DESIGN



SH2077T | TITANIUM
SRP 310€ | 343\$



SH2078T | TITANIUM
SRP 310€ | 343\$

2 TITANIUM STYLES

The award-winning Sphere hinge returns in this latest collection on two rimless styles that feature sophisticated titanium detailing on the upper part of the lenses.

KEY HIGHLIGHTS

SH2077T



SH2078T



Sphere hinge located on the temples



Rimless with extra titanium details



High-tech Injected temples

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OSH2077T



0001 - BLACK



0002 - RUTHENIUM



0003 - RED



0004 - GREEN

OSH2078T



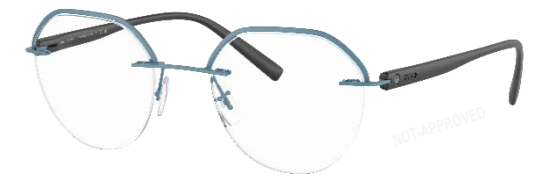
0001 - BLACK + RED



0002 - RUTHENIUM



0003 - BORDEAUX +
BLACK



0004 - BLUE + BLACK

N1 2023 | COLOR ADDITIONS

SH1043X



0038
CHAMOIS
CRYSTAL

0039
TRANSPARENT GREY
TRANSPARENT GREEN

SH2065



0006
MATTE SILVER
BLACK ORANGE

0007
MATTE GREEN
BLACK

SH2066



0006
MATTE BLUE
TRANSPARENT BROWN

0007
MATTE LIGHT GOLD
WHITE

SH3007X



0029
TRANSPARENT BROWN
TRANSPARENT BLUE

0030
CHAMOIS
BLACK

N1 2023 | COLOR ADDITIONS

SH3073



0012
CRYSTAL
ORANGE

0013
TRANSPARENT BROWN
BROWN

SH3074



0012
MATTE BLACK
LIGHT ORANGE

0013
CHAMOIS
LIGHT BLUE

SH3078



0006
BLACK
ORANGE

0007
GREY
GREEN

SH3083



0009
LIGHT TRANSPARENT BROWN
LIGHT TRANSPARENT BROWN

0010
LIGHT TRANSPARENT GREY
TRANSPARENT ORANGE

N1 2023 | PRICE POSITIONING

RETAIL

WHOLESALE
MULTIPLICATORE 2,7

TOTALE: 8
VISTA 8 (100%) SOLE 0 (0%)

380€
421\$



SH2076



SH2079

141€
156\$

340€
377\$



SH3088



SH3089



SH3090



SH3091

126€
140\$

310€
343\$



SH2077T



SH2078T

115€
127\$

280€
310\$

104€
115\$


2023 ADVERTISING CAMPAIGN

2023 ADVERTISING
CAMPAIGN

COMMUNICATION | 2023 STORYTELLING CALENDAR OVERVIEW

OBJECTIVE: BOOST AWARENESS CROSS-CHANNEL VIA NEW STRONG ADV CAMPAIGN

- **GLOBAL ADV CAMPAIGN AD HOC FOR EYEWEAR SEGMENT** throughout the year
- **NEW STRONG COMMUNICATION APPROACH** to boost awareness
- **TARGET PEAK MOMENT TO BOOST VISIBILITY** (DW VISIBILITY + SOCIAL & ONLINE)

| | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC |
|--------------------|-----------------------|--|-----|------------------------|---|-----|-----|----------------------------------|-----|------------------------|-----|-----|-----|
| PRODUCT GTM | | | | N1 2023 (GTM WK 11) | | | | | | N2 2023 (GTM WK 34) | | | |
| ADV | MAIN STORIES & ASSETS | GLOBAL ADV CAMPAIGN (MAN/OPT) BIOLINK & SUSTAINABILITY FOCUS | | | | | | | | | | | |
| | PRODUCT | N1 2023 MAIN RELEASE (ON MODEL, STILL LIFE VISUAL & VIDEO) | | | | | | N2 2023 ADDITIONAL ASSET RELEASE | | | | | |
| | | N1 2023 | | |  | | | N2 2023 TBD | | | | | |
| ROLL OUT CHANNELS | | POS (SEASONAL + SEMIPERMANENT) + AD HOC VISIBILITY PLAN | | | | | | | | | | | |
| | | PR (SOCIAL MEDIA + PRESS COVERAGE) | | | | | | | | | | | |
| | | POSSIBLE MEDIA FOCUS | | | | | | | | | | | |
| SPECIAL PROJECT | | SPONSORSHIP WITH L'ÉCOLE D'OPTIQUE ISO IN PARIS | | | | | | | | | | | |
| PRODUCT EXCLUSIVES | | CUSTOM-MADE PROGRAM* Upon 360° supporting synergic visibility plans | | | | | | | | | | | |

*The team is open to evaluate PRODUCT EXCLUSIVE and/or AVANT PREMIER for banners, upon 360° supporting synergic visibility plans in line with main strategy

COMMUNICATION | 2023 BRAND CAMPAIGN OVERVIEW

MEN'S GLOBAL CAMPAIGN FOCUSED ON BIOLINK.

HERO PRODUCTS

100% Universal fitting man styles
BIOLINK hinge



BIO-ACETATE
SH3090 | 0003



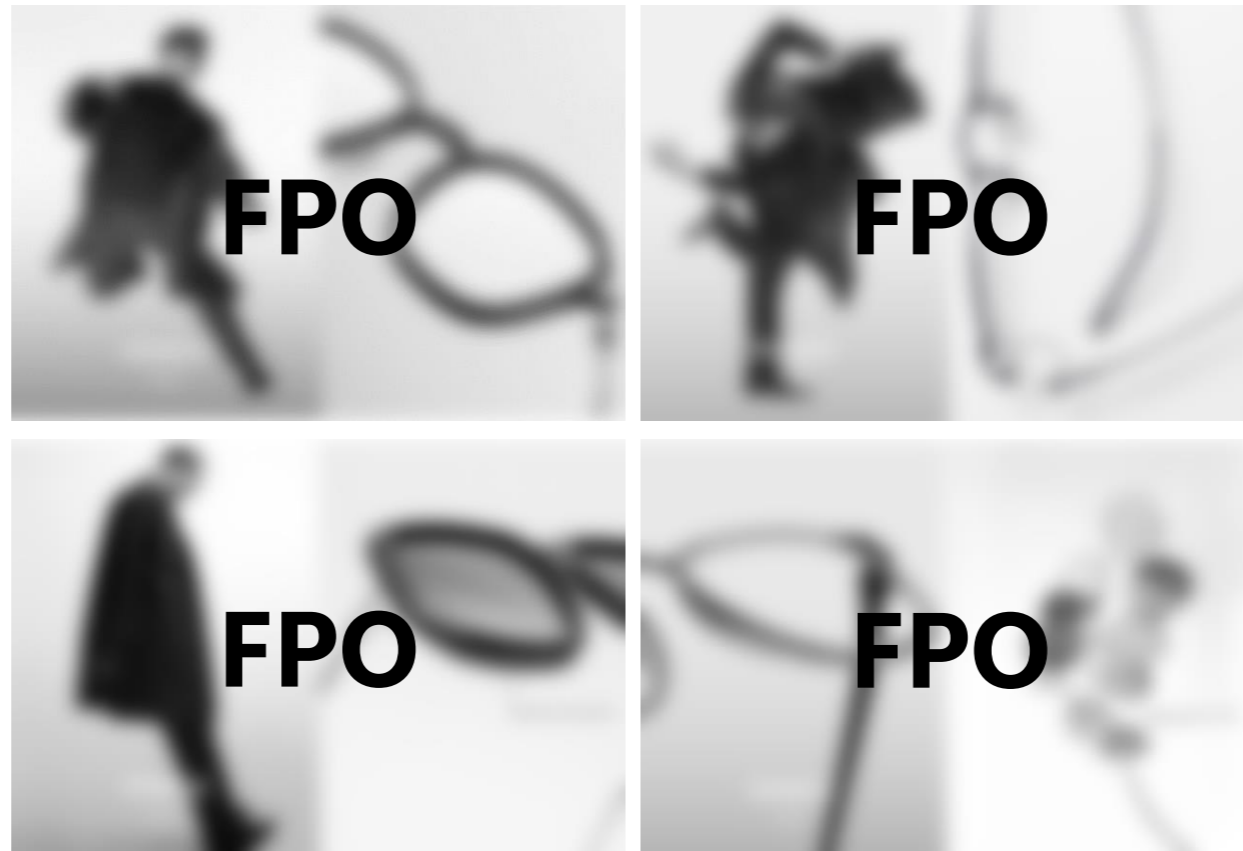
METAL
SH2079 | 0004



BIO-NYLON
SH3088 | 0003

ADV CONCEPT

A series of beautiful and dynamic assets that showcase the idea of movement and flexibility, and highlight the product features such as comfort, lightweight and sustainability.



ASSETS

Complete full asset package

ON MODEL SHOTS
VERTICAL,
HORIZONTAL,
SQUARED

VIDEO (16:9 / 9:16)

SOCIAL ASSETS
(VERTICAL - STORIES)

STILL LIFE SHOTS

GO LIVE CAMPAIGN
W10/11

PHILIPPE STARCK MAIN PROTAGONIST + 2 MODELS

COMMUNICATION | IN STORE COMMUNICATION TOOLS

HIGH VISIBILITY

MEDIUM VISIBILITY

LOW VISIBILITY

SEASONAL

Seasonal Tailor Made Customizations
(with dedicated guidelines)

DW seasonal customization solutions

Banner



Precious Pack



SEMI-PERMANENT

MWD + Image refresh



Glorifier+ Image Refresh



PERMANENT

Branded Fixture



Permanet Tailor Made Customizations
(from guidelines)



Logoplaque



BRAND UPDATES | PHILIPPE STARCK THE DESIGNER

DISCOVER PHILIPPE STARCK'S LATEST CREATIONS



MISS DIOR



MAISON HELER



ADELA REX



AEKLYS BY STARCK



TOO HOTEL



SOLEIL BY STARCK



KHAN (KARTELL)



SERENGETI (JANUS ET CIE)

STARCK

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Thank you!