

 **TORY BURCH**



**BUILD THE IDEAL TORY BURCH ASSORTMENT
TO MAXIMIZE YOUR BUSINESS**

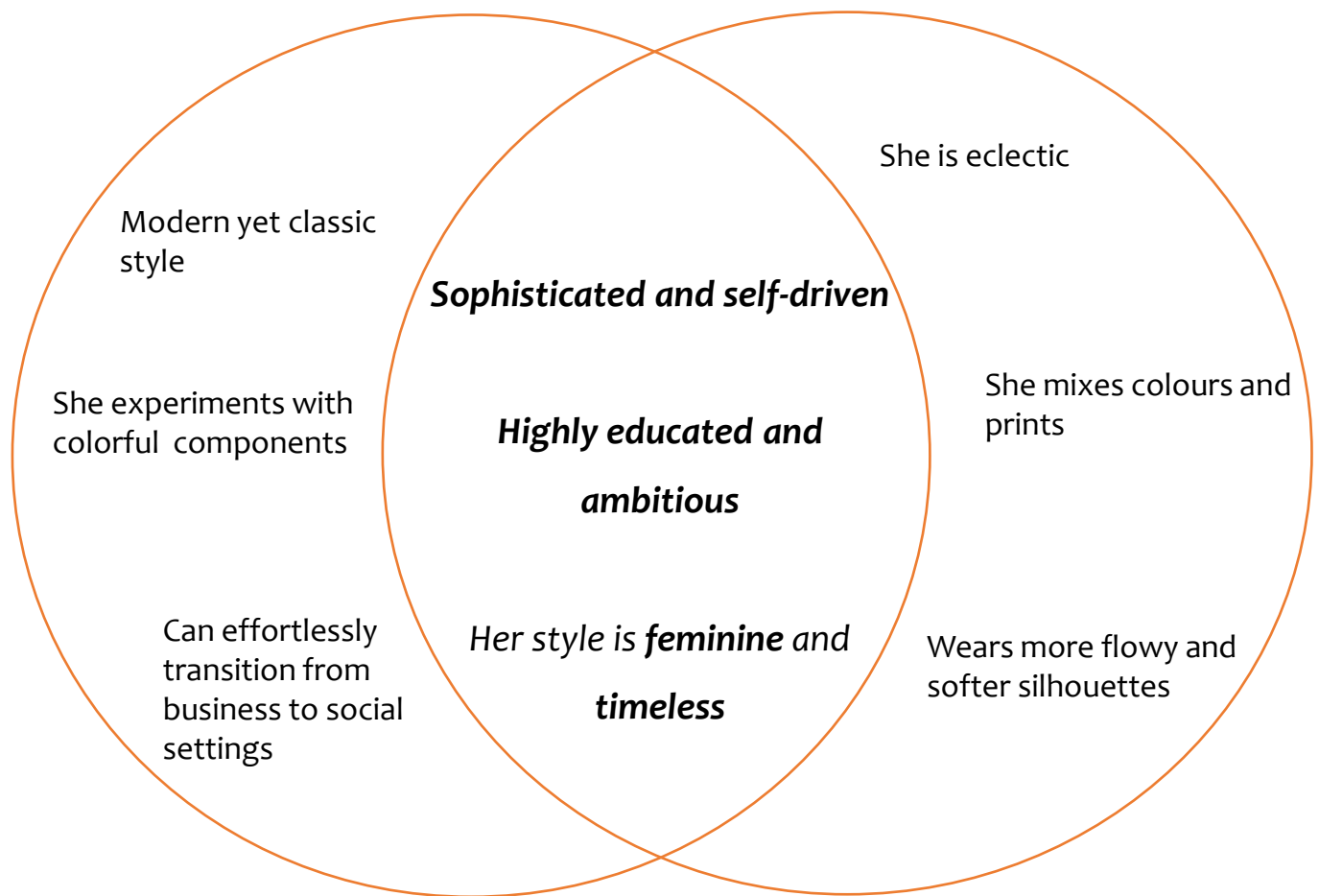
 **TORY BURCH**

TORY BURCH CONSUMER: WHO IS SHE?

Unique product offering resonates with customers ranging from **20 – 65 YRS**

56% Bachelor's/ Advanced degree
38% Income of \$125K+
89% Employed
77% Have kids

Passionate and Loyal
9% of customers represent 29% of DTC sales.



TORY BURCH CONSUMER: WHO IS SHE?

EYEWEAR CONSUMER SEGMENTATION

- 3 PERSONAS -



CLASSIC- 60%

A CITY GIRL ON-THE-GO AND IS DESCRIBED AS THE EPITOME OF **URBAN ELEGANCE**. SHE BLENDS CLEAN AESTHETICS WITH REVISITED CLASSIC PIECES. **HER STYLE IS TIMELESS AND SOPHISTICATED** AND CAN TRANSITION EFFORTLESSLY FROM DAY TO NIGHT



BOHEMIAN-25%

SHE'S **FEMININE, UNCONVENTIONAL AND ARTSY**. HER STYLE IS **ECLECTIC** AND EFFORTLESSLY **MIXES COLORS AND ETHNIC-INSPIRED PATTERNS**. APPRECIATING COMFORTABLE GARMENTS WITH **CONTEMPORARY SILHOUETTES**.



MODERN-15%

CULTURALLY ACTIVE AND CURIOUS, SHE THRIVES ON ART, MUSIC, FOOD AND TRAVEL. A VERY **ACTIVE OUTDOOR** SPIRITED WOMAN, SHE'S **ATTRACTED TO COLORS, MATERIALS AND PRODUCTS THAT MIX STREET STYLE AESTHETICS WITH A NOD TO THE PAST**

PREVENT FRAME FROM SLIPPING DOWN THE NOSE



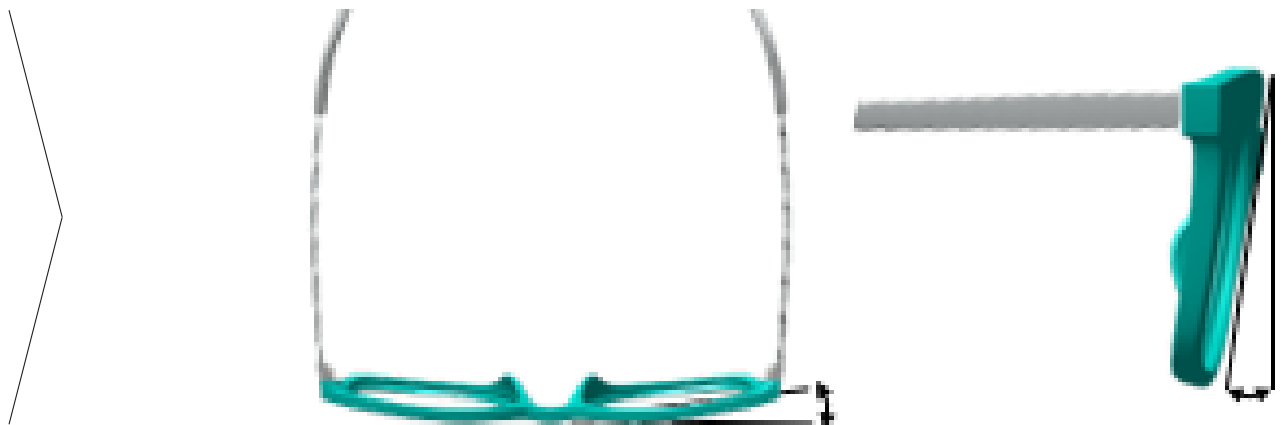
A NARROWER BRIDGE

A few millimeters narrower bridge prevents the frame from the sliding down the wearer's nose, ensuring a secure, comfortable fit

LONGER, MORE CURVED NOSEPADS

Longer, more curved nosepads increase the frame's grip on the nose in order to ensure a comfortable fit for a greater range of nose shapes

INCREASE DISTANCE FROM CHEEBONES



REDUCED FRONT CURVATURE

REDUCED PANTOSCOPIC ANGLE

Reducing the front curvature and pantoscopic angle in order to distance the frame from the wearer's cheekbones, universal fitting frames offer a better look for customers with prominent cheeks and a more balanced, comfortable fit



WHAT IS AN IDEAL ASSORTMENT?

An Ideal Assortment is a core product offering that best embodies the **TORY BURCH Eyewear** collection and is specially curated to the **TORY BURCH 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: 18 pieces
- For larger dispensaries 36 pieces

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

- **TORY BURCH Essential Stories** – 60% of the collection should reflect best selling classic stories in the collection
- **Product Innovation** - 40% should be 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.

3. LEVERAGE THE EXTENDED ASSORTMENT TO EXPAND & CUSTOMIZE BASED ON LOCAL CLIENT NEEDS. ON AVERAGE, IT IS RECOMMENDED TO ASSORT TO THESE GUIDELINES.

- 60% Optical / 40% Sun



ESSENTIAL ASSORTMENT

OPTICAL



oTY1073
3316 | 54



oTY2031
3153 | 51



oTY2049
1359 | 53
★



oTY2064
1561 | 52
★



oTY2067
1610 | 52



oTY2071
1623 | 53
★



oTY2079
1682 | 53
★



oTY2079
1683 | 51



oTY2080
1692 | 53
★



oTY2084
1728 | 54



oTY2084
1726 | 54



oTY2098
1757 | 50



oTY2107
1876 | 52



oTY2110U
1823 | 53



oTY2118U
1904 | 52



oTY2122U
1892 | 52



oTY2122U
1821 | 52



oTY2123U
1892 | 53



oTY2131U
1656 | 53
NEW



oTY4011U
1859 | 51

ADV

SUN



oTY6089
330413 | 57



oTY7143U
172813 | 56



oTY7143U
170913 | 56



oTY7167U
170987 | 53



oTY7168U
172813 | 52



oTY7169U
189580 | 52



oTY7170U
189187 | 51



oTY7179U
170987 | 54
NEW



oTY7184U
192987 | 54
NEW



oTY9071U
189613 | 57

ADV

EXTENDED ASSORTMENT

OPTICAL



oTY1069
3305 | 53



oTY1077
3344 | 51



oTY1077
3344 | 51
NEW



oTY2064
K 1562 | 52



oTY2084
1827 | 52



oTY2123U
1890 | 53



oTY2128U
1923 | 53



oTY2129U
1728 | 55



oTY2130U
1925 | 53



oTY4007U
1832 | 49



SUN



oTY6070
327111 | 57



oTY7143U
170913 | 56



oTY7167U
172813 | 53



oTY7169U
18933H | 52



oTY7170U
115013 | 51



UNIVERSAL FIT RX-ABLE MUST HAVES

These proven bestsellers for **Tory Burch** 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



oTY2049
1359 | 53



oTY2064
1561 | 52



oTY2071
1623 | 53



oTY2079
1682 | 53



oTY2080
1692 | 53

SUN



oTY6089
330413 | 57



oTY7167U
170987 | 53



oTY7169U
189580 | 52



oTY7184U
192987 | 54



oTY9071U
189613 | 57