



GENUINE SINCE 1937

EXCLUSIVE COLLECTION FOR *VISION SOURCE*[®]

INTRODUCING A **NEW EXCLUSIVE** OPTICAL COLLECTION
DEVELOPED BY **RAY-BAN**
FOR **VISION SOURCE MEMBERS ONLY**

- COMPETITIVE PRICE POSITIONING AND 30% DISCOUNT FOR **HIGHER PROFITABILITY**
- DEDICATED **VISUAL MERCHANDISING KIT**
- AVAILABLE THROUGH DIRECT ORDER AND FRAME DREAM

16 UNIQUE SKUS



- RX5413



- RX5412



- RX5414



- RX6493





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EXCLUSIVE COLLECTION FOR *VISION SOURCE*

VISUAL MERCHANDISING KIT



DIGITAL AND PHYSICAL **DEDICATED ASSETS** TO PROMOTE THE COLLECTION

IN-STORE TRADE MARKETING MATERIALS AND MERCHANDISING SUPPORT TO **DRIVE SELL-THROUGH**

PRICE POSITIONING AND COMMERCIAL OFFER TO **BOOST YOUR PROFITS**

TRAFFIC



CONVERSION



MARGINALITY

