

# E-YES THE BRAND



# e-yes

emotions-yes

EYEWEAR



ITALIAN  
CONCEPTS

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Versatile fun playful original fresh identity look  
wise god and trendy popular liked handsome fun  
nky snappy stylish must-have fave latest playful  
vibrant comfortable lush fresh thrilled individual  
l energetic joy peaceful flowing serene elegant  
interesting unpretentious relaxed textured un  
expected intelligent showy artsy flashy effortles  
s formal informal witty unique creative musicals  
sophisticated wild daring fun artistic hip crisp air  
y bare edged sentimental inviting natural modern  
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py moving smile you adventurous desire clever es  
sential more

Eyewear consumers become more and more demanding. E-EYES CLIP-ON a genuine and innovative eyewear product has been recently launched by Young4U and stated the difference. So far the consumer's acceptance is unexpectedly high.

A super thin front with TAC polarized lenses is firmly attached on the front of the  
spectacle with an invisible strong micro-magnetic system and provides comfort and protection.

The product looks as fashionable pair of sunglasses. When the user takes the front off it becomes a great optical frame. That move always attracts the attention.

The E-YES CLIP-ON collection offers a large variety of young trendy shapes, colors and sizes that cover many face types.

# OUR COMPETITIVE ADVANTAGE



## CUSTOMERS

We exist because we cover our customers' their needs and we continuously adjust our strategy and policy according to their feedback. We constantly adjust our approach as we deal with different markets and consider that a great challenge.

## PRICE

The pricing is adjusted according to the brands' positioning and the competition, consistently with the global price levels. We believe that the price of a product reflects its value, and that our brands' QUALITY/PRICE Ratio is exceptionally competitive. Our prices combined, with the proposed margins, offer profitability to our distributors and to the retailers.

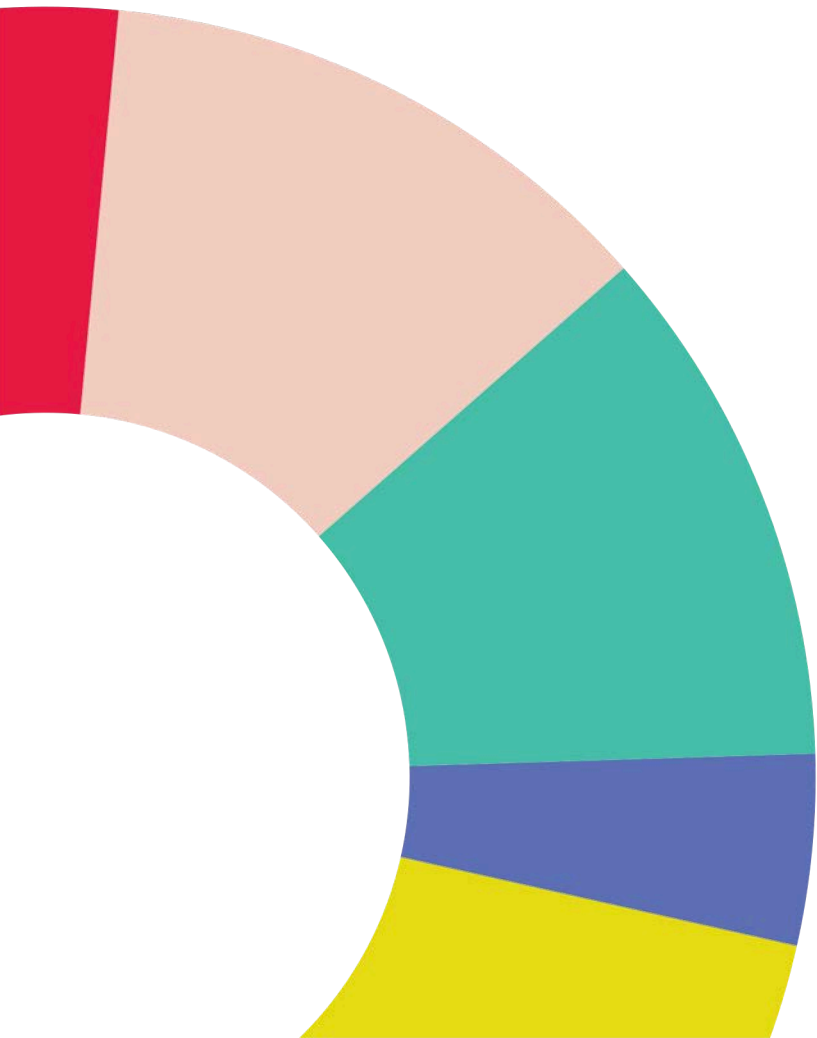
## SALES

Our Sales team acts as sales consultants rather than as order takers. They know how to transmit the brands' philosophy globally and advise their customers on how to minimize their risks and maximize their profits. Having knowledge of many different markets, they can offer successful examples, share ideas and increase benefits.

## PROMOTION

Marketing experts design our marketing activities, aiming to strengthen the brands' visibility and take advantage of the "word of mouth". Sales promotions, in- store events, special windows, social media, print, trade and outdoor advertising are proposed to our distributors in order to enhance publicity and to build a strong brand perception.

# PRODUCT



E-YES is a pioneering Clip-on concept. With new, lightweight, durable material and a super thin front attached on the spectacle and supported by an invisible magnetic micro- system, the product is at the same time a trendy optical frame and a fashionable pair of sunglasses.



## COLLECTIONS

We launch new collections twice a year, during Silmo and Mido and together with the best selling carry-overs, they cover many different needs and trends, always respecting the brands' identities.

## DESIGN

We design original eyewear for original people with awareness of the brand's concept and a good feeling of the market. Design requires team work, as many people (sales, customers, and stylists) are involved in the process to reach the final product. What do we all focus on the most? Detail.

## QUALITY

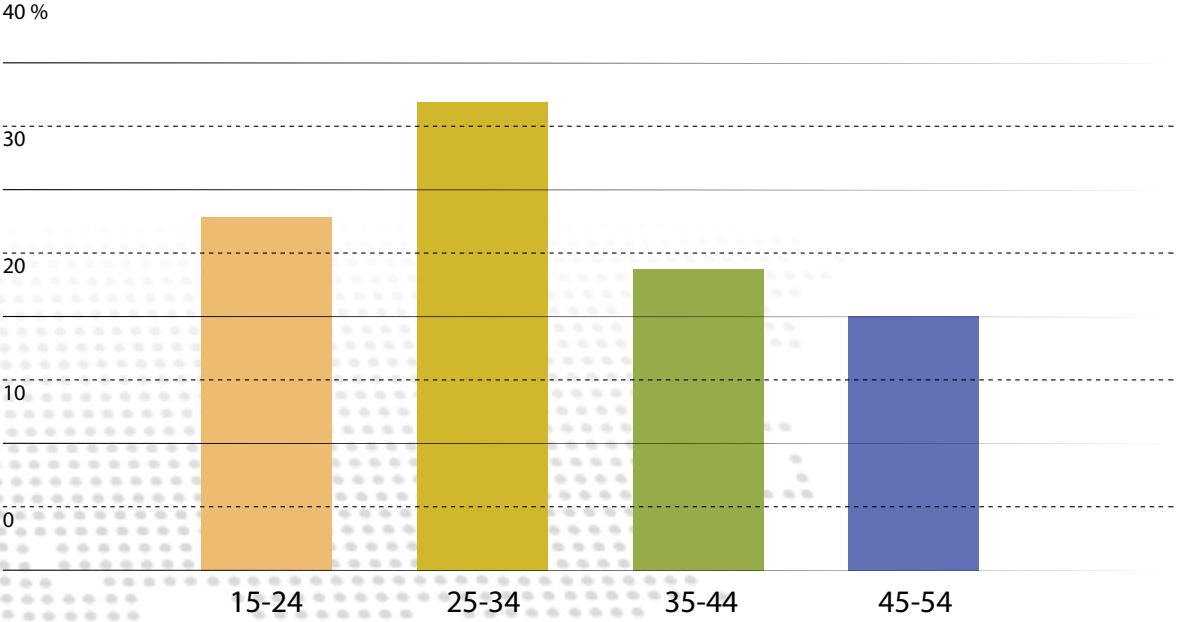
Our producers deliver the best possible quality, using the best materials and components. To ensure that, we thoroughly monitor and control every production phase. Quality is a key word in our philosophy, a significant element for our product, but also a value that we add in our services and in our relationships. We offer a 2-year Warranty on all our products.

## AFTER SALE SERVICE

We don't only cover our customers with spare parts, we always give solutions.



# TARGET GROUPS



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**CLIP-ON  
2024-2025**

EY8112

52 22 145

TR90



C1



C2

C3

C4



C5

# EY8113

52 19 145

TR90



C1



C2

C3

C4



C5

# EY8114

51 21 145  
TR90



C1



C2



C3



C4



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# EY8115

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TR90



C1



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C3



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EY8116

52 19 14 5

TR90



C1



C2

C3

C4



C5



C6

# EY8117

54 17 145

TR90



C1



c3

c4

c5



# EY8118

52 19 145

TR90



C1



C2

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# EY8119

53 19 145

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# EY8120

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EY8121

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# EY8125

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EY8126

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EY8127

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# EY8128

54 18 145  
TR90



C1



C2



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P.O.P.



e-yes  
emotions-yes



e-yes  
emotions-yes



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