



Deluxe Edition

exclusivity, details
and design for the discerning
eyewear consumer
May 2009



ESCADA

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Simply Delicious

My first concept of deluxe came to me in a music video.

Madonna, draped in diamonds, outfitted in a hot pink satin dress complete with the '80s-necessary giant floppy bow in the back, being hoisted up by a bevy of swooning men. She seemed to me the epitome of glamour, even with her teased highlighted hair that hasn't really withstood the test of time.

For a six-year-old whose mantra was the more purple, pink and rhinestones the better, I guess I had some trouble discerning between luxury and tackiness then. And I certainly knew nothing of the truly glamorous iconic predecessor to this video, Marilyn Monroe's classic performance of "Diamonds Are a Girl's Best Friend." Admittedly, even when I see the "Material Girl" video today, I can't help but think it's a little bit luxurious, even if it is a little... ok, a lot gaudy.

Deluxe lifestyle need not be quite so over the top glitz and glam, but the concept of the Material Girl's luxurious demeanor holds true for deluxe eyewear, reincarnated with high quality and class. Deluxe is all about exclusivity, details and accents, attention to design, rich colors, exceptional materials and cutting-edge technology. It's about making the wearer feel decadent and exclusive.

On the retail end of the spectrum, deluxe is all about making the customer feel pampered. Creating an environment where the focus is on the customer is key. Make every sale seem like a personal red carpet has been rolled out for them, just as one would do with fine wine, jewelry or a hot new car.

Thankfully, the pink satin dress and diamonds can stay put.

—Melissa Arkin,
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Deluxe Edition



ERMENEGILDO ZEGNA SZ3120V from Viva International Group

FRED

LUNETTES



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Collection



Quality
Collection



Contemporary
Collection



Timeless
Collection



Men's
Eyewear
Collection



Men's
Sunglasses
Collection



Women's
Eyewear
Collection



Women's
Sunglasses
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EYEWEAR

GREAT MINDS THINK ALIKE



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CHRISTIAN AUDIGIER CAS409 from Revolution Eyewear

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*Thukral & Tagra, Mixed Media
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PERSOL PO2897V from Luxottica Group

Best of Luxe

Deluxe eyewear is all about exclusive labels, sumptuous materials, high quality and craftsmanship. Precious stones, intricate details and logos abound. It makes the wearer feel pampered and glamorous, and is a fashion ticket to a lap-of-luxury lifestyle. The luxury market is a critical niche in the industry. Check out these findings from Jobson Optical Research to see how eyecare professionals view luxury.

—MELISSA ARKIN

Does this location dispense 'luxury' eyewear?

Luxury eyewear has a strong presence in retail locations. Over three-quarters (76 percent) of locations surveyed reported they dispensed luxury eyewear.



What percent of this location's sales revenues come from 'luxury' eyewear sales?

Of those that dispense luxury eyewear, more than half (59 percent) said the sales from luxury frames amounted to 25 percent or less of sales. Just shy of one-third (30 percent) of the locations reported their sales revenues were comprised between 26 percent and 50 percent by luxury eyewear. Only one-tenth (11 percent) of the locations said that more than half of their sales came from luxury frames.





Best of Luxe

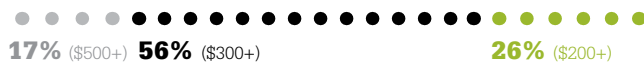
Which of the following best describes 'luxury' eyewear to you?

When faced with the subject of luxury eyewear, respondents were asked to pick one qualifying feature that best defines eyewear to them. The number-one response that 42 percent of ECPs selected was "ok" best described luxury eyewear. After that, "exclusivity" got 38 percent of the respondents' votes, followed by 21 percent who thought a "high price" was the key factor in luxury eyewear.



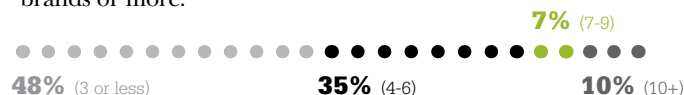
Starting at which price point would you classify 'luxury' eyewear?

The majority (56 percent) of ECPs consider the retail price point at which a frame can be considered "luxury" to be higher than \$300. More than one quarter (26 percent) responded that \$200 was the price at which they'd refer to eyewear as luxury and only 17 percent said they'd call frames luxury if they cost over \$500.



Approximately how many 'luxury' eyewear brands does your location dispense?

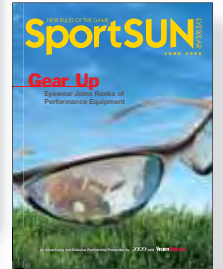
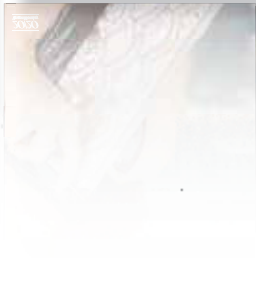
They say the more the merrier, but among the locations dispensing luxury eyewear, almost half (48 percent) keep it simple and carry three luxury brands or less. Over one-third (35 percent) carry between four and six brands. A drastically smaller percentage (7 percent) carried between seven and nine luxury brands, while one-tenth (10 percent) carried 10 brands or more.



METHODOLOGY: Jobson Optical Research fielded this study in August 2007. Only respondents who are involved in managing the location or in dispensing/purchasing frames were qualified to take this survey. A total of 236 surveys were completed. The complete Luxury Eyewear Study is available for \$299. To place an order, visit www.jobsonresearch.com or contact Jennifer Zupnick at jzupnick@jobson.com.



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Seen in the
Next One

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