

**GIORDANO FAMILY SUN COLLECTION**





**The importance of the Family Concept  
The continuous sales growth of  
GIORDANO Family collection**

## **Family Polos Family Sunglasses**

**Matching Outfits.** Might sound peculiar but it is as true as it gets that twinning with our loved ones is one way we express love for each other. Wearing the same outfit as your brother, mother, father or sister looks cute and is fun as well.

# Why Sunglasses?

**Pricing** – Value for Money

**Materials** – Exceed customer expectation

**Convenience** -

Consumers are easily attracted to accessories for a variety of reasons, led by convenience and price. “We don't need to wait for a changing room to try on a new pair of sunglasses

## Using Sunglasses to increase total store sales

Encourage customers to buy sunglasses along with their planned apparel purchases to “increase each individual sales”.

Layer clothing with sunglasses both on hangers and on mannequins, creating outfit displays that inspire the customers



**In order to keep customers loyalty to GIORDANO  
Not only the product needs to maintain high quality,  
Professional frontline team is as important.**

**200% Understanding of each Product**

**The sales person has Knowledge.  
Consumer has the Confidence.**



# **GIORDANO Family Sun Collection**

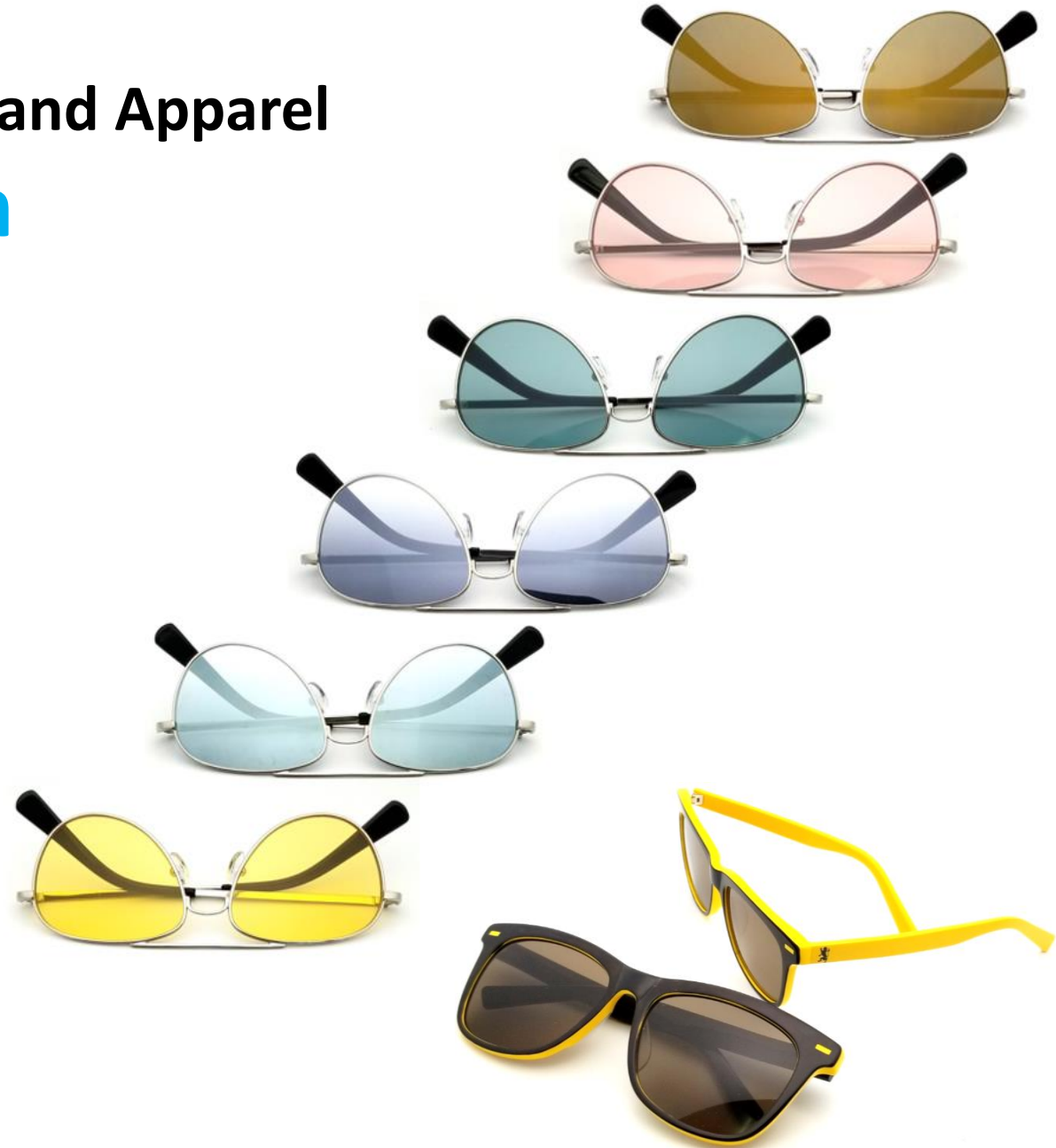
**\*From design to production, all made with Giordano DNA.**

**\*Designed to fit the size of our customer base.**

**\*The materials that are being used for our sunglasses are the same as the international top eyewear brands.**

**\*High quality 100% Anti-UV lens**

# Sunglasses design and Apparel **mix** and **match**



# SIZE CODE

CE 54 □ 17 145



CE : Essential requirements of the relevant European health, safety and environmental protection legislation.



## TS Copolyester Lens

Less Energy used and Less  
Greenhouse Gas Emission  
Durable and Reusable  
Chemical and Impact Resistance



## Acetate

The World's Top Manufacturer of  
Eyewear Acetate from Italy.  
Exclusive technology and quality  
control guaranteed  
Bright and Unique Colours, Durable



## Metal

Special lightweight stainless steel  
made by Japan and Korea.  
Light Weight for Wearing Comfort.  
The material can fully display the  
brightness of its colour



# Congratulation

