

BEX[®]

FEB 2025

ANGLER COLLECTION

WELCOME

The latest collection of BEX® sunglasses combines style and function in a bold, refreshing way. Designed for those who live life on the edge, this collection features innovative designs and high-performance lenses to enhance any outdoor experience.

The new campaign introduces a fresh look, inspired by the spirit of adventure, with sleek, rugged designs that are ready for any challenge. Whether on the water or hiking through the wilderness, Bex sunglasses offer top-tier performance and protection.

Discover the collection and enjoy the perfect blend of style and functionality.



PILLAR (3 VARIANTS)



The Pillar stands as the foundation of your fishing gear, expertly crafted for those who thrive on the waves and in the sun. These polarized sunglasses provide expansive coverage, reduce glare, and ensure crystal-clear vision for spotting your next catch. Inspired by the easygoing spirit of a surfer, the Pillar embodies strength, stability, and a lifestyle of freedom and family.

With a robust squared full-frame design available in three stunning colorways, these shades deliver style, versatility, resilience and peak performance. Choose the Angler Pro lenses with an anti-saltwater coating for long days on the water, providing clarity wherever your adventures take you. Each pair features antimicrobial frames designed for all-day comfort and durability, plus the innovative BEX® Universality™ System with spare nose pads conveniently stored in the temple tips. Enhanced by NYPO® technology and a RELIALITE® frame, the Pillar keeps you in command, even in intense sun and sea conditions.

[Please refer to this link for the updated description](#)



Elevate your outdoor experience with sunglasses that blend functionality, style, and durability—be the pillar of your family’s adventures and discover your Pillar sunglasses today!

Key Features:

- Full frame with a robust squared design for a dynamic and sporty look.
- Lightweight, yet durable RELIALITE® frame construction.
- Cam hinge ensures smooth movement reducing strain on frame over time for stability and comfort.
- Stylized geometric line pattern on the inner temple for added grip and a touch of sophistication.
- Antimicrobial frames for long-lasting defense against bacteria, fungi, and microbes.
- Features the BEX® Universatility™ System.
- NYPO® Technology lenses deliver exceptional clarity and UV protection.
- 6-base lens curvature for a comfortable, slightly curved frame design.

Lens Technology:

- Polarized sunglasses provide superior protection against UVA, UVB, UVC rays, and blue light.
- Scratch-resistant lenses that withstand the rigors of outdoor and sport activities.
- Anti-reflective lenses for improved vision quality reducing reflections and glare.
- Water-repellent lenses with hydrophobic coating that repels sweat and most liquids.
- Oleophobic protective coating helps eliminate oils left behind from your fingers.
- Angler Pro anti-saltwater lenses protect against sea water erosion for lasting durability. *(Angler Pro styles)*

[Please refer to this link for the updated description](#)



JAYBYRD X OTG (2 VARIANTS)



The Ultimate Polarized Fishing Sunglasses. Experience the next evolution in the Jaebyrd series, designed for those who demand high performance and a perfect fit. Building on the legacy of the Jaebyrd, this new iteration offers a universal fit to comfortably accommodate larger head sizes without compromise.

Crafted from lightweight yet durable RELIALITE®, these polarized fishing sunglasses are ideal for outdoor adventures—whether you're navigating open waters or exploring rugged terrain. The reinforced lenses ensure long-lasting durability, while the Angler Pro anti-saltwater coating protects against sea water erosion, keeping your vision clear during fishing and water sports. Equipped with antimicrobial frames to protect against bacteria and microbes, Jaebyrd X OTG keeps you focused on your next big catch, not your gear. The innovative BEX® Universatility System™, with spare nose pads conveniently stored in the temple tips, keeps your sunglasses in top condition, wherever the drift takes you.

[Please refer to this link for the updated description](#)



The Jaebyrd X OTG amplifies everything you loved about the Jaebyrd—bigger, stronger, and more versatile. Because when it comes to water adventures, only the best will STAY ON.

Key Features:

- Designed for those who live an active life on the go (OTG).
- Modern and versatile squared full-frame design with a refined aesthetic.
- Lightweight, yet durable RELIALITE® frame construction.
- Antimicrobial frames for long-lasting defense against bacteria, fungi, and microbes.
- Crafted to fit comfortably on larger faces.
- Features the BEX® Universatility™ System.
- NYPO® Technology lenses deliver exceptional clarity and UV protection.
- 6-base lens curvature for a comfortable, slightly curved frame design.

Lens Technology:

- Polarized sunglasses provide superior protection against UVA, UVB, UVC rays, and blue light.
- Scratch-resistant lenses that withstand the rigors of outdoor and sport activities.
- Anti-reflective lenses for improved vision quality reducing reflections and glare.
- Water-repellent lenses with hydrophobic coating that repels sweat and most liquids.
- Oleophobic protective coating helps eliminate oils left behind from your fingers.
- Angler Pro anti-saltwater lenses protect against sea water erosion for lasting durability.

Please refer to this link for the updated description



RIPLEY (3 VARIANTS)



The Ripley is your ultimate all-terrain companion, whether casting from a boat, shore, or riverbank. This new style, inspired by the resilient ripples across the water's surface, features a sleek, wraparound hidden half-frame design that hugs your face securely, ensuring a distraction-free experience in wind and spray. Equipped with advanced NYPO® technology lenses, the Ripley delivers sharp, glare-free vision for every cast.

Crafted from a lightweight RELIALITE® and stainless steel hybrid construction, the Ripley incorporates the BEX™ Universatility™ System for interchangeable nose pads, ensuring a customized fit for every adventure. The Angler Pro colorways feature antimicrobial frames and an anti-saltwater lens coating to prevent seawater erosion, while the non-Angler Pro colorways include antimicrobial frames as well. Elevate your fishing game with the Ripley sunglasses — where innovation meets adventure!

[Please refer to this link for the updated description](#)



Key Features:

- Hidden half-frame design for an effortlessly sleek and minimalist fit.
- Hybrid construction: lightweight, yet durable RELIALITE® frame and stainless steel temples.
- Antimicrobial frames for long-lasting defense against bacteria, fungi, and microbes.
- Features the BEX® Universatility™ System.
- NYPO® Technology lenses deliver exceptional clarity and UV protection.
- 8 base lens curvature for a wrap-around frame design ideal for sports.

Lens Technology:

- Polarized sunglasses provide superior protection against UVA, UVB, UVC rays, and blue light.
- Scratch-resistant lenses that withstand the rigors of outdoor and sport activities.
- Anti-reflective lenses for improved vision quality reducing reflections and glare.
- Water-repellent lenses with hydrophobic coating that repels sweat and most liquids.
- Oleophobic protective coating helps eliminate oils left behind from your fingers.
- Angler Pro anti-saltwater lenses protect against sea water erosion for lasting durability. (*Angler Pro styles*)

[Please refer to this link for the updated description](#)



WILDBYRD (3 VARIANTS)



Introducing the Wildbyrd—crafted for the adventurous spirit who thrives on untamed waters. Inspired by wild birds soaring over open oceans, these half-frame sunglasses are your trusted armor against the elements.

Crafted with lightweight yet durable RELIALITE®, Wildbyrd offers a fan-favorite design that delivers comfort without compromise. Embrace the water without worry—these shades are designed to keep up with your every move. Featuring the BEX® Universality™ System, Wildbyrd includes interchangeable nose pads stored in the temple tips, ensuring you're ready for any adventure. Equipped with antimicrobial frames to keep things fresh, these shades provide polarized lenses for crystal-clear vision that stays clean day after day. For dedicated anglers, the Angler Pro colorway features an anti-saltwater coating for maximum protection during fishing adventures.

[Please refer to this link for the updated description](#)



Whether fishing, casting lines, or riding waves, let Wildbyrd guide you as you master the untamed seas. Sporty, resilient, and perfect for water sports—these are the ultimate fishing sunglasses for your next adventure.

Key Features:

- Half-frame design for a sporty look that merges style and performance.
- Lightweight, yet durable RELIALITE® frame construction.
- Cam hinge ensures smooth movement reducing strain on frame over time for stability and comfort.
- Unique ripple inner temple pattern for added style and improved grip.
- Antimicrobial frames for long-lasting defense against bacteria, fungi, and microbes.
- Features the BEX® Universatility™ System.
- NYPO® Technology lenses deliver exceptional clarity and UV protection.
- 6-base lens curvature for a comfortable, slightly curved frame design.

Lens Technology:

- Polarized sunglasses provide superior protection against UVA, UVB, UVC rays, and blue light.
- Scratch-resistant lenses that withstand the rigors of outdoor and sport activities.
- Anti-reflective lenses for improved vision quality reducing reflections and glare.
- Water-repellent lenses with hydrophobic coating that repels sweat and most liquids.
- Oleophobic protective coating helps eliminate oils left behind from your fingers.
- Angler Pro anti-saltwater lenses protect against sea water erosion for lasting durability. (*Angler Pro styles*)

[Please refer to this link for the updated description](#)



CAP FITS

FIT 281 | 6-Panel Curved Bill Classic

The BEX® Fit 281 cap embodies the best of Classic Fit design, blending durability, ergonomic comfort, and all-day wearability. Its premium 6-panel construction, curved bill, and buckram-reinforced crown offer a secure yet relaxed fit suited for most head shapes and sizes. The adjustable snapback closure and slightly rounded silhouette ensure comfort, making the Fit 281 the ideal choice for everyday legends seeking a traditional yet elevated style that thrives in any adventure.

FIT 367 | 6-Panel Flat Bill Classic

The BEX® Fit 367 cap delivers a bold, structured fit with a clean, fashion-forward look. Featuring 6-panel construction, a flat bill, and a rounded buckram-reinforced crown, this cap offers a confident, standout silhouette. The durable snapback closure ensures a custom fit, while its slightly higher profile sets it apart from traditional curved bill caps. Fit 367 is perfect for those seeking urban-inspired headwear that combines style and performance.

FIT 433 | 5-Panel Flat Bill Trucker

The BEX® Fit 433 cap combines sleek 5-panel construction with a sharp flat bill for a clean, streamlined look. Designed for those who embrace modern style, this cap offers a structured fit with a secure, custom feel thanks to the durable snapback closure. Whether you're heading out for an adventure or just making a statement, Fit 433 effortlessly balances street-smart appeal with all-day comfort.

FIT 702 | 5-Panel Curved Bill True Trucker

The BEX® Fit 702 is the ultimate 5-panel true trucker hat, blending classic design with a modern fit. Featuring a curved bill and a structured, high-profile pinched crown that allows for breathability, this hat keeps you cool and comfortable all day. Its versatile fit makes it perfect for men and women seeking stylish, functional headwear for any adventure. The durable snapback closure ensures a one-size-fits-all fit, adapting seamlessly to your head shape. Whether you're on the road or relaxing outdoors, the Fit 702 offers a clean, casual vibe.

FIT 940 | 5-Panel Curved Bill Modified Trucker

The BEX® FIT 940 is a modern twist on the classic trucker hat, featuring a 5-panel design and a curved bill for a sleek, structured look. Designed with a lower crown for a relaxed fit, it blends traditional trucker style with contemporary comfort, breathability, and coverage. The durable snapback closure ensures a secure, adjustable fit for all-day wear. Whether you're hitting the road or relaxing outdoors, the FIT 940 is your go-to headwear for effortless, laid-back style.

[Please refer to this link for the updated description](#)



BLUEFIN SLATE BLUE | FIT 281



Inspired by the vast, untamed waters, the Bluefin cap is designed with the classic BEX® Fit 281, delivering a timeless, vintage slate blue look crafted for anglers and adventurers alike. Made with a premium poly-cotton blend and finished with a suede-matching undervisor, this cap features a high-quality fishing woven patch that adds personality, making Bluefin a versatile choice for those embracing the spirit of exploration on the water or beyond.

Additional Details:

- 6-panel, curved bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Poly-cotton sweatband for enhanced comfort and moisture management.
- Premium suede undervisor for added sophistication.
- Breathable polyester mesh back for cool comfort.
- Adjustable snapback closure for a custom fit.
- High-quality woven patch with fishing-inspired design.
- Small silicone BEX® logo patch above the closure.

Composition:

Front: 35% Cotton, 65% Polyester

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede

[Please refer to this link for the updated description](#)



TOUGH BLACK | FIT 281



Built for those who never back down, the Tough cap is a rugged reimagining of our iconic Bosc style. Designed with the classic BEX® Fit 281, this structured cap features a sleek black finish complemented by a suede-matching undervisor for a versatile, everyday look. Whether you're working the ranch, gearing up for your next hunt, or heading into town, the Tough cap has you covered. The upgraded soft-touch snapback closure with rectangular perforations adds a refined feel and durability, while preventing hair from getting caught—an improvement over traditional round peg closures, ensuring a smoother, more comfortable fit.

Additional Details:

- 6-panel, curved bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for natural comfort and moisture absorption.
- Premium suede undervisor for added sophistication.
- Breathable polyester mesh back for cool comfort.
- Modern soft-touch adjustable snapback closure for a custom fit.
- Three-layer felt and woven BEX® round patch.
- Small BEX® logo woven loop flag label on the snapback.

Composition:

Front: 35% Cotton, 65% Polyester

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede

Please refer to this link for the updated description



WYATT BLACK | FIT 281



Meet Wyatt, your ultimate go-to classic cap, where sleek simplicity meets outdoor performance. Designed with the BEX® Fit 281, this cap features a bold all-black design complemented by a striking three-layer rectangular patch, seamlessly merging iconic style with premium materials. The breathable polyester mesh back keeps you cool all day, while the matching suede undervisor adds a touch of refined sophistication. With a modern soft-touch snapback closure for effortless adjustability and a custom fit, Wyatt ensures you stay focused on your game.

Additional Details:

- 6-panel, curved bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for natural comfort and moisture absorption.
- Premium suede undervisor for added sophistication.
- Breathable polyester mesh back for cool comfort.
- Modern soft-touch adjustable snapback closure for a custom fit.
- Three-layer felt and woven BEX® rectangular patch.
- Small BEX® logo woven loop flag label on the snapback.

Composition:

Front: 35% Cotton, 65% Polyester

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede

[Please refer to this link for the updated description](#)



RUSTLER HEATHER GRAY | FIT 367



Say hello to the Rustler—where timeless style meets modern performance. Built on the BEX® Fit 367, it delivers a contemporary classic fit in heather gray with breathable white mesh panels. A debossed leather patch and suede undervisor add rugged sophistication, while the matching snap label ties it all together. From workdays to weekends, Rustler keeps you cool, confident, and ready for wherever the day takes you.

Additional Details:

- 6-panel, flat bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for comfort and moisture absorption.
- Premium suede undervisor for added sophistication.
- Breathable polyester mesh back for cool comfort.
- Adjustable snapback closure for a custom fit.
- Premium BEX® debossed leather patch adds rugged charm.
- Matching BEX® logo flag label on the snapback.

Composition:

Front: 92% Polyester, 8% Spandex

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede

[Please refer to this link for the updated description](#)



RAYS BLACK | FIT 367



Introducing Rays, our first all-fabric cap with a classic flat bill design (F367). Designed for those who demand both style and functionality, this cap offers a sleek, athletic look. Featuring laser-cut ventilated perforations for optimal airflow, the Rays cap ensures you stay cool during any activity, going beyond the typical mesh back. Its ripstop undervisor boosts durability while offering a refined, premium feel, making it perfect for both sporty pursuits and everyday wear.

Additional Details:

- 6-panel, flat bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for comfort and moisture absorption.
- Ripstop undervisor for enhanced durability and premium feel.
- Laser-cut perforated side and back panels for optimal airflow.
- Modern soft-touch adjustable snapback closure for a custom fit.
- Raised round BEX® patch for a stylish, innovative touch.
- Small silicone BEX® logo patch above the closure.

Composition

Front: 100% Polyester

Perforated Mesh: 100% Polyester

Undervisor: 100% Polyester Ripstop

Please refer to this link for the updated description



HUDSON ROYAL | FIT 433



The Hudson snapback cap, built on the BEX® Fit 433, keeps you ahead of the curve with bold royal blue fabric, a breathable mesh back, and a rich suede undervisor for premium comfort. The color-contrasting rope ties the design together, with an embroidered BEX® logo for added flair. Whether you're soaking up the sun or reeling in your next big catch, the Hudson combines standout style with all-day comfort for those who lead the way.

Additional Details:

- 5-panel, flat bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for comfort and moisture absorption.
- Premium suede undervisor for added sophistication.
- Breathable polyester mesh back for cool comfort.
- Adjustable snapback closure for a custom fit.
- Front rope with contrasting color to complement the royal blue fabric.
- Beige BEX® 3D embroidered logo for added texture and detail.
- Side semi-circle BEX® logo snapback label for a signature finish.

Composition:

Front: 93% Polyester, 7% Spandex

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede

Please refer to this link for the updated description



HERITAGE BONE | FIT 702

The Heritage captures light, airy vibes with a bold woven round patch set on the iconic BEX® Fit 702. Crafted in classic bone white, its timeless appeal is elevated by a contrasting rust-red suede undervisor, perfectly complementing the patch for a seamless blend of tradition and modernity. Designed for a structured, high-profile fit, the Heritage is as comfortable as it is stylish, making it the perfect choice for any adventure.

Additional Details:

- 5-panel, curved bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for comfort and moisture absorption.
- Premium suede undervisor for added sophistication.
- Breathable polyester mesh back for cool comfort.
- Adjustable snapback closure for a custom fit.
- Bold woven BEX® round patch with a marrowed edge.
- Side semi-circle BEX® logo snapback label for a signature finish.

Composition:

Front: 100% Polyester

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede



[Please refer to this link for the updated description](#)



SIERRA BLACK | FIT 702



The Sierra cap, designed for the true trucker, features the BEX® Fit 702 with a high-profile pinched crown for a bold, structured look. The adjustable full-fabric snapback features our newest soft-touch closure with rectangular perforations, offering durability and a smoother, more comfortable fit—free from the hair-catching hassle of traditional closures. Premium yet lightweight, with a suede undervisor for a luxurious feel, the Sierra boasts a striking 3D patch design and reflects the quality BEX® is known for—ready for any adventure, from road to trail to festive gatherings.

Additional Details:

- 5-panel, curved bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for comfort and moisture absorption.
- Premium lightweight fabric with a suede undervisor for a touch of luxury.
- Modern soft-touch adjustable snapback closure for a custom fit.
- Intricately crafted 3D patch with a bold Western-inspired BEX® design.
- Small silicone BEX® logo patch above the closure.

Composition:

All Panels: 100% Polyester

Visor: 100% Polyester

Undervisor: 100% Polyester Suede

Please refer to this link for the updated description



SLUGGER WHEAT | FIT 940



Designed on the BEX® modified trucker Fit 940, the Slugger cap combines timeless trucker style with a modern edge. Featuring a sleek, low-profile crown, its wheat-colored base is perfectly complemented by a rich, dark brown suede undervisor for a touch of rugged sophistication. The debossed suede front patch and matching snap label tie the look together, delivering a seamless blend of bold style and premium detail. The Slugger is more than a cap—it's a statement for those who appreciate craftsmanship and everyday versatility.

Additional Details:

- 5-panel, curved bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for comfort and moisture absorption.
- Premium suede undervisor for added sophistication.
- Breathable polyester mesh back for cool comfort.
- Adjustable snapback closure for a custom fit.
- Debossed suede patch with signature BEX® cursive branding.
- Coordinating suede flag label with BEX® logo on the snapback.

Composition:

Front: 100% Cotton

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede

[Please refer to this link for the updated description](#)



SUNDROP WHITE | FIT 940



Designed on the BEX® Fit 940, the Sundrop is perfect for anyone who loves a laid-back, summer-ready style. With a crisp white base and vibrant red accents, it delivers a striking, chic pop of color, while the 3D embroidered logo seamlessly ties the warm tones together. Whether you're at the beach, relaxing by the lake, or exploring the outdoors, this adjustable snapback cap adds bold elegance with its versatile fit.

Additional Details:

- 5-panel, curved bill structure construction.
- Buckram-reinforced crown with printed fabric lining.
- Cotton sweatband for comfort and moisture absorption.
- Vibrant red visor and undervisor add a bold, stylish contrast.
- Breathable polyester mesh back for cool comfort.
- Adjustable snapback closure for a custom fit.
- 3D embroidered logo design with bold, summer-inspired details.
- Stitched woven BEX® logo label at the back opening for a signature touch.

Composition

Front: 100% Polyester

Mesh: 100% Polyester

Undervisor: 100% Polyester Suede

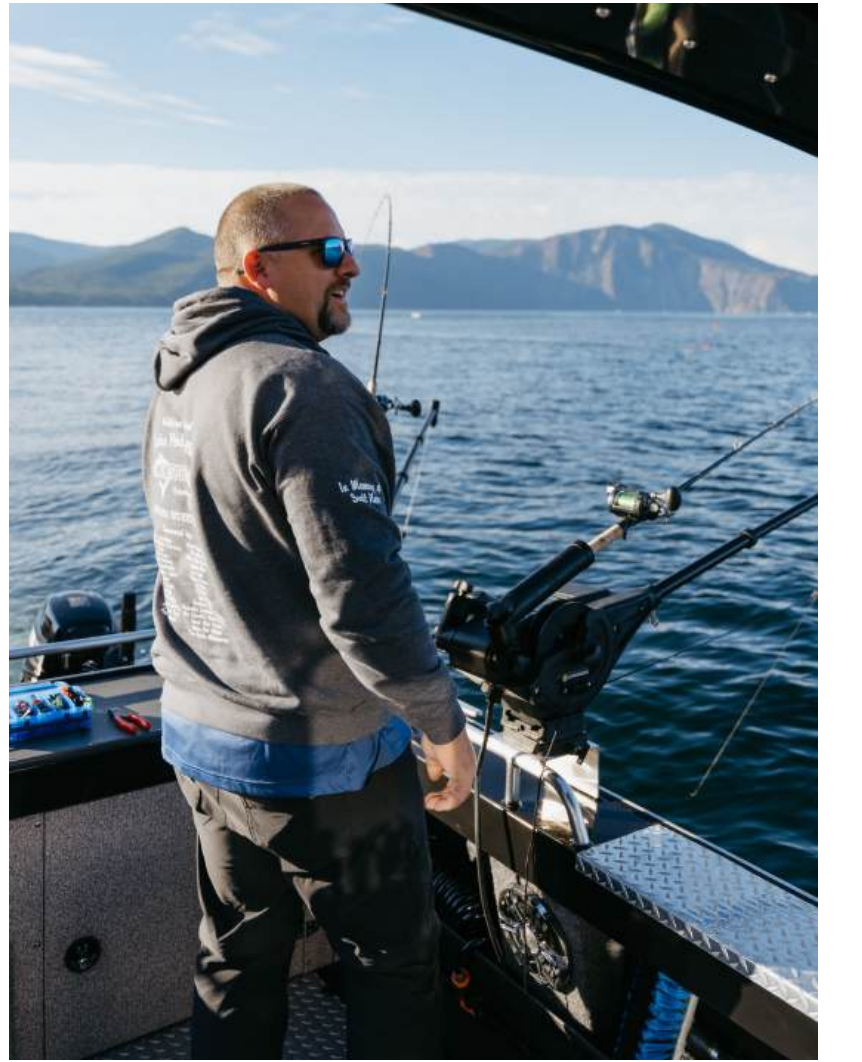
[Please refer to this link for the updated description](#)



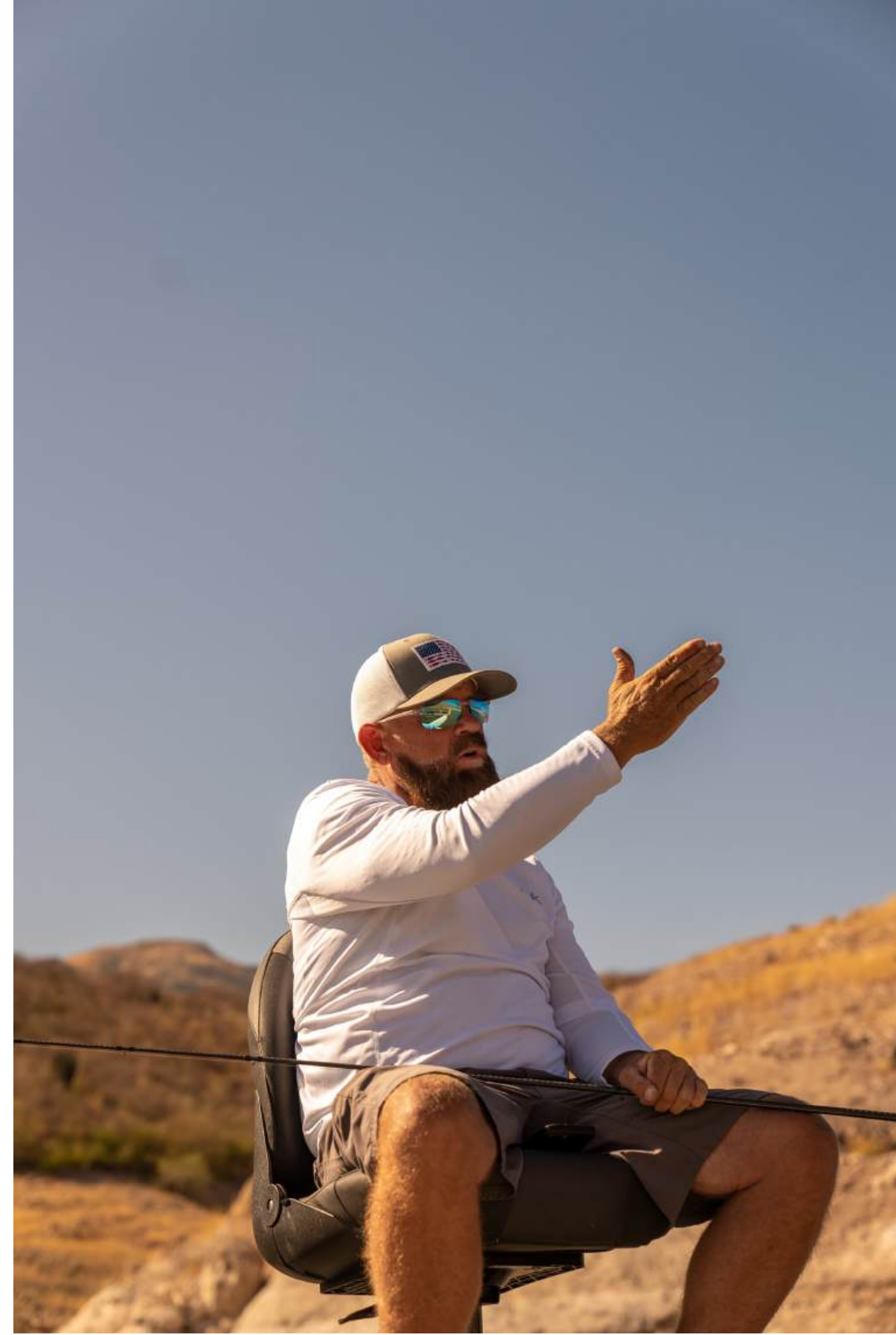
IMAGES











[More images here](#)

COPY

GENERAL NOTE

Up next are the copy metrics for our product launch. These guidelines will ensure a consistent message across all channels—whether it's for print, email, paid ads, social media, and more.

Feel free to leave any comments or suggestions on these slides to help improve the launch while staying true to our brand!

COPY METRIC	
TAGLINE	<p>Option 1: See beyond the surface</p> <p>Option 2: Designed for the catch</p>
COPY	<p>2 BODY COPY COULD BE USE FOR THIS CAMPAIGN:</p> <p>Serious about fishing? So are we. Our western sunglasses blend high-performance UV protection with iconic western style. From dawn till dusk, they've got you covered. Adventure awaits – are you ready?</p> <p>Your adventure deserves the perfect pair of sunglasses. Our western shades are built for durability and designed for style. Whether you're on the water or off, get the look that's as bold as your spirit. Don't miss out!</p>

COPY METRIC	
KEY FEATURES	<p>Our newest sunglasses offer lightweight RELIALITE® frames for all-day comfort and durability. The rotating cam mechanism ensures smooth, stable wear, while the inner temple's geometric pattern adds grip and style. With antimicrobial frames, the BEX® Universatility™ System, and NYPO® lenses for clear vision and UV protection, these shades are built for any adventure.</p>
CTA	<p><u>MAIN CTA:</u> Shop Now</p> <p><u>SUBHEAD CTA:</u> Get Yours Before They're Gone!</p> <p><u>2ND SUBHEAD CTA:</u> Shop Now for Your Next Big Catch!</p>

DESIGN DIRECTION

PAYDAY SALE
25 - 31
JULY 2021

BERAK

DISC **50%** ALL ITEMS

JUST DO IT

HYDRAC
ultra-hydr
crean

BOTANICAL SERUM
concentrated oil serum
packed with adaptogens
and medicinal plants

CLINICALLY PROVEN

INSTANT LIFTING,
GLOWING and
PLUMPING effect

BOOSTS MOISTURE
to help REDUCE the
formation of FINE LINES
and WRINKLES

Provides instant
HYDRATION

Purslane has
ANTI-AGING BENEFITS
and REDUCES the visible

DR. BARBARA STURM
MOLECULAR COSMETICS
HYALURONIC SERUM
MADE IN GERMANY

Still Mineral Water
Authenticity by StrongGlass

FLYING AND FALLING

THE
THRILLING
LACK OF
CONTROL

RM 6444
PHOTOGRAPHY BY
REED GRIGER
19 / 01 / 24

COLORS

JET BLACK
Primary Color
HEX #000000

WHITE
Primary Color
HEX #FFFFFF

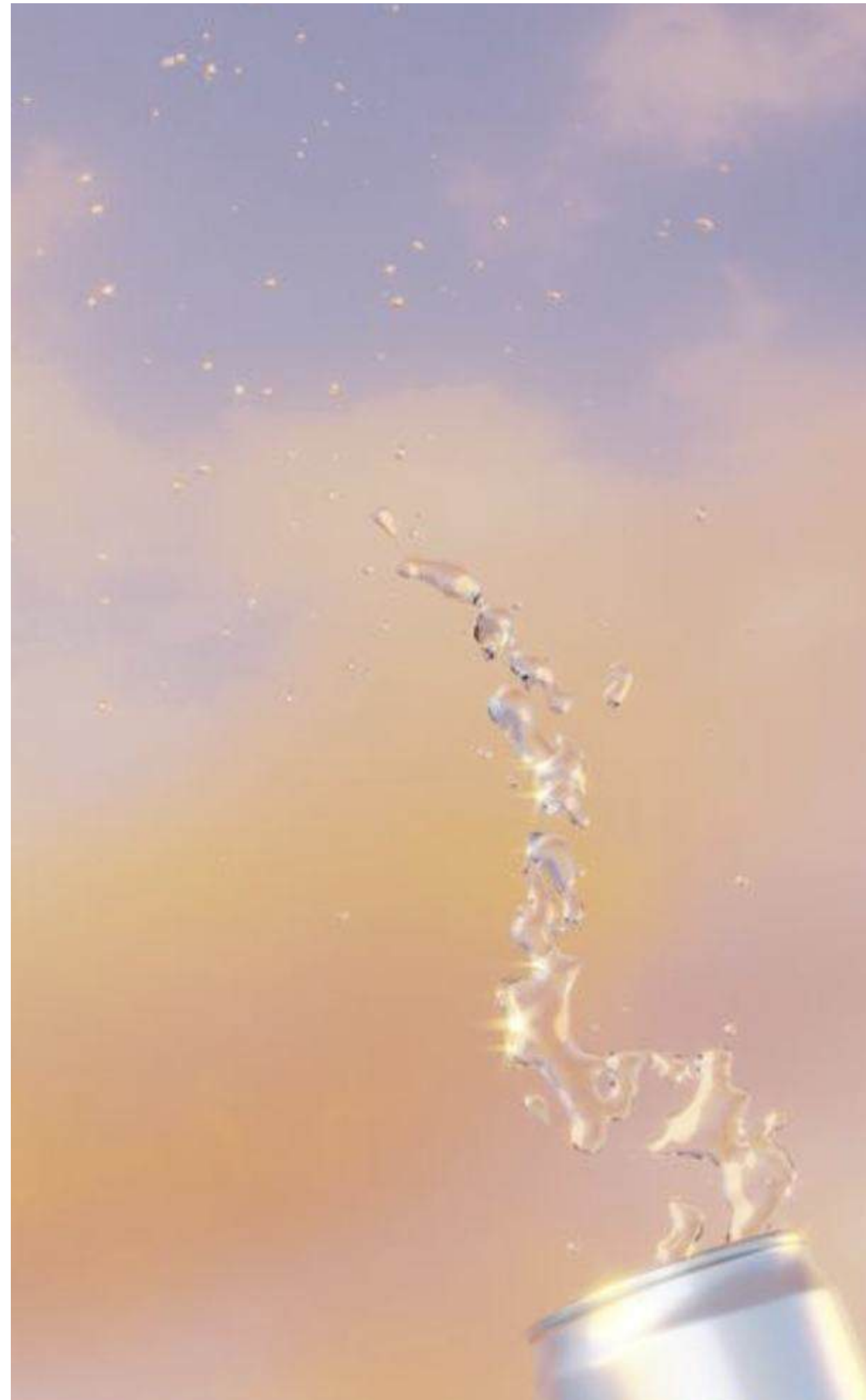
TEAL
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WATER
Secondary Color
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SUN
Secondary Color
HEX #FCD714

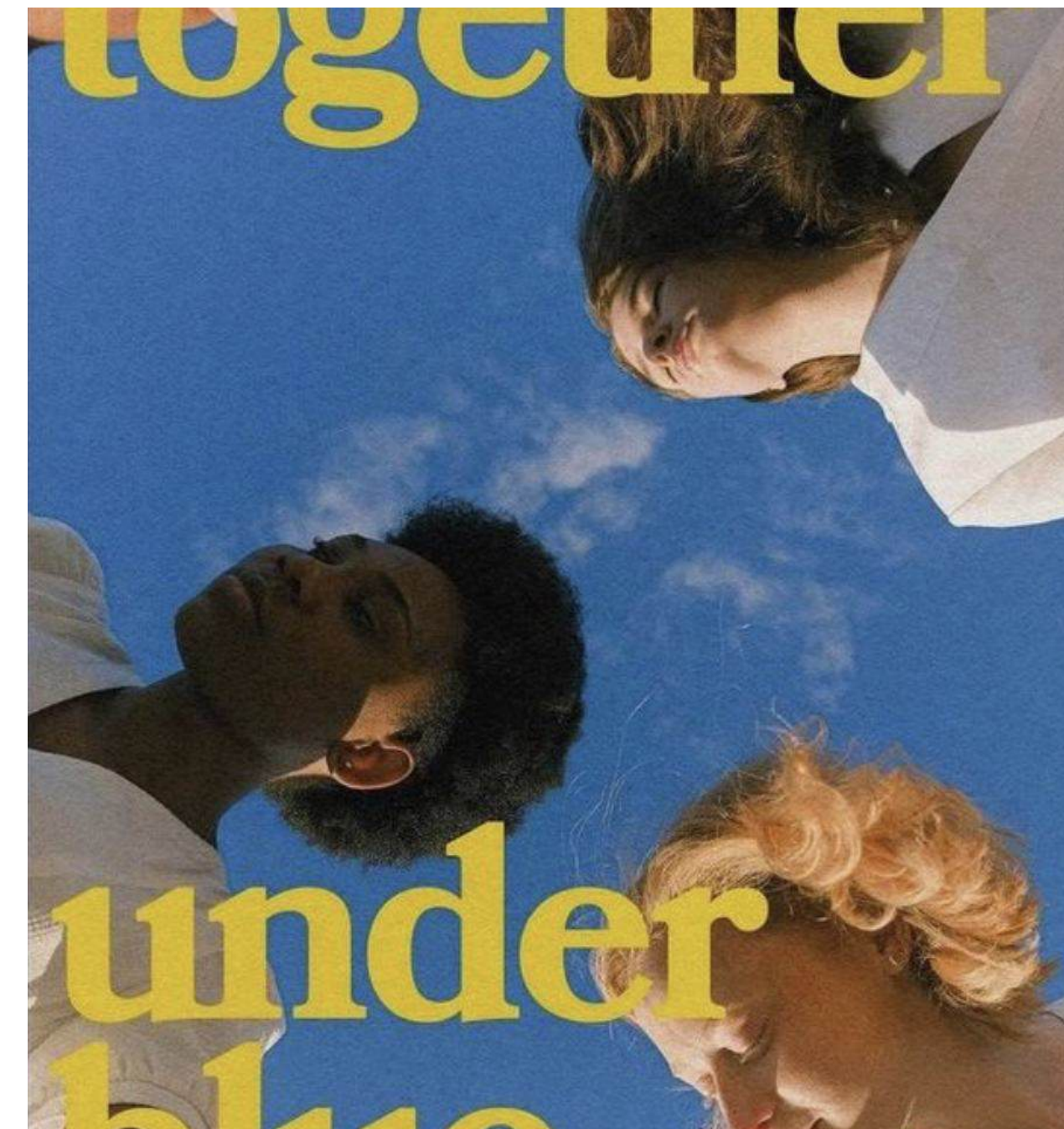
TEXTURE AND ELEMENT

Using a water and grid design can enhance the concept of our angler collection gear, emphasizing its fishing purpose. The grid design can be applied subtly on top of our background, resembling a fishnet



LAYOUT/SPACING

Using bold, large fonts is always an effective way to capture attention, especially when integrated with images. Adding playful spacing to the typography can create a more interesting look for this design concept



GRAPHICS



Highlight the key features of this collection through graphic usage

BEBAS NEUE PRO

Header

Helvetica Neue Regular

Body Copy

Get Yours Before They're Gone!

Sub CTA

SHOP NOW

CTA

SOCIAL + CRM IDEAS

SOCIAL + EMAIL TEASER

Social and CRM teaser idea: we will print a newspaper-sized flyer with copy that says 'Something New Coming Soon...' or 'Coming Soon,' along with our launch date, logo, website, etc.

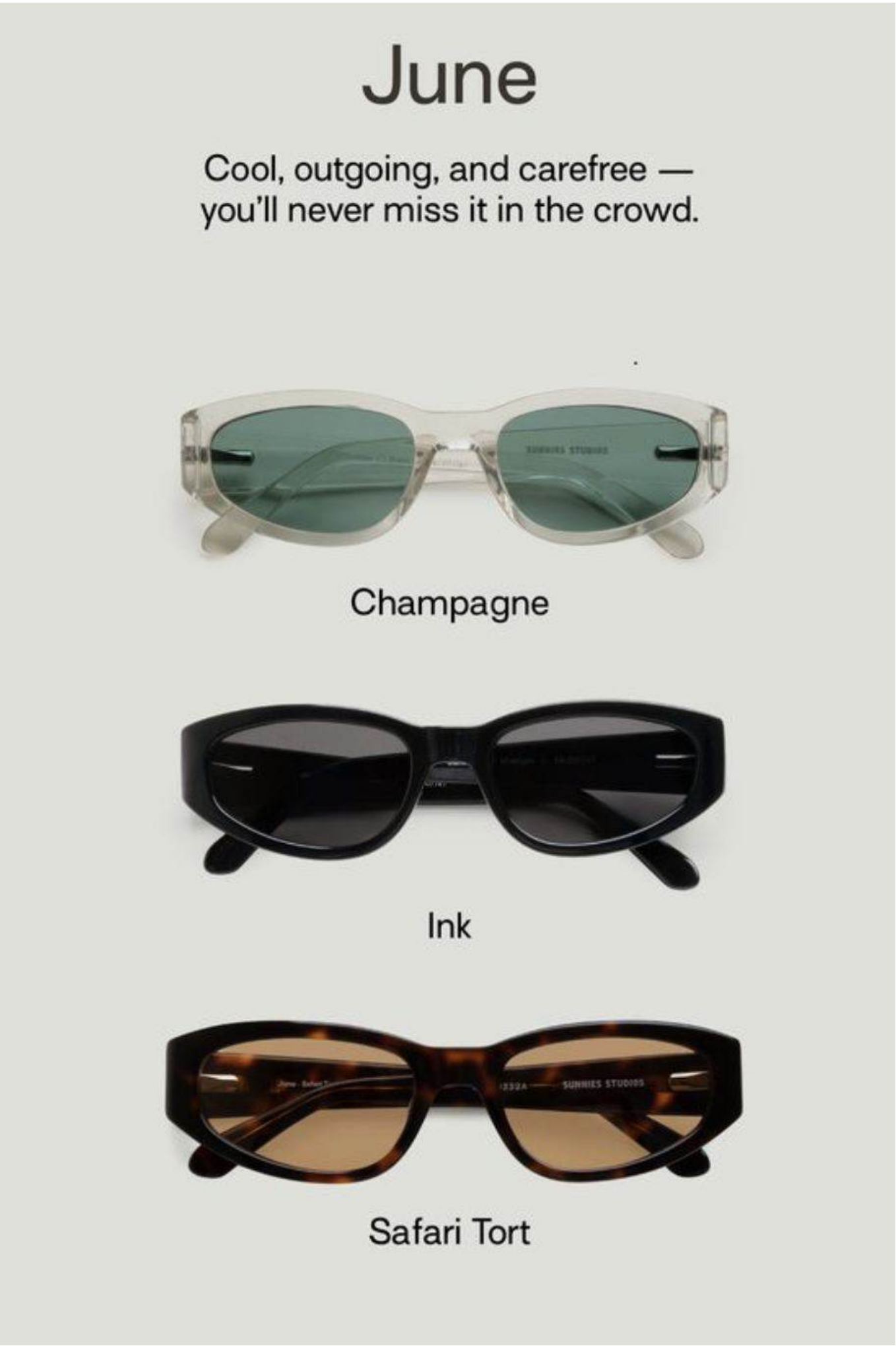


SOCIAL + EMAIL ANNOUCEMENT

A simple design with minimal copy, interwoven with our products, to make it look more interesting while still aligning with our design direction for this campaign



PRODUCT LINE FLIP (FEED + STORY)



Using this design layout in motion helps showcase our product lines, making it more interesting than just a static image

KEY FEATURE CALLOUTS

This could help educate buyers on why BEX is better than other brands. Highlighting these key features could help them better understand our product.



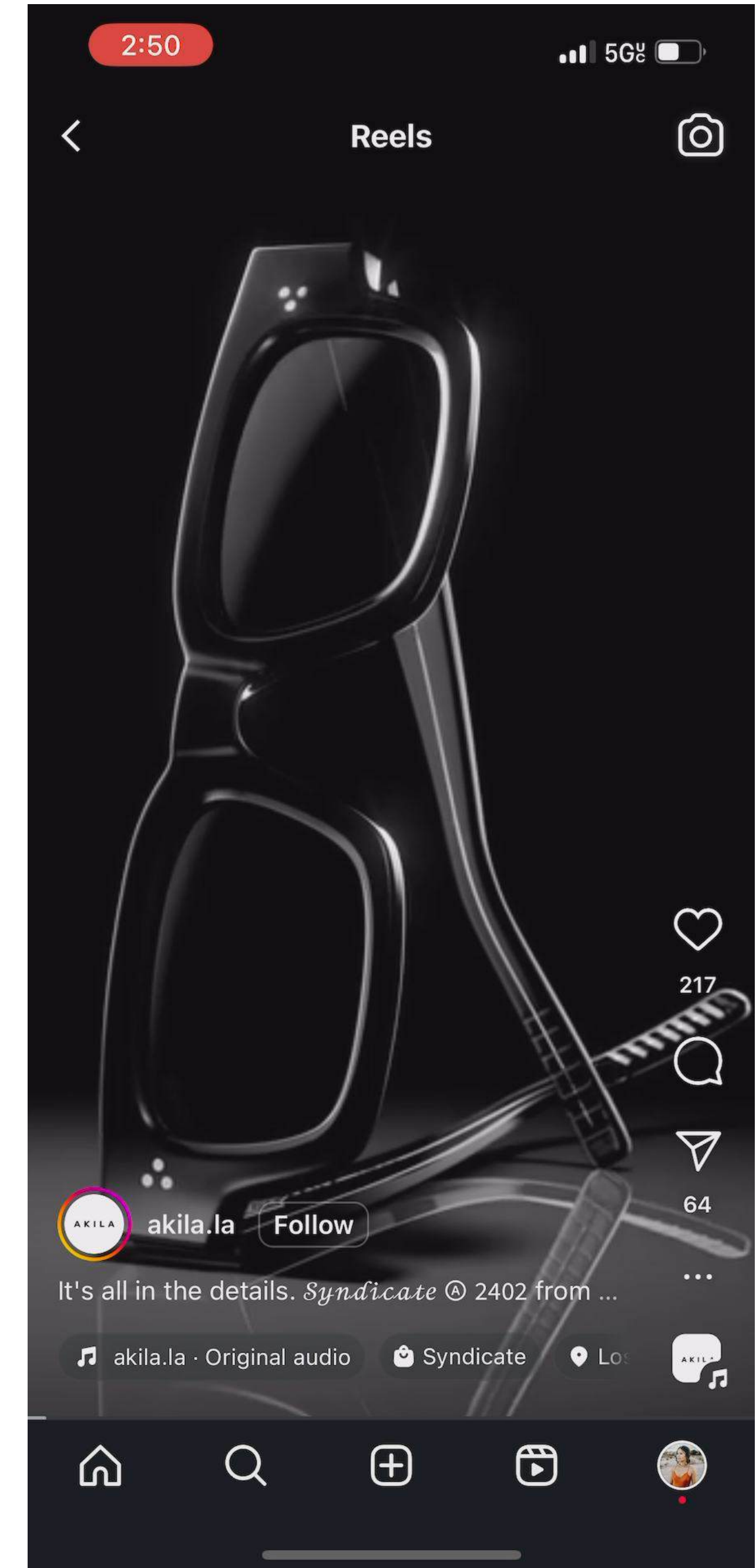
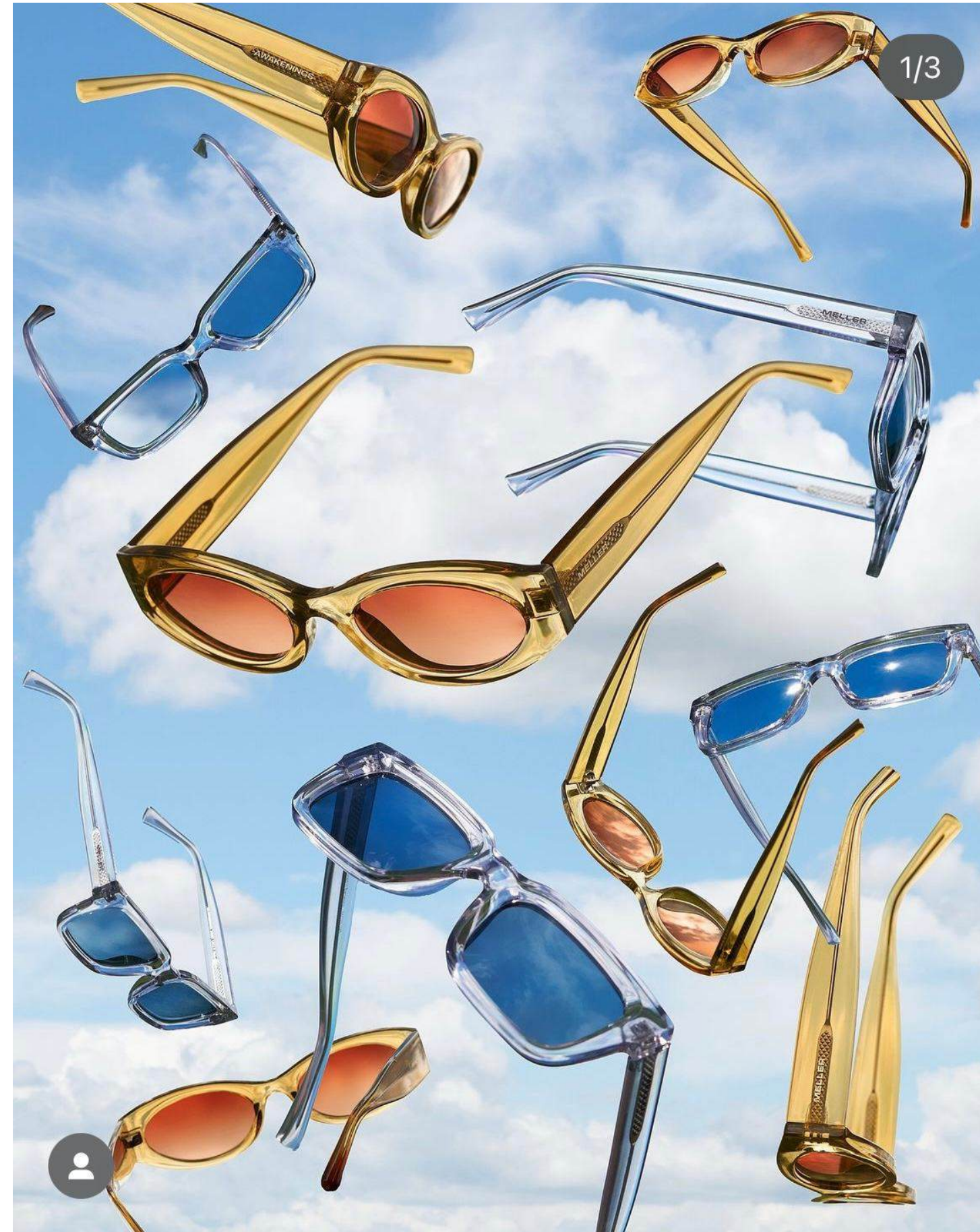
UGC CONTENTS/LIFESTYLE IMAGES

Of course, we can't showcase our new drop with lifestyle images where buyers can see or visualize what it could be for themselves



VIDEOS

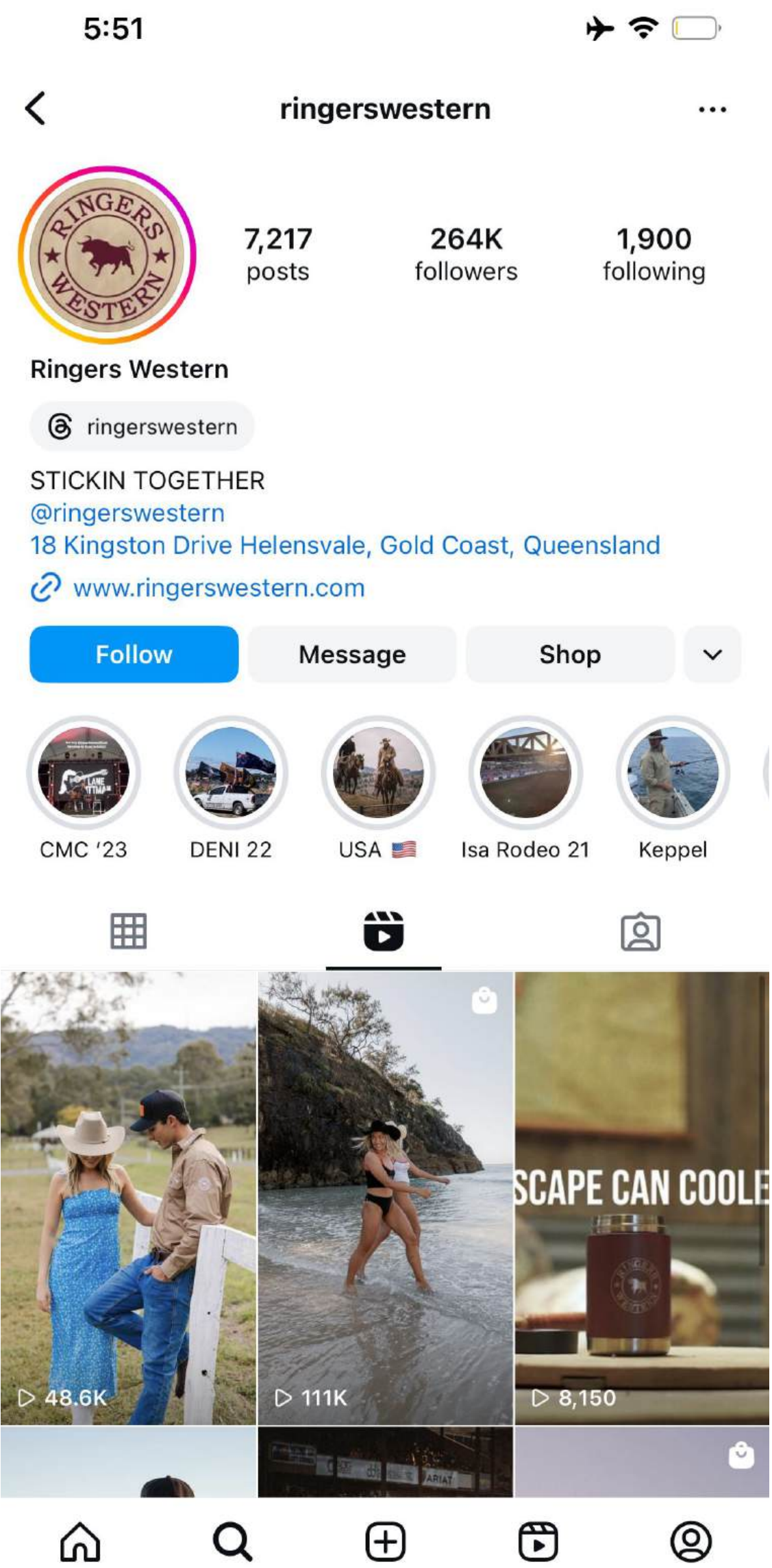
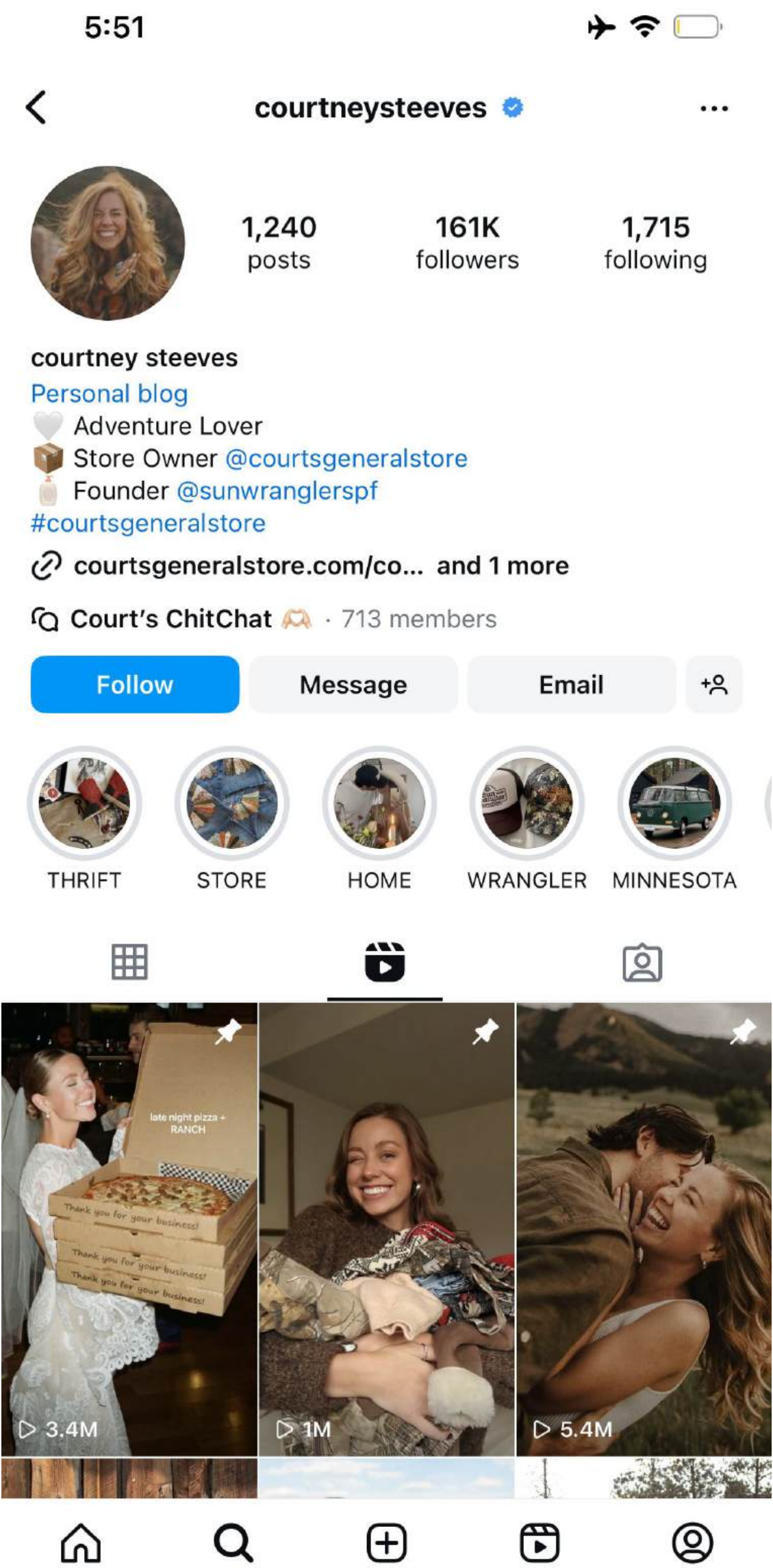
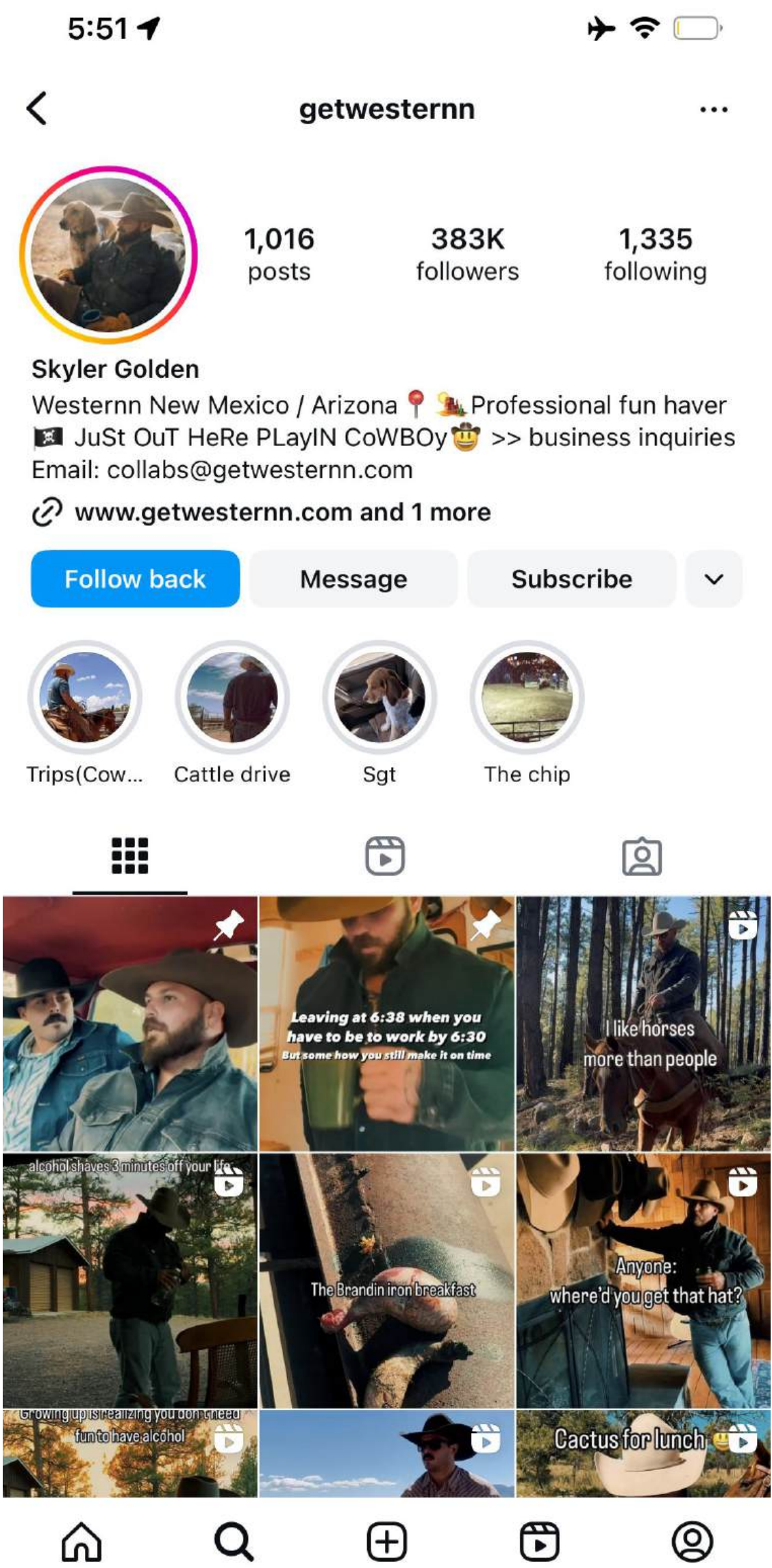
We will have three videos available for reels: one to feature all products, one to highlight our key features, and one for a blue vs. green lens comparison on water. We will also do an A/B test 15-second clips for paid ads (more details in Paid Ads section).



INFLUENCERS

POTENTIAL INFLUENCERS TO PARTNER WITH
[SUBJECT TO CHANGE]

These are some influencers within our budget to work with. Please note that this is nice to have, but it's not necessary for this campaign



POTENTIAL INFLUENCERS TO PARTNER WITH
(SUBJECT TO CHANGE)

3:33

i_am_dieselgang

602 posts402K followers3,754 following

Katie Noel

i_am_dieselgang

Musician/band

Country Music

@triple3westernwear

Diesel Trucks, Good dogs, fast horses>Mer

linktr.ee/thekatie Noel and 1 more

Follow back

Message

Subscribe

Exclusive

5:52

thebasicranchmom

552 posts72.4K followers516 following

Kristin Harms | The Basic Ranch Wife & Mom

Ranch & mom life | we're either laughing, crying, or drooling over my smoke show of a husband

links and codes

linktr.ee/thebasicranchmo... and 2 more

Follow

Message

Email

Arbonne

LTK

Amazon

Q&A

Credit cards

5:53

tylen.wallace

210 posts134K followers4,266 following

Tylen

Don't watch me REELS

@notable.droughtmasters

youtube.com/@tylen.wallace?feature=sha...

Follow

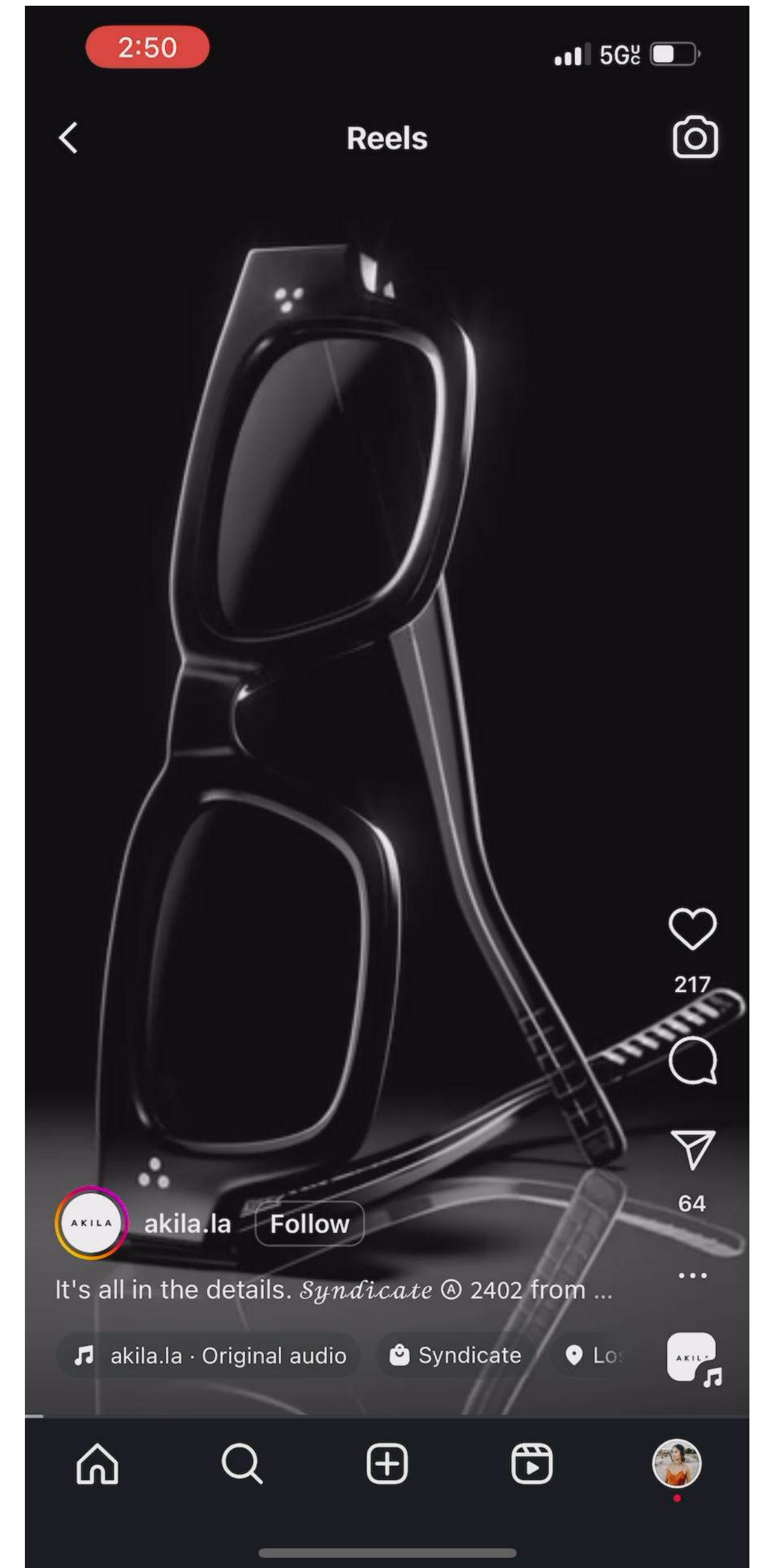
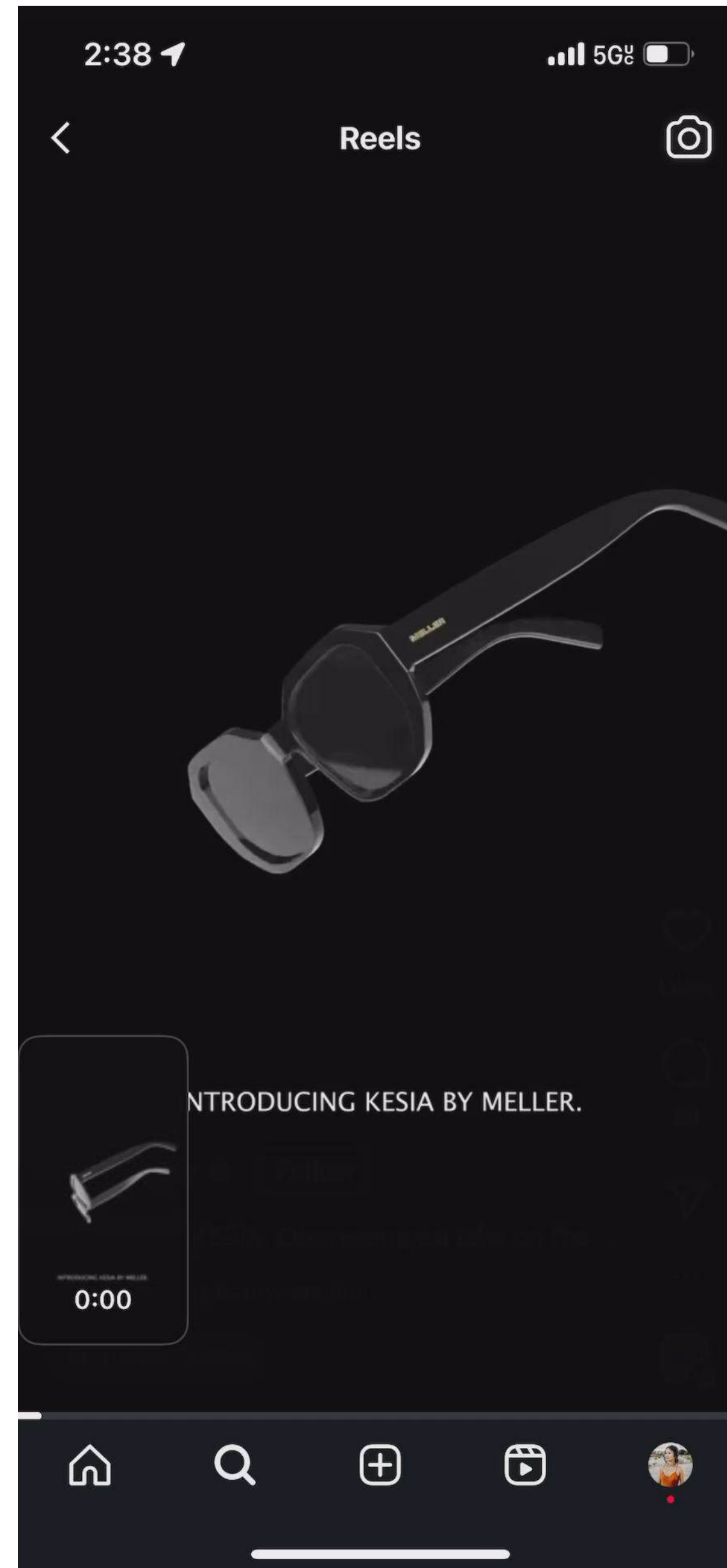
Message

DIGITAL MEDIA PLANS

PAID ADS MEDIA (15S LONG; 9X16 & 1X1)

Using videos to A/B test paid ads.

One video will showcase all the sunglasses launching in this collection, while another will highlight key features. We'll test product-focused versus function-focused content to see which performs better



CRM (EMAIL + MMS/SMS)

Using Omnisend and collaborating with influencers to drop teasers and spread the word about the upcoming launches.



THANK YOU

BEX[®]