

BEX[®]

ARIL

2025

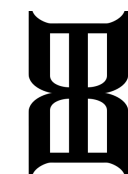
LIMITED EDITION 1

WELCOME

This is a mini launch in March (launch date TBD) and will be a limited edition to close Q1 strong. Use this deck as a guide for any creative direction; it will not be used as an evergreen for the BEX brand

Sun & Spurs Web-Exclusive Limited Edition Collection

Out here in the untamed frontier of fashion and function, only the best survive. That's why the Sun & Spurs LE Collection is built to ride hard, look sharp, and move with you—from the dusty trails to city streets. These limited-edition, web-exclusive BEX® sunglasses fuse rugged durability with a sleek, fashion-forward edge, delivering high-performance gear without sacrificing style. Plus, they come with a game-changing OTG Coozie Case to keep your shades protected and your drinks ice-cold. From sunup to sundown, stay sharp and stay moving.



OUR BRAND

WE ARE THE EVERYMAN, WITH A TOUCH OF AN OUTLAW

The Everyman archetype embodies the essence of relatability and universality, making it one of the most recognizable and endearing character types. At its core, the Everyman represents the ordinary individual, the person you might pass on the street without a second glance. Yet, beneath their unassuming exterior lies a profound power-the ability to resonate with people from all walks of life.

The Everyman is the personification of the universal human experience, representing the hopes, fears, and dreams shared by everyone. They navigate life's challenges and joys with a sense of authenticity and humility often serving as the lens through which audiences connect with stories on a deeper emotional level.

The Outlaw archetype embodies the spirit of rebellion, freedom, and independence, marching to the beat of their own drum and challenging the status quo. Outlaws are often seen as nonconformists, refusing to be constrained by society's rules and norms. They can be both charismatic and enigmatic figures, captivating those around them with their daring and adventurous nature.

OUR MISSION

BEX IS A LIFESTYLE BRAND THAT PROVIDES EYEWEAR, APPAREL, AND ACCESSORIES FOR INDIVIDUALS WHO ARE DEDICATED TO HARD WORK AND ENJOY LIVING LIFE TO THE FULLEST.

PURPOSE

**CREATING INNOVATIVE, STYLE CONSCIOUS
PRODUCTS FOR PEOPLE WHO WORK HARD
AND PLAY HARDER.**

VALUES - OUR WAY

**WE CREATE PREMIUM PRODUCTS FOR
HARD-WORKING, ADVENTUROUS
INDIVIDUALS, OFFERING EYEWEAR AND
APPAREL THAT ENHANCE THEIR
ACTIVITIES AND REFLECT BOLD STYLE.**

MANIFESTO

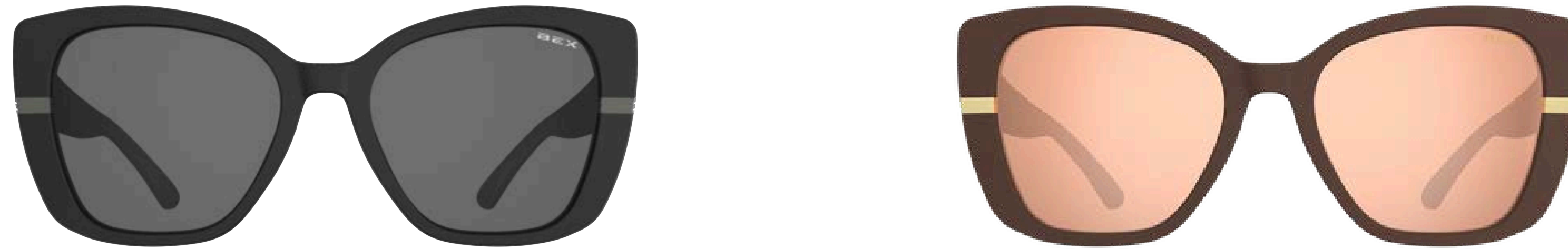
**WE CRAFT HIGH-PERFORMANCE EYEWEAR
AND APPAREL FOR THOSE WHO WORK HARD,
PLAY HARDER, AND EMBRACE AMBITION.**

tone of voice

In our brand's tone of voice, we strike a unique balance between the Everyman and a hint of the Outlaw archetype. Like the Everyman, we aim to be approachable, relatable, and down-to-earth, speaking the language of the everyday person. However, we also embrace the Outlaw's rebellious spirit to challenge the status quo and push boundaries when it's necessary to do so. Our tone is friendly and inviting, yet it carries a subtle edge that adds excitement and a touch of non-conformity to our communications. It's about making our audience feel like they're part of an inclusive community while also empowering them to break free from conventions and embrace their individuality. So, let's speak in a voice that's both comforting and adventurous, embodying the Everyman with a dash of the Outlaw's fearless spirit.

PRODUCTS

ANNA (2)



Step into a world where edgy style meets all-day comfort with our latest web-exclusive drop: Anna, part of the Sol + Chill Limited Edition Collection duo. These oversized cat-eye sunglasses are built to ride hard and look sharp while doing it. Designed for those who demand high-performance gear without sacrificing style, these shades blend rugged durability with a sleek, fashion-forward edge. Crafted with precision optics, our lightweight yet tough RELIALITE® frame and a secure fit without sacrificing the glam.

Designed for the modern woman on the go, these shades feature stainless-steel accents for a one-of-a-kind edge. With BEX®'s signature fusion of performance and function, these sunglasses aren't only stylish but also offer a sport-friendly design that won't quit, keeping up with every turn, sprint, or stride. This exclusive release won't last long—so saddle up, grab your pair, and see the world through the eyes of a true original.

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



Enhanced with the BEX® Universality™ System for easy nose pad replacement, plus superior clarity and UV protection, Anna ensures you shine—without the glare. Perfect for women who want style and comfort, whether you're chasing horizons or city lights.

This Limited Edition style includes a premium BEX® OTG Coozie Case—a game-changer that doubles as both a sunglasses protector and a drink cooler, keeping your shades safe and your beverage cold on the go.

Key Features:

- Sporty oversized cat-eye design, blending classic glamour with modern edge.
- Lightweight, yet durable RELIALITE™ construction.
- Rubber nose pads provide enhanced comfort, stability and support.
- Antimicrobial frames for long-lasting defense against bacteria, fungi, and microbes.
- Features the BEX® Universality™ System.
- NYPO® Technology lenses deliver exceptional clarity and UV protection.
- 4 base lens curvature for a flatter 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.

[Full details link here](#)



CLARK (2)



Out here in the untamed frontier of fashion and function, only the best survive. Meet Clark, a modern twist on the classic aviator from the Sun & Spurs Limited Edition collection. These web-exclusive BEX® sunglasses are built to ride hard and look sharp, with RELIALITE® frames offering lightweight comfort and durability. A sportier version of the best-selling Dusk, Clark blends performance and function, keeping up with every turn, sprint, or stride.

Enhanced with the BEX® Universality™ System, these square aviators allow for easy nose pad replacement with spares stored in the temple tips. Whether you're chasing horizons or soaking up the sun, Clark offers style, function, and performance in one standout pair.

This Limited Edition style includes the BEX® OTG Coozie Case, doubling as a sunglasses protector and drink cooler, keeping your shades safe and your beverage cold on the go.

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



Key Features:

- Sporty oversized squared aviators with soft edges for a sleek, dynamic look.
- Lightweight, yet durable RELIALITE™ construction.
- Unique diagonal line inner temple pattern for added style and enhanced grip.
- Rubber nose pads provide enhanced comfort, stability and support.
- 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 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.

[Full details link here](#)



OTG COOZIE CASE



Designed to Impress, Engineered to Chill. Keep your shades safe and your drink cold with the BEX® OTG Coozie Case. This Limited Edition accessory doubles as both a sunglasses protector and a drink cooler, combining style and function for every adventure. Perfectly sized for long necks, 12oz cans, and your BEX® sunglasses, it's the ultimate companion for those on the go. Drink responsibly.

Outer Shell: 100% Nylon

Lining: 100% Neoprene

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



MOODBOARD







His & Hers

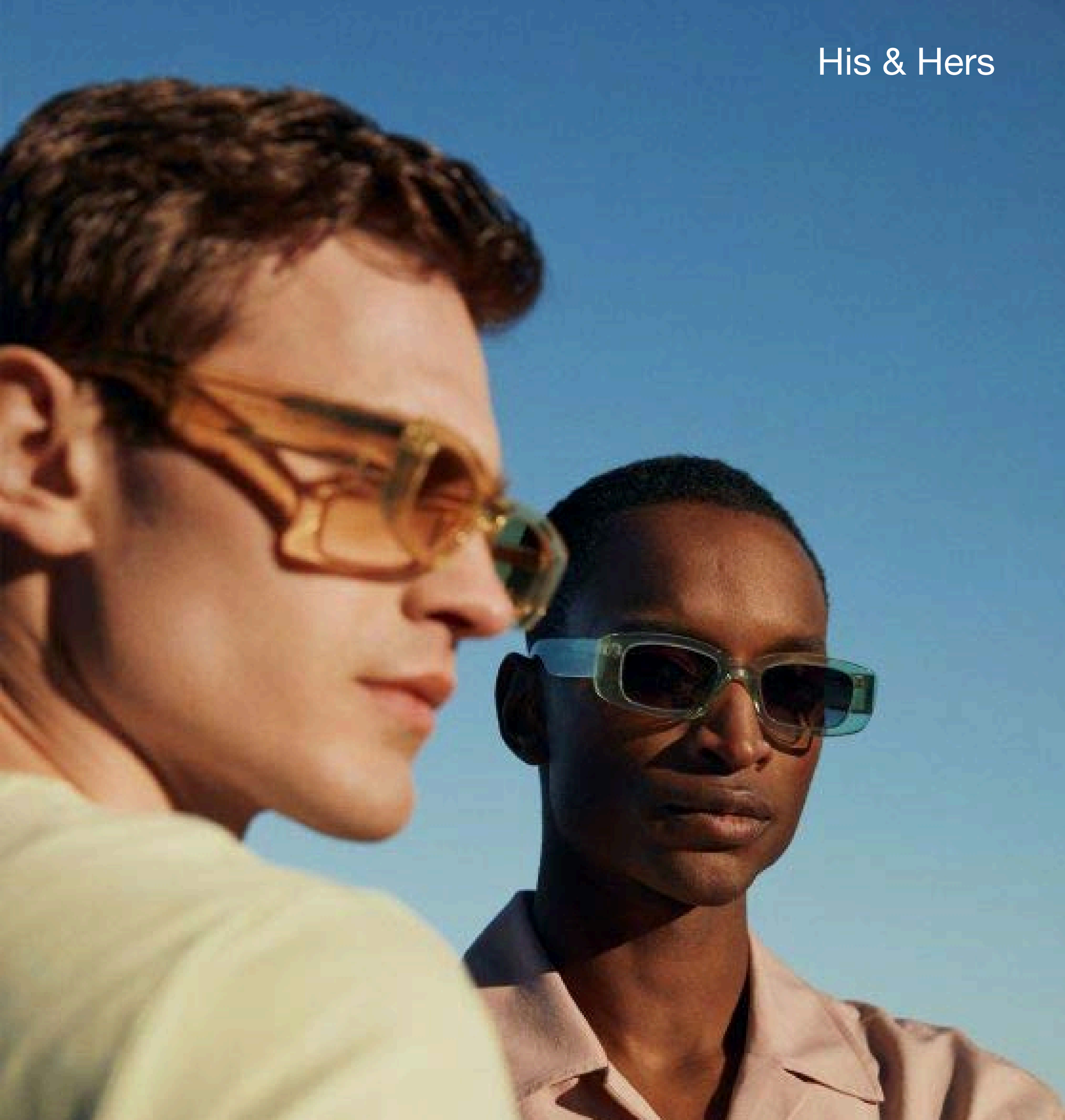


No western hat





His & Hers





Be sure to show clear our BEX logo on sunglasses

His & Hers
(outdoor instead)





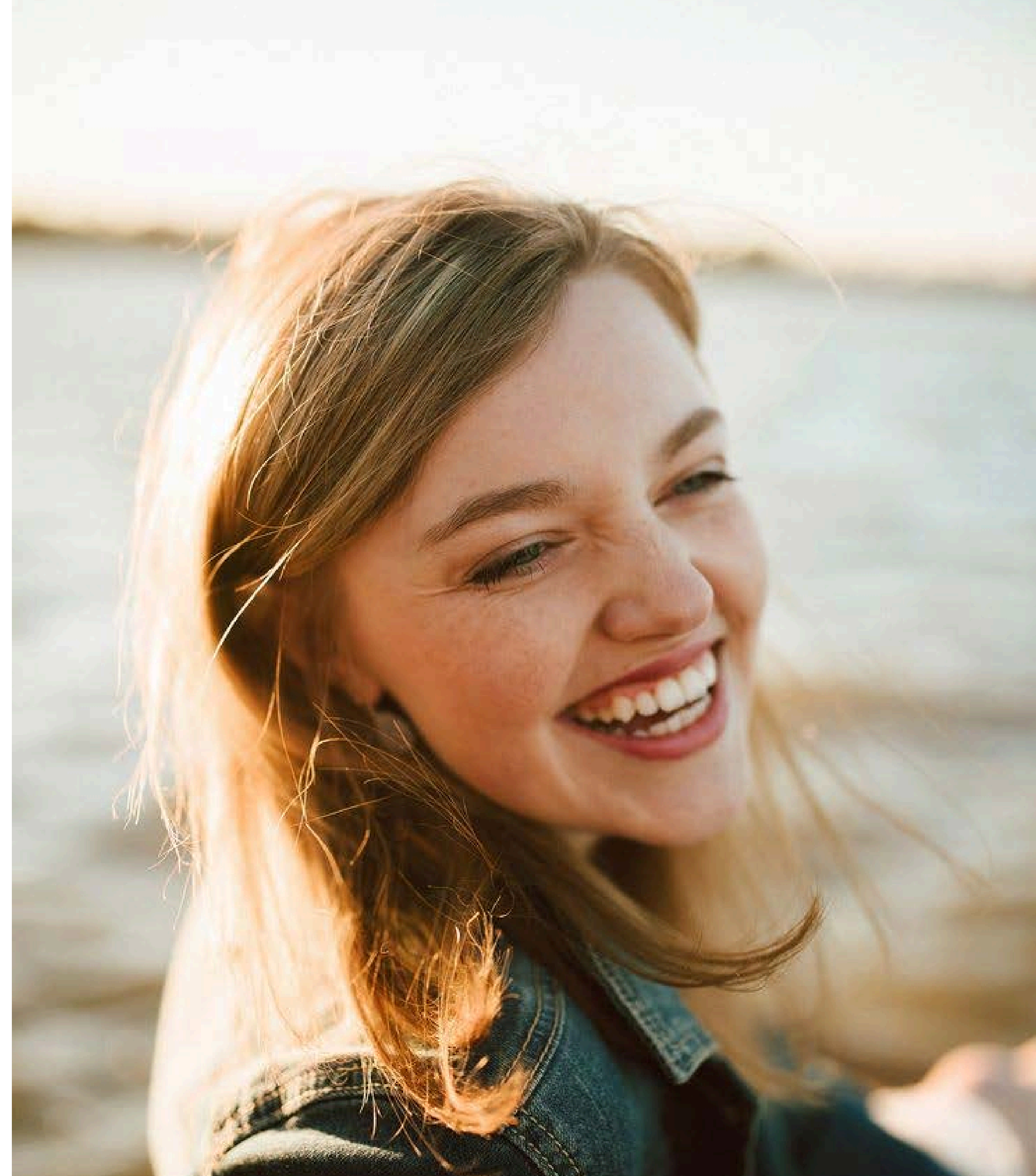
LIGHTING

NATURAL LIGHT

Use only available sunlight, without artificial lights, which often requires skillful positioning and timing to make the most of ambient light.

Please stick to natural lighting that is neither too warm nor too cool.

Avoid golden hour, blue hour, reflector light, and backlighting





AVOID model posing shots







WARDROBE

WAREDROBE

The wardrobe should coordinate with the lifestyle event. For example, if the talent is hiking, their outfit should be appropriate for outdoor activities.

Clothing should have **NO** visible brand logos, and the color tones should remain neutral to ensure the focus stays on the eyewear.





HANDS

HANDS

Our hand models should keep it clean and minimal—no bold nail polish or excessive jewelry. We want our sunglasses to stand out without getting lost or overshadowed

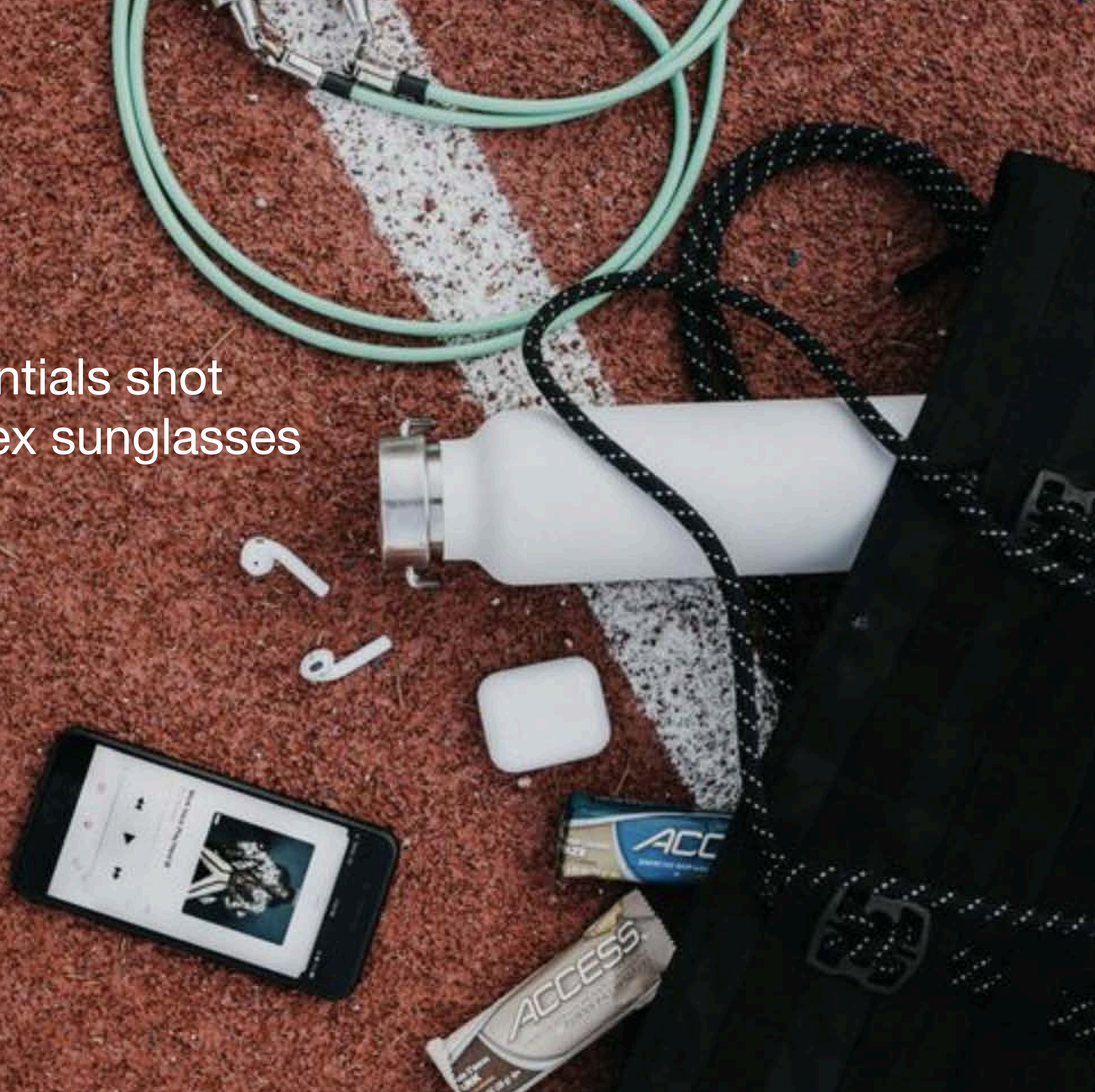




PRODUCT LIFESTYLE



Essentials shot
w/ bex sunglasses





THANK YOU

BEX[®]