

BEX[®]

APRIL 2025

MINI LIMITED EDITION

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.



ANNA (2)



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.

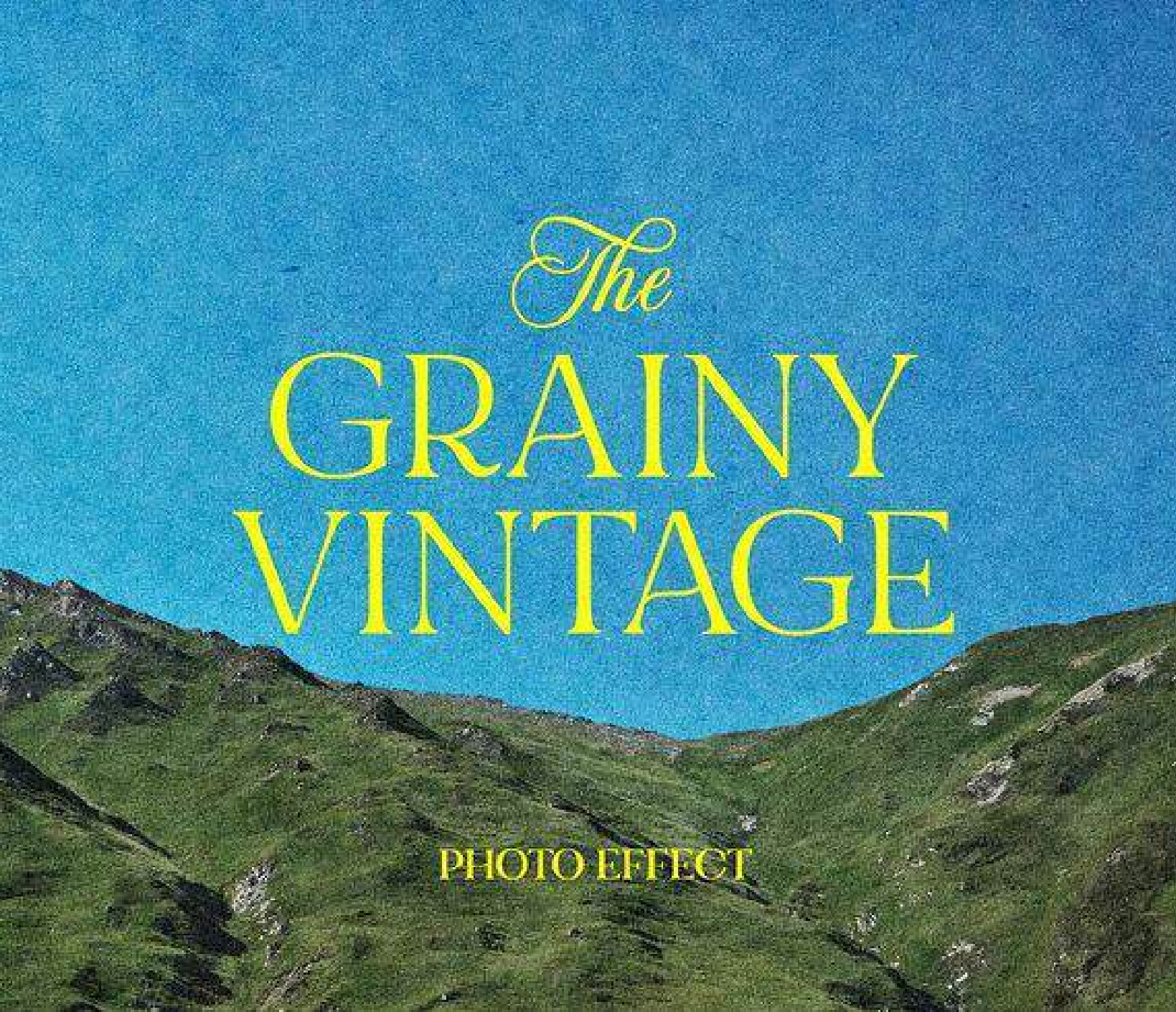
Outer Shell: 100% Nylon

Lining: 100% Neoprene

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



DESIGN DIRECTION

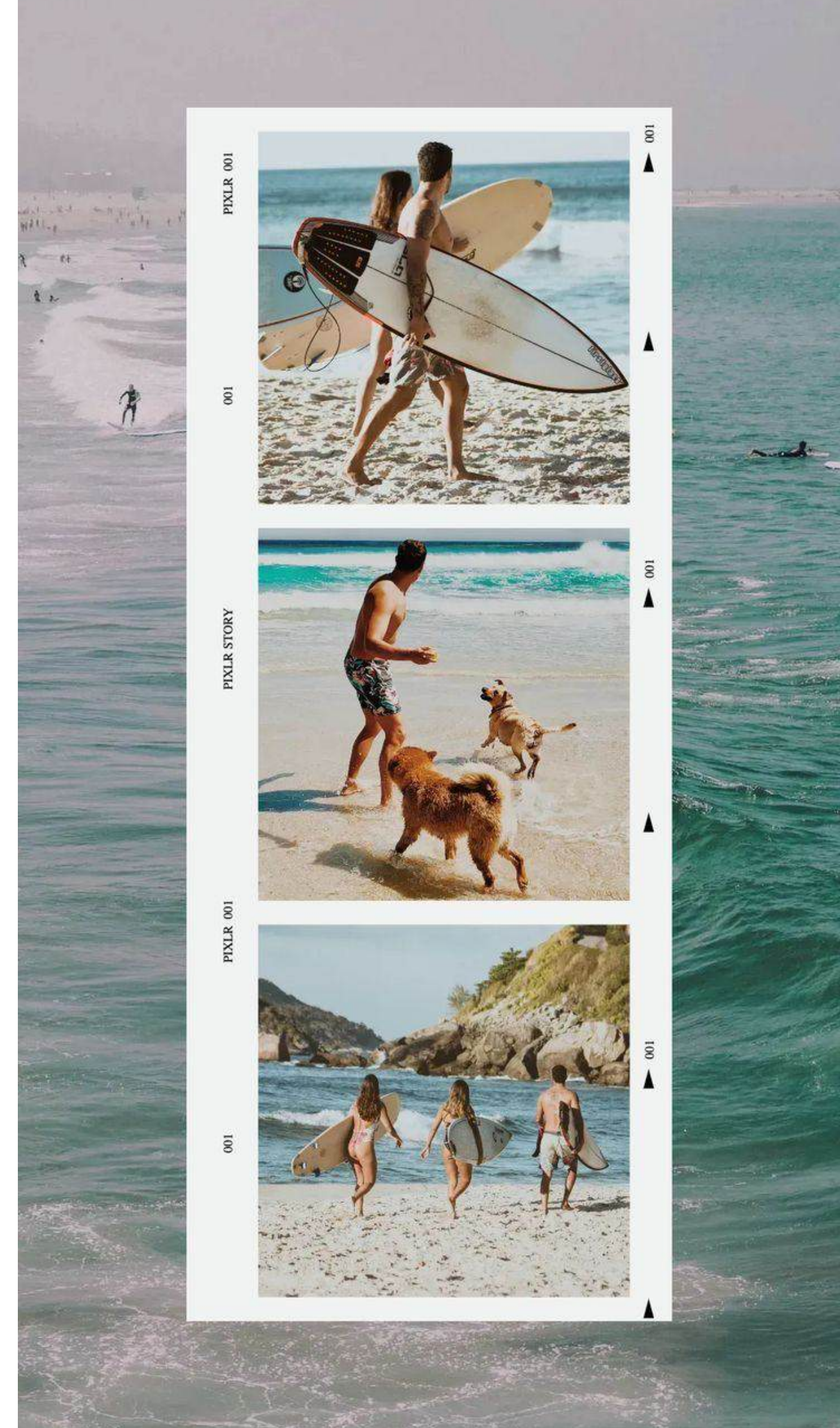
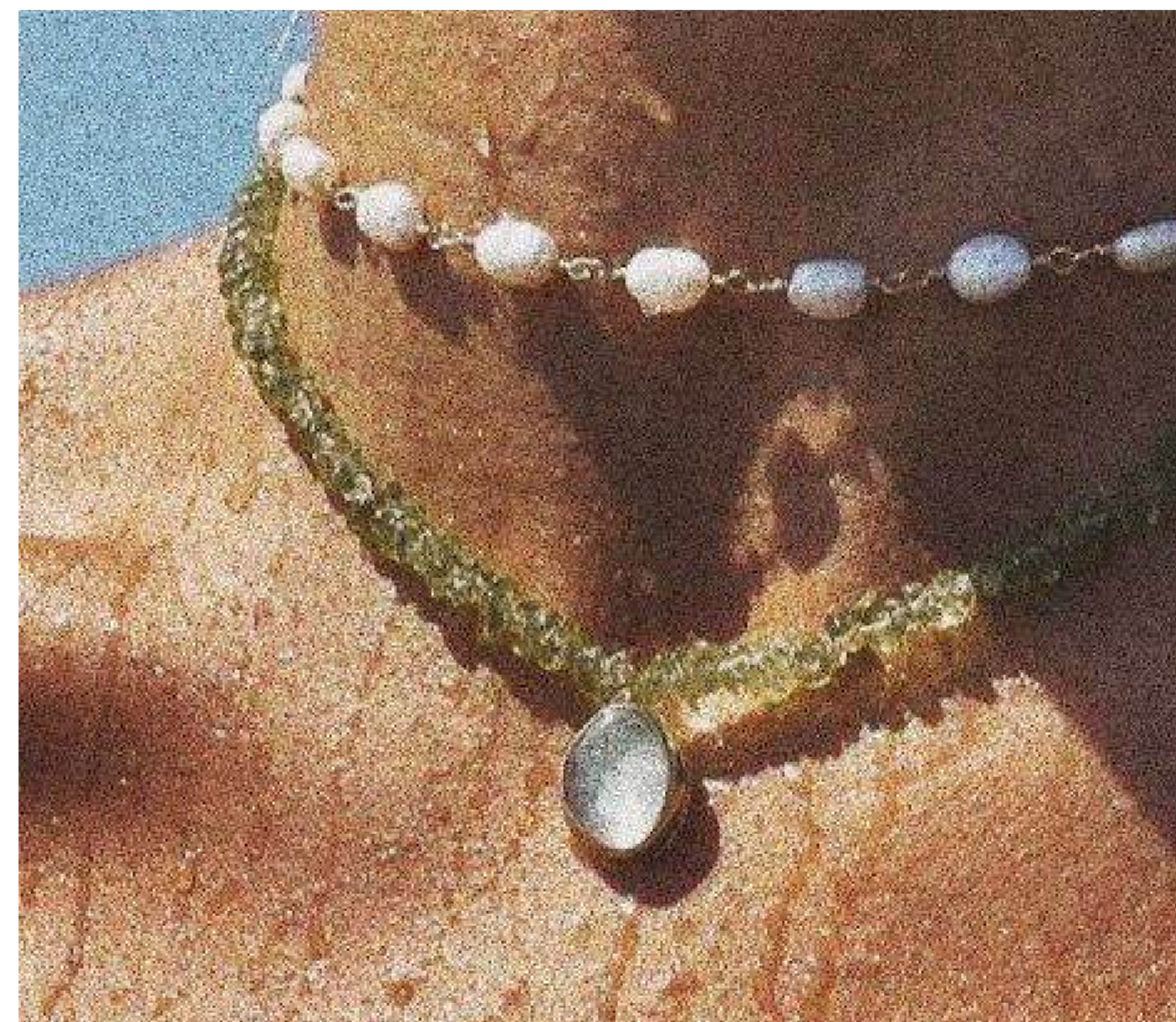


1957

Sans-serif Typeface

Helvetica is a sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger and Eduard Hoffmann. It is based on the type Akzidenz Grotesk, and was originally named Die Neue Haas Grotesk. The name Helvetica is latin and means Swiss and the typeface can be seen everywhere, from public transportation to shops.

less
but
better



COLORS

JET BLACK
Primary Color
HEX #000000

WHITE
Primary Color
HEX #FFFFFF

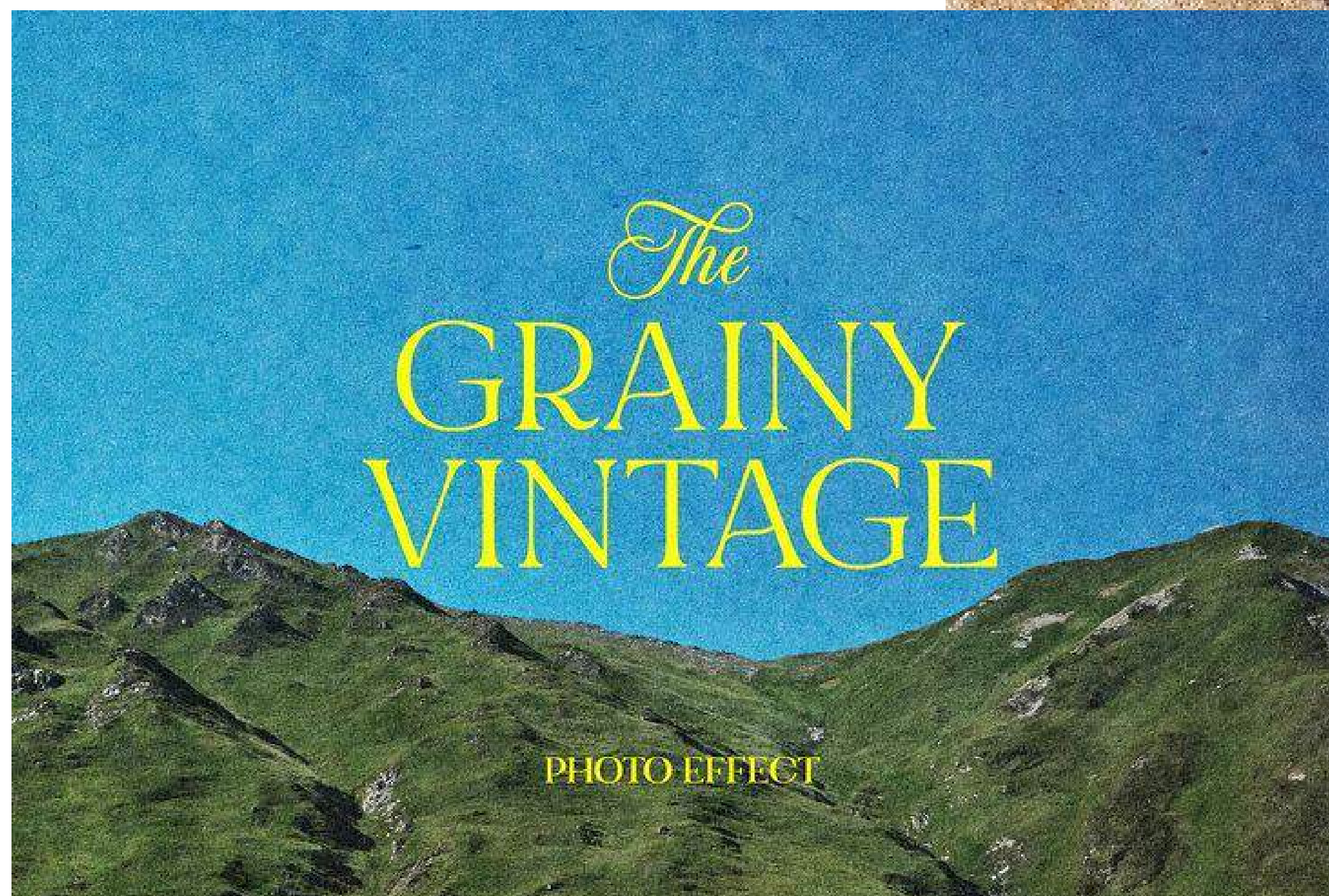
CORAL
Secondary Color
HEX #FEC3A7

YELLOW
Secondary Color
HEX #F5E099

BROWN
Secondary Color
HEX #5A3A2B

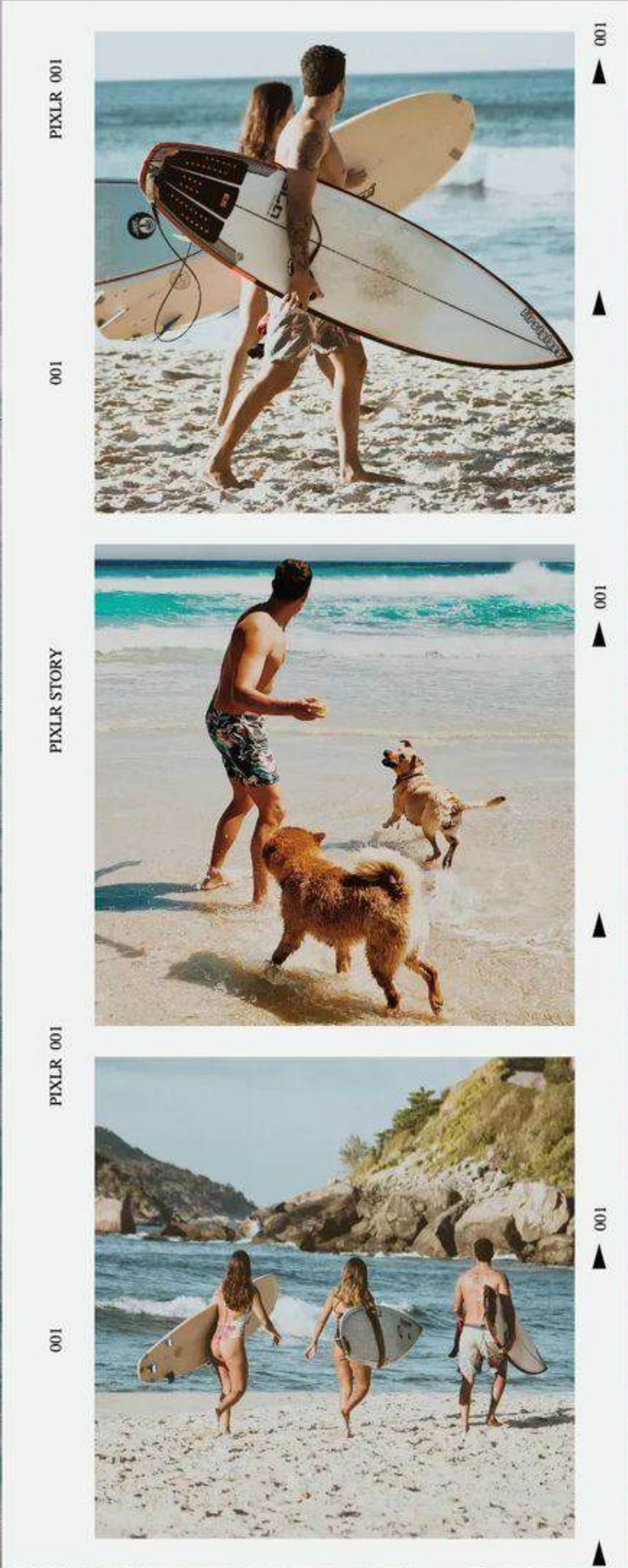
TEXTURE

Use a grainy texture to create a laid-back summer vibe, adding warmth and a nostalgic feel to the design

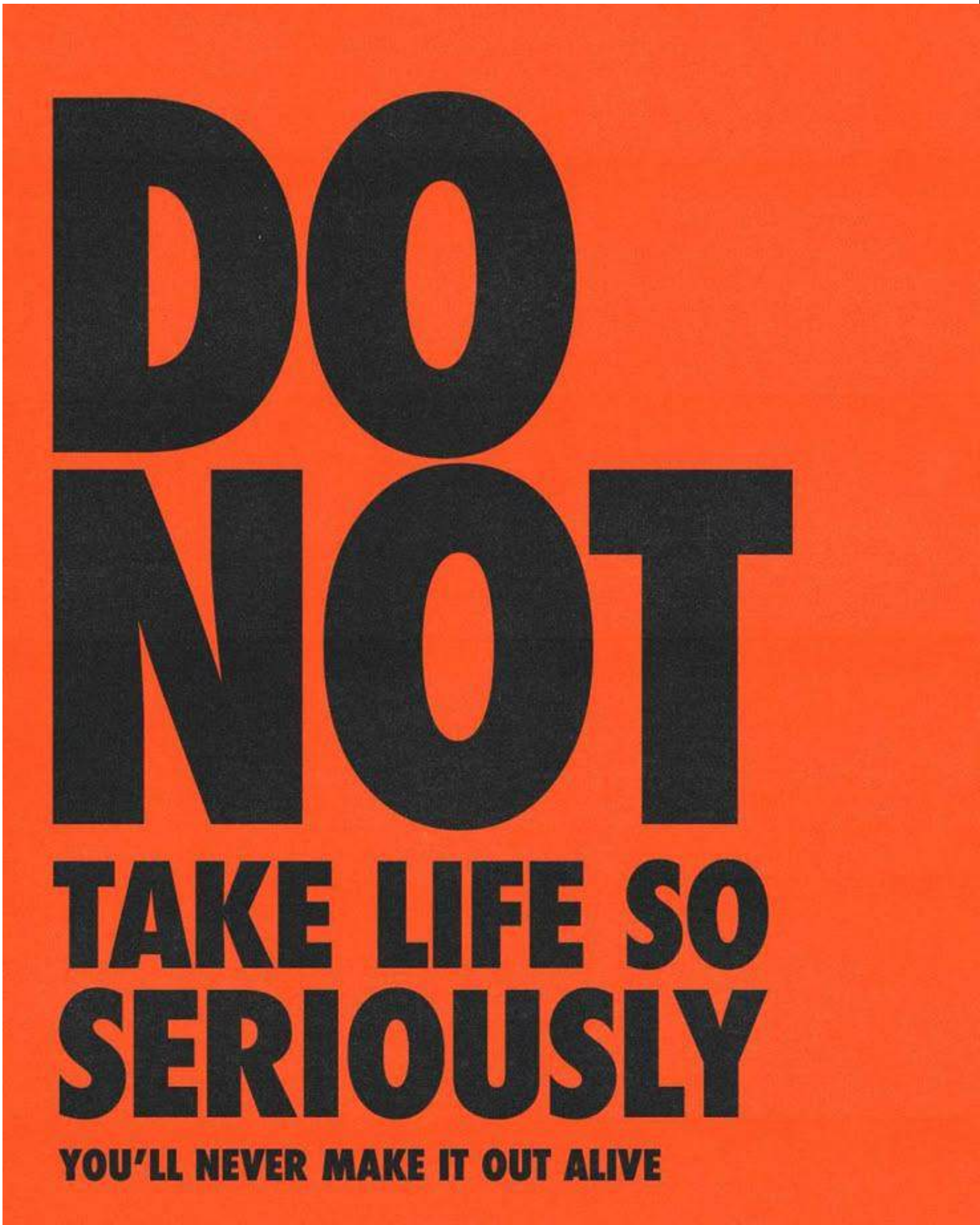


GRAPHICS

A film-style layout could be a fun and creative way to showcase multiple angles from our LED 1 collection



Use a big, bold font to highlight our limited edition/new launch drop. This will help make the visual more engaging by playing with typography layout and adding emphasis to key messaging.



Helvetica

1957 Sans-serif Typeface

Helvetica is a sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger and Eduard Hoffmann. It is based on the type Akzidenz Grotesk, and was originally named Die Neue Haas Grotesk. The name Helvetica is latin and means Swiss and the typeface can be seen everywhere, from public transportation to shops.

less
but
better

BEBAS NEUE PRO

Header

HELVETICA NEUE BOLD

Subhead

Helvetica neue regular

Body Copy

SHOP NOW

CTA

DIGITAL MEDIA

TEASER (SOCIAL, AND CRM)

Create a teaser that could serve as a first look at our new product, similar to a movie trailer (previewing items before the launch)



Aēsop.

LAUNCH (ALL DIGITAL ASSETS)

A digital media launch across all platforms, including web, email, MMS/SMS, paid ads, and social



PRODUCT FEATURES

Create a use case for the LED product along with the new coozie case to generate buzz. Highlight the cool features of the launch and demonstrate how to use the case



JIVE® Platinum
For luxurious beginnings



JIVE®
Better than ever

PRICE	From \$1099	From \$999
INCLUDED ACCESSORIES	Valued over \$290 PRAM ORGANISER REVERSIBLE SEAT LIVER RAIN COVER UPF50+ SHADE (BASSINET) UPF50+ SHADE (SEAT) CUP HOLDER CUP HOLDER INSERT 2X CAR SUNSHADES ACCESSORY POUCH	Valued over \$245 PRAM ORGANISER REVERSIBLE SEAT LIVER RAIN COVER UPF50+ SHADE (BASSINET) UPF50+ SHADE (SEAT) CUP HOLDER CUP HOLDER INSERT 2X CAR SUNSHADES ACCESSORY POUCH
SAFETY	AU MANDATORY AND VOLUNTARY STANDARDS CPM NO.8 OF 2007 AS/NZS 2089:2019	AU MANDATORY AND VOLUNTARY STANDARDS CPM NO.8 OF 2007 AS/NZS 2089:2019
WARRANTY	30 DAY TRIAL 36 MONTH EXTENDED WARRANTY (WHEN REGISTERED ONLINE)	30 DAY TRIAL 36 MONTH EXTENDED WARRANTY (WHEN REGISTERED ONLINE)
MAXIMUM LOADS	BASSINET: 8KG SEAT: 20KG SECOND SEAT: 17KG BASKET: 12KG	BASSINET: 8KG SEAT: 20KG SECOND SEAT: 17KG BASKET: 12KG
APPROXIMATE AGE	NEWBORN TO APPROX. 48 MONTHS (4 YEARS)	NEWBORN TO APPROX. 48 MONTHS (4 YEARS)
SUITABLE FOR NEWBORNS	<input checked="" type="checkbox"/> WITH INCLUDED BASSINET	<input checked="" type="checkbox"/> WITH INCLUDED BASSINET
SUITABLE FOR TWO CHILDREN	<input checked="" type="checkbox"/> WITH SECOND SEAT OR BUGGYBOARD	<input checked="" type="checkbox"/> WITH SECOND SEAT OR BUGGYBOARD
AVAILABLE COLOURS	<input checked="" type="checkbox"/> <input type="checkbox"/> BLACK / MARINE	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> BLACK / MARINE / TRUFFLE

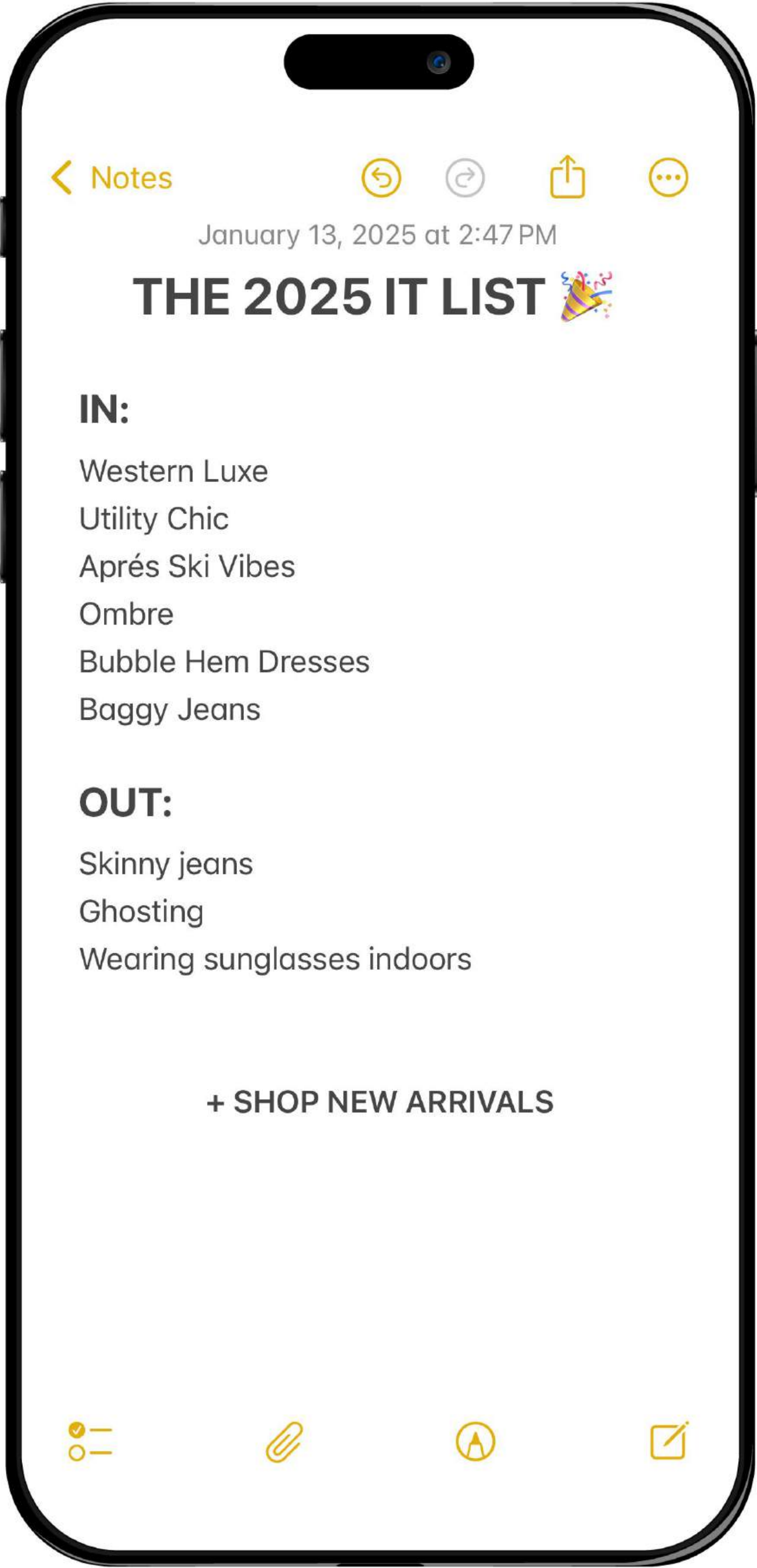
Accessories



REMINDER LAUNCH

Use this concept for MMS send and social media page only

(mock just a creative inspo)



THANK YOU

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