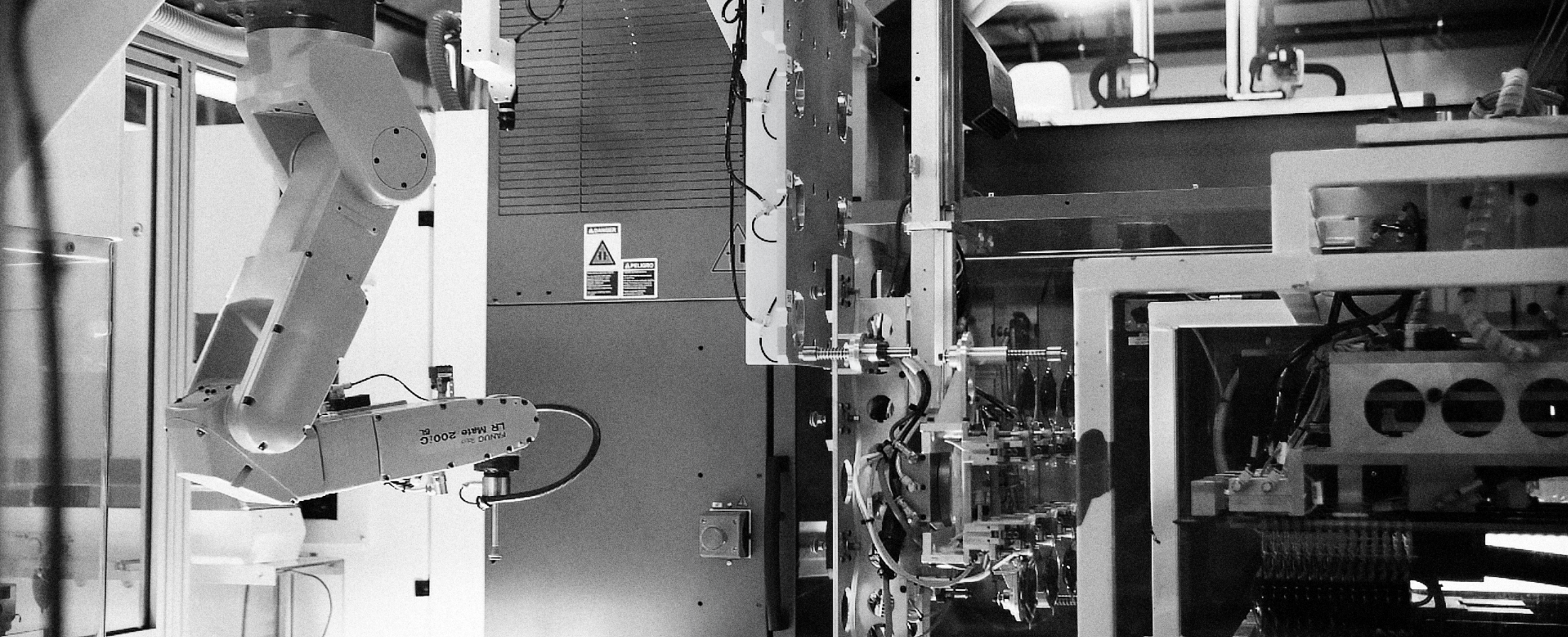


THE HOW TO ON SELLING SUNGLASSES

Provided by Oakley South Pacific

SBIA Sunglass of the Year
2012 | 2013 | 2014 | 2015



INTRODUCTION TO SELLING SUNGLASSES

Welcome to a collaboration between the SBIA & Oakley South Pacific.

Sunglass purchases are one of the most personal choices consumers will make in our stores. It says so much about attitude, style as well as providing protection against our harsh environment.

This document is designed to arm all retailers and their staff with the product knowledge to inform these personal decisions. A thorough understanding of each sunglass brand & technology can allow a retail assistant to use different techniques of presenting the product to customers and selling it's features and benefits. Objections made by customers may be struck down with factual information regarding the product and its points of differentiation regarding health, quality and looks.

Simply put, product knowledge is the single greatest tool a retailer can offer a customer, and this is more than true when selling sunglasses.

Within this document we will cover the most commonly asked questions, allowing you to increase the dollar value of your sales dramatically by outlining a few key steps to every sale.

THE SEVEN ESSENTIAL PARTS TO SUNGLASSES

It is important to be able to identify the various components of frames and sunglasses, and where their technology features may differentiate between brands. This will also help you when it comes to warranty and ensuring the quickest turn around on repairs, improving customer service.



PREMIUM EYEWEAR VS CHEAP EYEWEAR

Like all products in market, there are premium* and cheaper versions of everything. Buying the right pair of glasses not only guarantees that you're getting unique designs and quality materials, but also that your eyes are receiving optics that don't harm your vision.

LENS QUALITY

Quality lenses help to remove distortions, they ensure that you have quality UV protection and a level of impact protection. Further than this, when the eye has to look through a lens that is not optically correct, it has to continually refocus because of distortion. This places a large amount of strain on the eye and can eventually lead to headaches, nausea and dizziness. Over time this is a degenerative process for your eyes, and can lead to variety of problems in the long term.

Another big problem with cheap sunglasses is in the way the lenses and the frames are made. Inexpensive sunglasses have lenses made of ordinary plastic with a thin tinted coating on them. Those can do you more harm than good. Our pupils dilate behind dark lenses, meaning cheap shades will actually let more damaging rays into your eyes than if you weren't wearing any sunglasses at all.

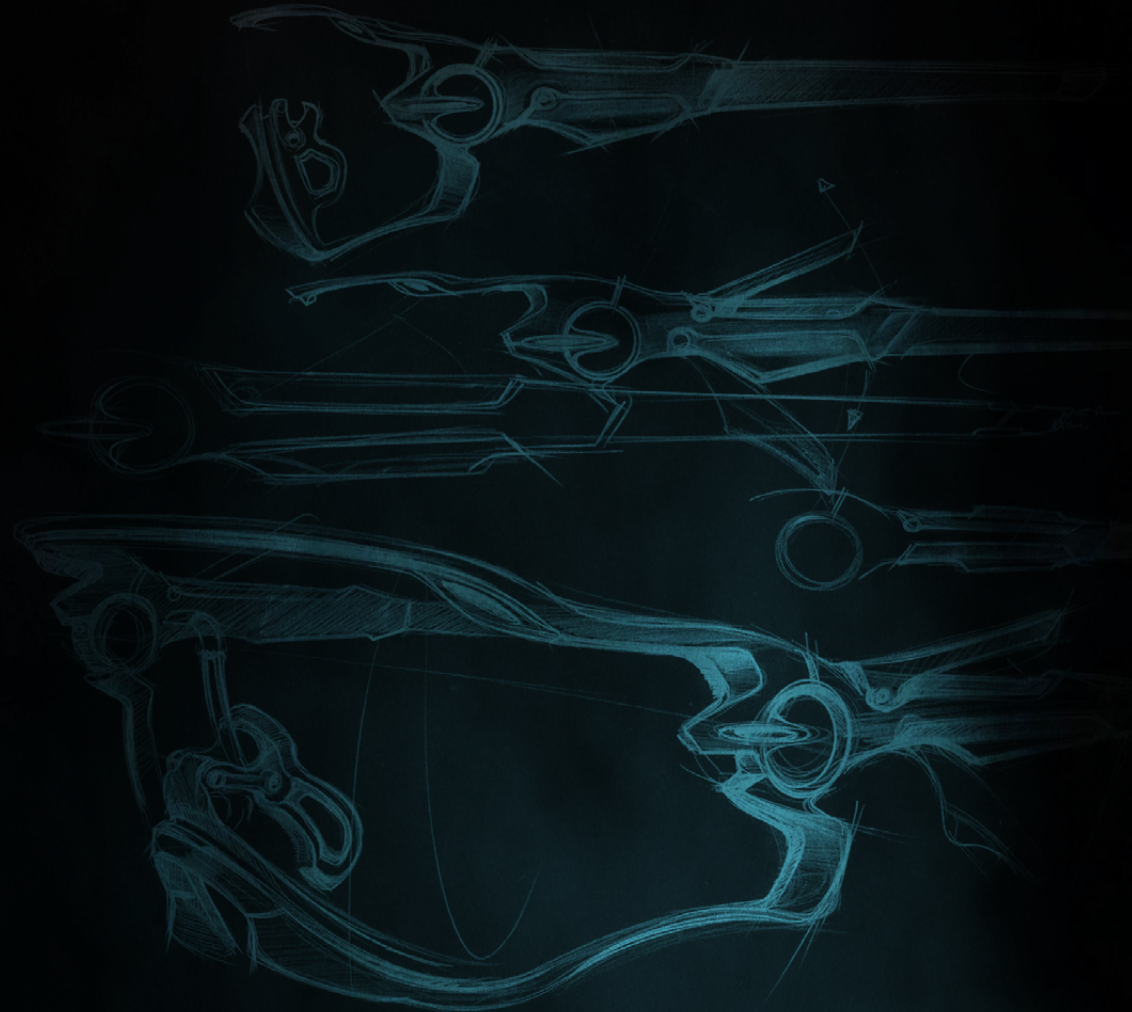
MOST IMPORTANT TO REMEMBER

By converting more of your customers to Premium Brand sales you are putting more money into your pockets. These customers will be more satisfied with their purchase and become Premium Eyewear Sales for your stores long into the future.

*Premium eyewear refers to anything over the price point of \$100 in the surf eyewear market.

FRAME QUALITY

The use of cheap materials on frames can result in a poor fit, irritation and unfinished edges that can leave marks. Cheaper sunglasses are often made from a low quality plastic that is quite rigid and hard to adjust. This can take a long time to heat enough to become pliable and quite often does not retain its re-adjusted shape for long. This makes them a throw away product that generally has little to no warranty in comparison to premium eyewear.



WHY SHOULD CUSTOMERS PURCHASE A PAIR OF PREMIUM BRAND SUNGLASSES?

UV PROTECTION

SKIN CANCER

The most common type of cancer, with up to 10 percent of all cases found on the eyelid.

CATARACTS

The World Health Organisation reports that worldwide approximately 900,000 people are blind because of cataracts - cloudiness in the lens of the eye—triggered by UV exposure.

PTERYGIUM

This abnormal growth of tissue, also called surfer's eye, may progress slowly from either corner across the white part of the eye, leading to inflammation or disturbance of vision.

IMPACT PROTECTION >>

Sunglasses can block much of the dust and wind from accessing your eyes, especially in high wrap models. Certain lens materials can also protect from any unforeseen impact that may occur while wearing the eyewear.

THEY LOOK GREAT

The right sunglass can accentuate a person's face and make a great fashion accessory; all this while receiving these amazing health benefits!

<< 1 pound metal spike dropped from over 4 feet...

4'0"

3'0"

2'0"

It's the lens that protects our eyes – do you know your lenses?

... directly onto the sunglass lens



LENS MATERIALS AND THEIR ATTRIBUTES

POLYCARBONATE LENSES

Polycarbonate materials are very similar to CR39 materials, although the molecular structure of the lens does differ and contributes to a much more impact resistant material. It is a remarkably strong plastic; in fact, aircraft windshields motorcycle windshields and sport safety glasses are made of polycarbonate. Shield styles can only be made out of polycarbonate. It is also the preferred choice for people who engage in outdoor activities and fast-action sports.

Advantages:

- The most shatter-resistant lenses available.
- Very lightweight. (approx 27% lighter than CR39)
- Preferred for oversized lenses to wrap around the face.
- Highest absorption of UV

Disadvantages :

- Naturally very soft material
- Must be coated for scratch resistance.

OTHER MATERIALS AND THEIR ATTRIBUTES

GLASS LENSES

The clearest and hardest surface of all lenses making it lower of imperfections. However, these days glass lenses make up a very small percentage of the sunglass market due to weight and shatter qualities.

Advantages

- Provides the best scratch resistance.
- Permanent tint and UV protection can be added during manufacture.
- Can have an anti-reflection coating to help with glare reduction.
- Can be vacuum coated with tint (a more permanent method).

Disadvantages

- Least shatter-resistant material.
- Tints can be darker in thicker areas or lighter in thinner areas (as in prescription lenses) due to tint being a coating on surface.
- Shapes are limited due to weight and size.
- Twice as heavy as plastic.
- You can not coat a finished glass lens.
- Fogs up more easily.
- Tints are limited in colour and depth.

PLASTIC (CR39)

CR39 stands for Columbia Resin batch 39 manufactured by the Pittsburgh Plate Glass company, which had laboratories in Columbia, this is made up of hard cast resin (CR).

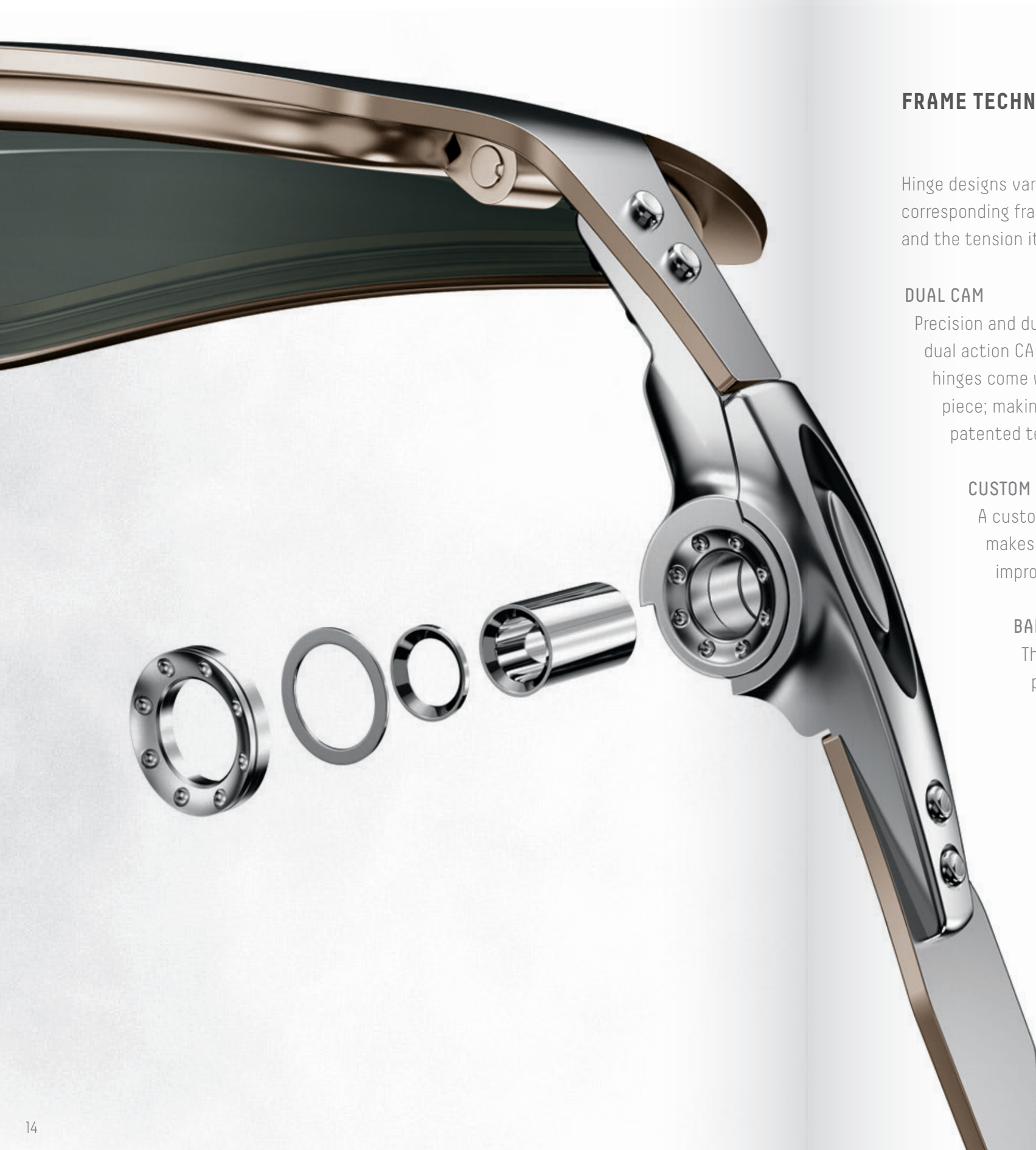
Advantages:

- Half the weight of glass lenses (up to 50% lighter than glass)
- Much more shatter-resistant (but not shatter-proof)
- Consistent colour no matter the thickness .
- Can be ground and polished like glass.

Disadvantages:

- Must be dyed to achieve colour; dyes are not as permanent.
- Tint consistency is difficult to achieve.
- Scratch easier than glass, even with scratch-resistant coating.
- Susceptible to colour and coating fading (thermal bleaching) when exposed to heat.
- Can warp when exposed to excessive heat (>120oC).





FRAME TECHNOLOGY

Hinge designs vary from sunglass to sunglass, not only in purpose and the corresponding frame material, but also the way the sunglass fits on your face and the tension it places on your temples.

DUAL CAM

Precision and durability of sculpturally integrated hinge mechanisms with dual action CAMS that clip the sunglass in, and out of place. Some of these hinges come with the ability to eject from their frame without damaging the piece; making them great for product longevity and wear and tear. Oakley patented technology.

CUSTOM MOLDED INJECTION

A custom metal pin hinge that runs the entire height of the frame. This makes the frames lightweight for improved comfort and more durable than traditional hinges.

BARREL HINGE

The most common type of hinge, designed with interlocking pieces on the inside of the two sides of the frame and held together with a screw. These can loosen over time, but can potentially be adjusted to fit different face types.

SPRING HINGE

These hinges incorporate a spring that allows the temples to press more firmly or loosely onto the wearer for a more customised fit, like the barrel hinge they run the risk of damage from improper care like sitting on or incorrect storage.

FRAME MATERIALS

Engineering breakthroughs in structural materials allow brands to produce lightweight, high-performance frames that maintain superior protection and comfort through a variety of different looks. We highlight the key materials used in the premium eyewear industry below.

NYLON

Formulated for high durability and controlled flexibility, lightweight nylon frames maintain superior protection, comfort and performance. Nylon is referred to as O Matter by Oakley, and Grilamid by the wider surf industry.



WIRE

To produce the ultra-strong, ultra-lightweight chassis of wire frames, generally multiple metallic compounds are fused into a single alloy that provides good malleability and corrosion resistance.



ACETATE

Handmade layered acetate allows for a multitude of rich hues and colours, as well as visual textures, giving this frame material its premium look and feel. Acetate is hypoallergenic and requires metal within the stems and hinges to maintain its aesthetics.



TITANIUM

An ultra-lightweight, virtually indestructible material that allows brands to produce some of the strongest, lightest and most comfortable frames in market.



ALUMINIUM

The high strength-to-weight ratio of aluminum alloy enables the bold styling of sculptural designs in a durable and very lightweight frame construction.



CARBON FIBRE

With durability that comes from decades of research and development in sports innovation, this ultra-lightweight material provides superior comfort and flexibility.



DO YOU KNOW YOUR LENSES?

WHAT ARE PHOTOCROMATIC LENSES?

Sunglasses or prescription eyeglasses that darken when exposed to the sun are called **Photochromatic**, or sometimes **Photochromatic**. Photochromatic lenses are embedded with molecules that are transparent where there is no natural light, but then react when they come in contact with UV radiation. The number of the molecules that change shape varies with the intensity of the UV rays, making the lens appear darker. When there is no more UV radiation, the molecules slowly move back into their original state.

MIRROR COATINGS

Another feature that is showcased on a variety of sunglasses is a reflective coating, or mirrored look. The lenses in these sunglasses have a reflective coating applied in a very thin, sparse layer that can allow the wearer to tune

transmission for any different conditions in certain colours. Superheated metallic oxides are fused to the lens at the molecular level, permanently bonding to create a uniform filtering layer that optimizes contrast and minimizes glare. Tuned to transmit from 9 to 92 percent of available light, the coatings are specifically formulated for optimal balance between reflection, transmission and absorption, depending on the targeted environment for usage.

The top layer on these reflective sunglasses is easier to scratch than the base due to the nature of the material. Therefore, a scratch-resistant coating is applied first to protect the lenses and the reflective coating is applied over it on some brands.

PHOTOCROMATIC LENS SIMULATION

LIGHT
CONDITIONS



BRIGHT
LIGHT

LENS
ADAPTATION



LOW
LIGHT



POLARISATION IN LENSES

Polarised light or glare from bright surfaces such as water, roads, oncoming cars or snow is one of the major sources of stress for the human eye. The visual light causes discomfort and fatigue. Polarised lenses are designed to filter out glare by selectively absorbing these light waves.

On a bright day, the strength of glare light can be 3-4 times higher than the regular light you can see, causing your eye to adjust to the brightness. Our vision is best in even low level light. Polarised sunglasses reduce discomfort by eliminating the glare.

The polarised filter which blocks polarised reflections is an extremely thin plastic film that has been treated to align molecular chains in a parallel relation to one another and pigmented with special colorants. In this way, glare created by polarised light striking the film is blocked.

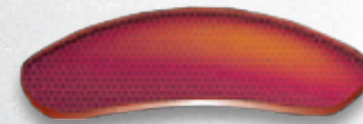


HOW POLARISATION IS ACHIEVED

Most of the glare that causes you to wear sunglasses comes from horizontal surfaces, such as water or a highway. When light strikes a surface, the reflected waves are polarized to match the angle of that surface. So, a highly reflective horizontal surface, such as a lake, will produce a lot of horizontally polarized light. Therefore, the polarized lenses in sunglasses are fixed at an angle that only allows vertically polarized light to enter.

You can see this for yourself by putting on a pair of polarized sunglasses and looking at a horizontal reflective surface, like the hood of a car. Slowly tilt your head to the right or left. You will notice that the glare off the surface brightens as you adjust the angle of your view.

THE THREE WAYS TO POLARISE LENSES



<< INJECTED LENSES

The most expensive and advanced method of polarising a sunglass where the lens material is infused around the filter, bonding it at the molecular level. This method brings about the highest performing lenses on market, ensuring a correctly placed axis and the clearest possible lens.



MOULDED/SANDWICHED LENSES

Polarised filters are sandwiched between pieces of Polycarbonate with glue or adhesive in-between the layers. The Polarisation layer cannot be peeled, however each added layer takes away from the clarity of the lens when looking through a final good and can cause haziness and optical distortion.



LAMINATED LENSES

A polarised film that is laminated on top of the lens; the cheapest method that risks the film peeling over time and placed on an incorrect axis making it ineffective.

LENS CATEGORIES

There are four ratings that the Australian Government introduced to standard issue eyewear to help protect the eye health of consumers nationally. These vary from 0 to 4 and relate directly to the amount of light they allow through the lens.

It is important to note that as a sales assistant the tags that display this category rating must be present on **every** eyewear piece to meet the Mandatory Sunglass Standard. There are regular audits on this throughout varying channels of business and it can mean potentially heavy fines for retailers that don't comply.

This category rating directly correlates into the Visible Light Transmission (VLT) rate of the glasses, referring to the amount of light that physically reaches your eyes as a percentage. This can be affected by colour, the material they're made from and any coatings that are present on the lens.



- **LENS CATEGORY 0:** - Rare in surf retail
 - Fashion Spectacles – not sunglasses.
 - Very low sun glare protection.
 - Some UV protection



- **LENS CATEGORY 1:**
 - Fashion spectacles – not sunglasses.
 - Limited sun glare reduction.
 - Some UV protection



- **LENS CATEGORY 2:**
 - Sunglasses.
 - Medium sun glare protection.
 - Good UV protection



- **LENS CATEGORY 3:**
 - Sunglasses.
 - High sun glare reduction.
 - Good UV protection



- **LENS CATEGORY 4:** - Rare in surf retail
 - Sunglasses – special purpose.
 - High sun glare reduction.
 - Good UV protection.
 - **MUST NOT BE USED WHEN DRIVING.**



FACE SHAPES

Recommending sunglasses based on face shape is very important. Narrowing a customer's options to 3 strong choices is key to making the sale. Providing insight to consumers around highlighting the features of an individual's face shape can increase the consumer's experience & ensure that they have the best protection possible for whatever activity they are purchasing them for.



OVAL - most common

Definition:

Width is slightly less than length, balanced features with chin being slightly smaller than the forehead.

Recommendations:

The easiest face to fit, allowing you to apply most of the styles in your cabinet depending on the consumer's preference. Find a sunglass that complements your already balanced features.



ROUND

Definition:

Circular shape where width and length are similar, softer curves.

Recommendations:

Choosing angular sunglasses will take away from the round features of the face, and add the perception of shape. Steer clear of round styles as they work in the opposite detrimental way.



HEART

Definition:

Boarder forehead and cheekbones, narrower in the chin and jawline.

Recommendations:

Thinner arm and framed styles will generally balance the features of the face; look for specific shapes that add contours.



SQUARE

Definition:

Angular face through both forehead, cheeks and jawline with face line coming straight from top of face to the bottom.

Recommendations:

Aim to balance and soften the square lines of this face shape by moving towards more round/circular styles. If possible, try to stay away from square or angular styles as these accentuate features that are already exceedingly prominent.

HOW TO USE THIS KNOWLEDGE WHEN SELLING SUNGLASSES

There are many different situations that arise when selling sunglasses. To help build your confidence and guide the customer into the most suitable product we have prepared the below questions that can shape successful results.

- **Do you have a particular Brand or style in mind?**
 - We don't want to show customers multiple options if they have a product in mind.
- **What type of activity are you using the Sunglasses for?**
 - Is it for sport – in this case you may direct them to a high wrap, active style with good coverage and protection.
 - Is it for Fashion – in this case you may direct them to the most popular selling styles of those that you feel will suit their face shape.
- **What type of frame did you have in mind?**
 - Nylon Frame - Generally lighter weight and more impact resistant
 - Wire or Acetate Frame – Generally heavier and less likely to maintain shape over time.
- **Is there are particular lens option that you are interested in?**
 - Polarised – we know that it can benefit everyone as sunlight reflects off any flat surface.
 - Mirror & Gradient Lenses- For a particular activity or look
 - Base Lens colours (e.g. Grey & Bronze) - offer great protection and in most instances the cheapest lens offered.
- **Learn the style names from each leading brand**
 - Being able to call out the names of the top selling frames to the customer builds confidence that they are getting the best shopping experience available.
- **Try them on!**
 - The best way to get great buy in from the customer is to encourage them to try some styles on. We recommend starting with 2-3 different styles then narrow the choice from the customers feedback.
- **Ask for the sale**



EYEWEAR MERCHANDISING

- Begin by removing all eyewear and cleaning both the cabinet and the eyewear so you start with a clean slate.
- Ensure all eyewear have category stickers affixed.
- More eyewear does not mean more sales. The cabinet needs to be full but don't be tempted to have everything out on display, your consumer will be overtaken with a sea of black & brown frames. Better stores generally sell from stock in storage, not on the shelf - this ensures your merchandising remains virtually untouched and the consumer feels like they are getting a fresh pair. Train staff to replenish from reserve stock so that only one pair of each style is on display.
- Merchandise in face shapes - large frames suit larger heads, therefore it makes sense to have this product grouped together so that the consumer has options and you can narrow them to 2 - 3 frames from the get-go. Ultimately this will make it easier to close the sale.
- Use risers throughout to further create depth and height - lining everything up behind one another makes it difficult to see actual colours of frames and lenses.
- Use a mix of angled and front facing eyewear to add extra interest.
- Position polarised options towards the front of the cabinet giving them the most visibility.
- Coloured frames and lenses are to be displayed at the rear of the display, drawing the consumers attention to the entire range on the shelf.
- In the battle of generic, over-branded cabinets, we have no concrete evidence of what drives sales. Whilst generic non-branded cabinets are an efficient use of space in-store, the lighting, height and depth of shelves and storage are usually overlooked and limit the ability to tell great product stories. Coupled with the inability to move a fixed wall cabinet around the store over time, there is a lot of consideration required when planning this investment.





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