

SUNGLASSES

COLLECTION 2012

75
YEARS
POLARIZATION
EXPERTISE



 **Polaroid Eyewear**
A DIVISION OF STYLEMARK

Polaroid Eyewear

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ICONIC STYLE, QUALITY AND CHOICE – THE 2012 ANNIVERSARY SUNGLASSES COLLECTION FROM POLAROID® EYEWEAR

Dear Business Partner

Welcome to the 2012 Polaroid Sunglasses Collection – the best and broadest range of polarized sunglasses we've ever presented. In this, our 75th Anniversary year, you'll find stylish, high quality, wearable sunglasses, all at an affordable price. Plus our special anniversary aviator, Seventy-five, to celebrate the legendary Polaroid brand.

Since 1937 Polaroid Eyewear has been internationally recognised as the expert in polarization technology and a leader in sunglasses design. Today, the entire collection features Polaroid's advanced UltraSight™ premium polarized lenses for perfect, glare-free vision and 100% UV400 protection.

Distinctive metals, robust plastics and high performing aviators, are highlights of the Premium Men's Collection, with gradient and mirrored lenses. Inspired by couture fashion, the Premium Women's Collection boasts in-vogue, mid-sized frames in russet reds, azure blues and translucent neutrals with intricate gemstone detailing while our Trend Collection exudes street chic. Classic and contemporary styles for men and fashionably curvy frames for women, in our Core Collection, give even more choice.

Polaroid's Suncovers continue to provide a huge sales opportunity when presented on our specialist merchandising stands. Our 2012 Suncovers offer innovative hinge options and fit comfortably over optical frames to provide a stylish alternative to prescription sunglasses.

For kids, sunglasses come in new flexible materials, complete with headbands and adjustable tips. Urban and street styles have been created by tailoring our top selling adult styles for teens. Plus there are more Disney characters for youngsters and Hello Kitty for aspiring fashion followers. All offer the same high quality and premium polarized lenses as Polaroid's adult sunglasses to keep children's eyes safe.

This new, highly fashionable and fully polarized collection is a testament to the enduring appeal of the brand. I look forward to your selections.

With kind regards



Benjamin Kohler
General Manager



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75 YEARS

PRODUCT
FEATURES

POINT OF
SALE TOOLS

CORE

TREND

PREMIUM
WOMENS

PREMIUM
MENS

SUNCOVERS™

JUNIOR

DISNEY

HELLO
KITTY



POLAROID SUNGLASSES – A PROUD HERITAGE

Dr. Edwin Land is the founding father of Polaroid. Born in 1909 in Connecticut, USA, he began experimenting with light at an early age. His investigations with kaleidoscopes and attempts to filter light led him to invent the world's first synthetic polarizer for commercial use in 1929. Named Polaroid, this innovation was used to make the first pair of Polaroid sunglasses sold in 1935. Dr. Land's breakthrough technology remains the basis for all polarized sunglass lenses manufactured today.

In 1937 Dr. Land established the Polaroid Corporation and the Polaroid brand was born. Mass production of Polaroid sunglasses began in earnest. This created a new market for fashionable polarized eyewear which Polaroid has dominated through the decades. Now in our 75th Anniversary year, Polaroid is a renowned global sunglasses brand, trusted all over the world for premium Polaroid polarized lenses and fashionable sunglasses.

75
YEARS
POLARIZATION
EXPERTISE

INNOVATIONS THROUGH THE DECADES

1930s **1929** World's first synthetic polarizer, named Polaroid, created by Dr. Edwin Land – the basis of all polarized eyewear, photo lenses and screens today. **1935** First Polaroid sunglasses sold by Dr. Land. **1937** Polaroid Corporation established in the USA – the birth of Polaroid as a successful sunglass brand. **1939** First Polaroid 3D Viewer launched.

1940s Polaroid chosen by the airforce and army as supplier of high specification goggles for pilots and tank crew.

1950s Polaroid brand expanded rapidly – television advertising used. **1** First Polaroid night driving glasses launched.

1960s Polaroid sunglasses launched in Europe – available globally in 45 countries. **1** Polaroid frame designs became the defining style of 1960s sunglasses.

1970s **1975** Polaroid aviator sunglasses launched – an all time best seller. **1977** Polaroid featured on Vogue magazine front cover. **1** Polaroid collaborated with global style icon and fashion designer Mary Quant – co-branded 'Polaroid sunglasses by Mary Quant' launched.

1980s Polaroid collaborated with Kenneth Grange of leading design house, Pentagram. **1985** Co-branded Polaroid sunglasses launched with global youth fashion brand, Benetton.

2012 Polaroid celebrates 75 years as leader in polarized lens technology and fashion frames. **1** Today, Polaroid sunglasses are one of the top 4 global sunglass brands, selling over 4 million pairs of polarized sunglasses in over 80 countries every year.

2010s First Polaroid Suncovers™ launched. **1** Polaroid Ultrasight™ premium polarized lens created using Polaroid's trade-marked Thermofusion™ Technology. **1** Polaroid Premium 3D Glasses launched, certified by RealD – a leading brand providing 3D technology applications.

2000s Co-branded Polaroid sunglasses created with world-wide brands Disney and Hello Kitty. **1** First Polaroid optical frames launched.

1990s Polaroid PTX4000 lens created by Polaroid through its unique press-polishing technology. **1** Co-branded Polaroid sunglasses launched with luxury Italian fashion label El Charro - slogan 'the perfect shape of technology'. **1** Premium 3D lens and frame developed for revolutionary IMAX theatres.



CELEBRATING WITH SIGHTSAVERS

Because 2012, is our 75th Anniversary year, we are launching a unique Polaroid aviator, named Seventy-five which will be the cornerstone of a new sales-boosting charity campaign. We've chosen Sightsavers as our charity partner. This international charity works with people suffering from eye problems in some of the poorest communities in the world, so the campaign affirms the Polaroid commitment to eye protection.

Seventy-five is a best-seller from our 1970s archives and is also the hero style of our heritage collection, Best under the Sun, showcased separately. Polaroid will donate a share of the sales generated from our Seventy-five aviator and the entire Best under the Sun Collection to Sightsavers. This will help to fund vital work to improve eye services and eliminate avoidable blindness in adults and children in developing countries.

This Sightsavers collaboration is a celebration of our 75 years of polarization leadership, expertise and high fashion sunglasses design.

www.sightsavers.org

Registered UK charity number 207544 and SC038110

POLAROID TO DONATE A SHARE OF SALES TO CHARITY



ANNIVERSARY SPECIAL EDITION

Seventy-five is the highlight of our Anniversary Collection. It's the ideal model for trade partners to use as a special gift, and as a top-selling design, it's the perfect choice to increase sales for you and raise funds for Sightsavers.

Packed with features, this unique, original aviator boasts gold or silver frames with intricate hand-made acetate detailing. Seventy-five has anti-allergenic coatings to protect the skin and 100% UV400 protection for healthy eyes. Frame fronts are made of high tensile Monel®, a material also used for shipbuilding and aircraft construction, which gives them strength. Sunglass arms in stainless spring steel make them flexible too. Tough but lightweight, the ergonomic design and high quality, corrosion resistant materials of these authentic aviators provide all-day wearer comfort.

Their premium polarized UltraSight™ lenses, complete with their anti-reflective coating, ensure perfect glare-free vision. Lenses are finished to premium optical standards with mirrored lenses for a great look. Stylish Polaroid branding on the temples and the lens establishes these sunglasses as true Polaroid classics.

Please contact your Polaroid Eyewear representative to learn about the special merchandise support tools for these unique anniversary frames.



SEVENTY-FIVE

The revival of Polaroid's top selling aviator

POLAROID® POLARIZING LENSES – QUALITY LENSES MATTER

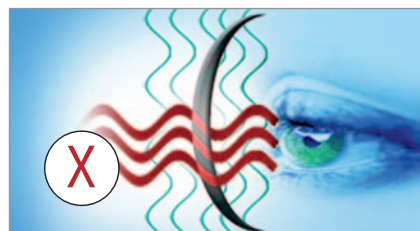
POLARIZED SUNGLASSES FOR EVERYDAY WEAR

Not all sunglasses are equal. Some are not even polarized. Others that are polarized don't work very well. To block glare effectively relies on a well made lens. Making polarized lenses and polarized sunglasses is at the heart of everything we do. That's why Polaroid Eyewear can produce the best polarized sunglasses—ever – at these accessible prices.

HOW DO POLARIZED SUNGLASSES BLOCK GLARE?

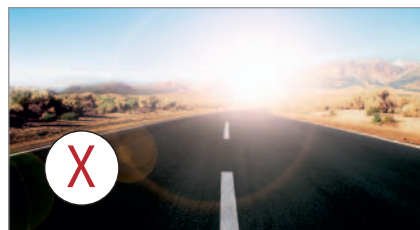


Visible light waves from the sun travel in all directions. When sunlight reflects off a horizontal surface, like a road or water, it often becomes concentrated horizontally. This is known as **glare**. **Vertical light** is useful to the human eye. But **glare** masks useful light, making it difficult and uncomfortable to see.

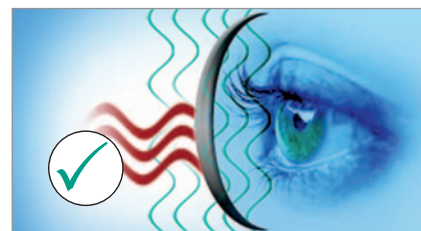


Non-polarized lens

Non-polarized sunglasses only reduce the amount of visible light entering the eye, darkening the view. They **don't block glare**.



Visibility with sunglasses without polarizing lenses



Polaroid polarized lens

Polaroid polarized sunglasses **block glare** and allow only useful **vertical light** to enter the eye.



Visibility with sunglasses with Polaroid Polarized Lenses

The vertically-aligned filters in Polaroid polarized sunglasses block glare so the wearer can see more clearly – essential when driving and making it more comfortable to see everyday. That's why Polaroid is the popular choice.



All Polaroid polarized sunglasses carry a swing tag with this symbol. It illustrates the glare-blocking benefits of our lenses in simplified form.

POLAROID® SUNGLASSES = PERFECT OPTICS AND A BETTER VIEW



Vacuum-forming produces a lens of uniform thickness which distorts vision.



UltraSight™ lenses, made with Thermofusion™ Technology and exclusively used in Polaroid polarized sunglasses, are tapered towards the edges for uncompromised, perfect vision.

Traditional manufacturers use vacuum-forming to curve their lenses. This technique results in lenses which warp the wearer's perception of sizes, shapes and distances, often without them even realising. Since the eye is forced to compensate for the lenses' inferior optical performance, regular sunglass wearers are at risk of eye-strain.

Our unique Thermofusion™ process optically fine-tunes the lens while curving it. The result is the new UltraSight™ lens with improved polarizing efficiency and greater visual acuity, allowing the eye – and the wearer – to relax. The UltraSight™ lens is used exclusively in all Polaroid polarized sunglasses.

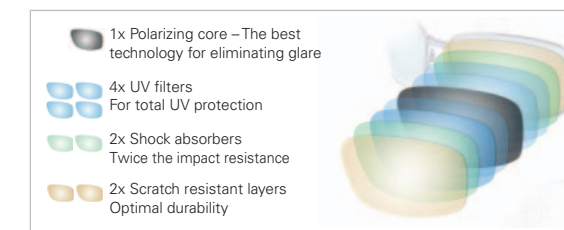
Don't compromise – choose PERFECT VISION, choose Polaroid polarized sunglasses.

BREAKTHROUGH TECHNOLOGY FOR COMPLETE PROTECTION AND PERFECT VISION.

UltraSight™ lenses, exclusively developed for Polaroid polarized sunglasses are constructed from nine functional elements ultra-carefully formed together for a high-performance optical product that ensures complete protection and perfect vision.

The main element of the sandwich-lens construction is the polarizing light filter at the core.

UV light absorbers are laminated to both sides of the filter. These block all harmful UVA, UVB, and UVC light rays. Optically corrected shock-absorbing layers are then bonded to both sides of the UV absorbers, making the lens material lightweight, flexible, and impact resistant. Finally, a scratch-resistant layer is applied to both outer surfaces.



POLAROID® POLARIZED SUNGLASSES FEATURE THREE TYPES OF ULTRASIGHT™ LENSES











UltraSight™ IX – This nine layered lens is the next generation in polarized lens technology. Find it in all our Core, Trend, Suncovers and Kids Collections. The striking **silver tag** makes it instantly recognisable.

UltraSight™ XI – This 1mm lens features two additional shock-absorbing special coatings. It's a feature of the Women's Premium Collection and carries a rich **golden tag**.




UltraSight™ XIV – Our top quality 1mm lens benefits from three additional special coatings for the ultimate in glare-free vision. With its **platinum tag**, our finest quality lens was developed for our Premium Men's Collection.

POLAROID® POLARIZED SUNGLASSES FOR PERFECT COMFORT AND PERFECT VISION

LENS FEATURES

- 
Glare-free vision:
Block out virtually 100% of glare.
- 
Clear contrasts:
Greater visual definition through enhanced contrasts.
- 
Natural colours:
Accurate colour perception.
- 
Reduced eye fatigue:
No squinting, no straining for all day comfort.
- 
100% UV 400 protection:
Protection against the sun's harmful UVA, UVB and UVC rays.
- 
Superior optics:
UltraSight™ lenses are made with Thermofusion™ Technology for distortion-free vision.
- 
Durability:
Unique scratch-resistance means lenses can take everyday knocks and look good as new. Polaroid's polarizing lenses are more durable than other traditionally-made lenses.
- 
Shock-absorbing:
Lenses are tested to withstand impact and protect the eye. Great for every-day living. Safer, lighter and less expensive than glass lenses.

FRAME FEATURES

- 
Frame quality:
Premium quality materials and precision frame construction deliver robust dependability. This kit won't let the wearer down.
- 
Comfort:
High quality lightweight frames designed for continuous wear. Polaroid sunglasses stay comfortable all day.
- 
Style:
More exclusive frame designs to suit your customers' looks and lifestyles.

SOLAR-POWERED INNOVATION



As part of our commitment to the environment, innovation and technology, Polaroid Eyewear is an official sponsor and proud supplier to PlanetSolar™, a ground-breaking project that promotes the potential of renewable energy by navigating around the world using solar power alone. planetsolar.org



Bring
new customer
groups into
your store with
Polaroid
merchandisers!

INCREASE YOUR TRAFFIC AND YOUR PROFITS!

75% of sunglasses are bought on impulse.*
Polaroid merchandisers are tailor-made to generate impulse sales and attract new customer groups.

Here's why

- Polaroid is a top brand for awareness in Europe*
- We offer the perfect price-positioning for impulse buyers*
- Our attractive merchandisers with clear benefit messages lead to more impulse sales.*

Used outside or inside your shop this compelling new Polaroid sales tool will attract new customer groups, that you can turn into lifelong customers for your shop.

Talk to your Polaroid Eyewear representative to learn more about the many different merchandiser options that will lead to more sales and new customers for you!

*International GfK research, 2008

 **Polaroid**
Polarized Sunglasses

polaroideyewear.com

THE POLAROID® MERCHANDISER RANGE BRINGS YOU MORE SALES THAN EVER BEFORE

A huge 75% of sunglasses are bought on impulse. Polaroid has the perfect offering and price range for impulse purchases. But you need to ensure customers take notice of what's on offer. The Polaroid Merchandisers ensure all the attention needed to generate a spontaneous sale.

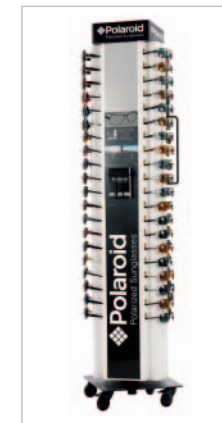
Merchandisers that look this good, attract impulse buyers. Sited outside the shop they drive new customers in. And positioned inside the store they generate immediate sales.

All our merchandisers enable buyers to understand the benefits of Polaroid's high-quality polarized lenses, quickly and easily in their local language. There's a wide choice of Merchandiser and Display options and the range is available as lockable and non-lockable versions. Polaroid Merchandisers do the selling for you.

Generate valuable impulse sales with Polaroid's silent salesman

- Eye-catching branded header
- Clean contemporary design
- Durable wheels for easy placement in store or outside
- Sunglasses displayed tilted upwards to gain attention
- Salon-quality mirror for a reassuring image
- Lens tester to demonstrate the effect of polarization
- Polarization icon to explain how Polaroid polarized lenses block glare
- The benefits of Polaroid sunglasses in the local language
- Side-by-side comparison of vision through polarized and non-polarized lenses
- Interchangeable branded panel – perfect for point of sale promotions
- Leaflet holder – for a polarization leaflet
- Choice of lockable and non-lockable units
- Attractive prices

Floor Merchandiser



- 40-unit/60-unit/
80-unit/100-unit
- lockable/non-lockable

Wall Merchandiser



- 20-unit/40-unit/60-unit
- lockable/non-lockable

Desk Display



- 10-unit/20-unit non-lockable
- 40-unit lockable/non-lockable

Window Display*



- 5-unit
- non-lockable

* The polarization information in the Window Display can be replaced with two interchangeable fashion images – a great way to promote Polaroid as a style leader.

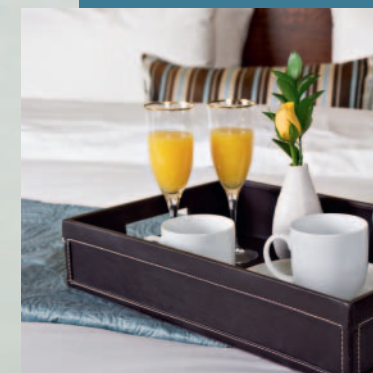
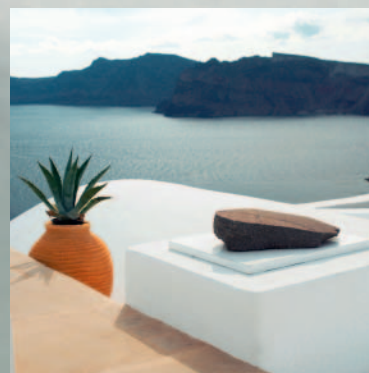
CORE

COLLECTION



Our Polaroid Core Collection comprises sunglasses to suit every style: From contemporary and ultra-trendy to elegant classics, the Polaroid Core Collection unites functionality and design.

Sunglass model: P8207A





P4200*

A GUN/BLUE
B SILVER/PINK

POLARIZED GREY
POLARIZED PURPLE GRADIENT



P4201*

A GOLD/BROWN
B SILVER/BLUE
C GUN/BURGUNDY

POLARIZED BROWN
POLARIZED GREY
POLARIZED GREY



P4107

A GUN/BLACK
B GUN/DEMI

POLARIZED GREY
POLARIZED BROWN



P4210

A BLACK
B GUN/BLACK

POLARIZED GREEN
POLARIZED GREY



P4202*

A SILVER/BLACK
B GOLD/BROWN

POLARIZED GREY
POLARIZED BROWN



P4203

A GOLD/BROWN
B SILVER/BLACK

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P4211

A BLACK
B GUN/BLACK
C BROWN

POLARIZED GREEN
POLARIZED GREY
POLARIZED COPPER



P4212

A GUN/BLACK
B BLACK

POLARIZED GREEN
POLARIZED GREY



P4204

A BROWN
B GUN

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P4205

A GUN/BLACK
B SILVER/BLACK

POLARIZED GREEN GRADIENT
POLARIZED GREY GRADIENT



P4215

A BLACK
B BROWN
C GUN/DEMI

POLARIZED GREEN
POLARIZED COPPER
POLARIZED GREY



P4216

A GUN/BLACK
B BROWN/DEMI
C BLACK

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREEN



P4206

A GUN/BLACK
B GOLD/DEMI

POLARIZED GREY
POLARIZED BROWN



P4207

A ROSE/BURGUNDY
B BROWN

POLARIZED PURPLE GRADIENT
POLARIZED BROWN GRADIENT



P4217

A GUN/BLACK
B BROWN

POLARIZED GREEN GRADIENT
POLARIZED BROWN GRADIENT



P4218

A GUN/BLACK
B BROWN/DEMI

POLARIZED GREEN
POLARIZED BROWN



P4101

B SILVER/ROSE
C GOLD/BEIGE
D GUN/PURPLE

POLARIZED PURPLE GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P4126

A BLACK
B SILVER
C BROWN
D GUN

POLARIZED GREY
POLARIZED GREY, SILVER MIRROR
POLARIZED COPPER
POLARIZED GREEN



P4219

A GUN/BLACK
B BROWN

POLARIZED GREY
POLARIZED BROWN



P4220

A GUN
B BLACK
C BROWN

POLARIZED GREY
POLARIZED GREEN
POLARIZED COPPER

* = PETITE SUNGLASSES - DESIGNED FOR SMALLER FACE SHAPES



P4221

A BLACK
B GUN/BLACK

POLARIZED GREY
POLARIZED GREEN GRADIENT



P4222

A BLACK
B BROWN
C GUN

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN



P4241

A GOLD/DEMI
B GUN/BLACK
C BLACK

POLARIZED GREEN
POLARIZED GREY
POLARIZED GREY GRADIENT



P4242

A GUN
B GOLD
C SILVER

POLARIZED GREY
POLARIZED GREY, GOLD MIRROR
POLARIZED GREY, BLUE MIRROR



P4223

A BROWN
B BLACK

POLARIZED BROWN
POLARIZED GREEN



P4224

A BLACK
B GUN/DEMI
C BROWN

POLARIZED GREY
POLARIZED GREEN
POLARIZED COPPER



P4243

A BLACK
B BROWN

POLARIZED GREY
POLARIZED BROWN



P4039

A GUN
C BLACK
D GUN

POLARIZED COPPER
POLARIZED GREY
POLARIZED GREY GRADIENT



P4225

A BLACK
B GUN

POLARIZED GREY
POLARIZED COPPER



P4226

A GUN/BLACK
B BROWN
C BLACK

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREY



P4135

A BLACK
B GUN/BLACK
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



P4141

A BLACK
B BROWN
C GUN

POLARIZED GREEN
POLARIZED BROWN
POLARIZED GREY



P4227

A BLACK
B GUN/BLACK
C BROWN

POLARIZED GREEN GRADIENT
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



P4228

A GUN
B GOLD
C BLACK

POLARIZED COPPER
POLARIZED GREEN
POLARIZED GREY



04214

U GUN
V BLACK
W GUN

POLARIZED COPPER
POLARIZED GREY
POLARIZED GREY



P4138

A BLACK
C GUN
D GUN

POLARIZED GREY
POLARIZED GREY, BLUE MIRROR
POLARIZED GREEN



P4229

A BLACK
B GUN

POLARIZED GREY
POLARIZED GREEN



P4240

A GOLD
B GUN
C BLACK

POLARIZED GREEN GRADIENT
POLARIZED GREY GRADIENT
POLARIZED GREY, BLUE MIRROR



P4139

A BLACK
B GUN
C GUN/BLUE

POLARIZED GREY
POLARIZED GREY, GREEN MIRROR
POLARIZED GREY, BLUE MIRROR



04213

C GUN
L GUN
W GOLD
X BLACK

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN
POLARIZED GREY



P4244

A GUN
B **BROWN**
C BLACK

POLARIZED GREEN
POLARIZED BROWN
POLARIZED GREY



P4245

A GUN
B BROWN
C BLACK

POLARIZED GREY, SILVER MIRROR
POLARIZED GREY, GOLD MIRROR
POLARIZED GREY, BLUE MIRROR



P4246

A GUN/BLACK
B BROWN/DEMI
C **BLACK**

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREEN



P4247

A GUN/BLACK
B **BROWN/BLACK**
C BLACK

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREY



P4248

A GUN
B **BROWN**
C BLACK

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREY



P4249

A BLACK
B BROWN
C **GUN/BLACK**

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN



P4250

A **BLACK**
B BROWN

POLARIZED GREY
POLARIZED COPPER



P8200

A BLACK
B **BROWN**
C PURPLE

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREY



P8201

A **BLACK**
B BROWN

POLARIZED GREY
POLARIZED BROWN



P8202

A **BLACK**
B DEMI

POLARIZED GREY
POLARIZED BROWN



P8203

A BLACK
B **DEMI**
C BURGUNDY

POLARIZED GREY
POLARIZED BROWN
POLARIZED PURPLE GRADIENT



P8204

A BLACK
B **DEMI**

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



P8205

A BLACK
B BROWN
C **OLIVE**

POLARIZED PURPLE GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P8206

A **BLACK**
B BROWN
C BURGUNDY

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P8207

A BLACK/LILAC
B BLUE
C **BROWN**

POLARIZED GREY
POLARIZED GREY
POLARIZED BROWN



P8208

A BLACK
B **DEMI**

POLARIZED GREY
POLARIZED BROWN



P8209

A BROWN
B RED
C **GREY**

POLARIZED BROWN
POLARIZED GREY
POLARIZED GREEN GRADIENT



P8210

A BROWN
B BLUE
C PURPLE

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT
POLARIZED PURPLE GRADIENT



P8212

A BLACK
B DEMI
C OLIVE

POLARIZED GREY
POLARIZED GREEN
POLARIZED BROWN



P8214

A BLACK
B BLUE
C PLUM

POLARIZED GREY GRADIENT
POLARIZED BLUE GRADIENT
POLARIZED GREY



P8216

A DEMI/BROWN
B DEMI/TURQUOISE
C DEMI/ROSE

POLARIZED BROWN
POLARIZED GREY
POLARIZED GREY



P8218

A BLACK
B DEMI
C PURPLE

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT



P8211

A BLACK
B BROWN
C BLUE

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED BLUE GRADIENT



P8213

A BLACK
B DEMI
C IVORY

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREY, GOLD MIRROR



P8215

A BROWN
B PETROL
C CRISTAL/BLACK

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT
POLARIZED GREY GRADIENT



P8217*

A BLACK
B DEMI
C BLUE

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREY



P8219*

A BLACK
B BROWN

POLARIZED GREY
POLARIZED BROWN



P8220*

A BLACK
B DEMI
C BLUE

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREY



P8222*

A BLACK
B PETROL
C BURGUNDY

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY GRADIENT



P8224*

A BLACK
B DEMI

POLARIZED GREY
POLARIZED BROWN



P8230

A BLACK
B OLIVE
C DEMI

POLARIZED GREY
POLARIZED GREEN
POLARIZED BROWN



P8232

A BLACK
B DEMI

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



P8221*

A BLACK/BLUE
B DEMI/BROWN

POLARIZED GREY
POLARIZED BROWN



P8223*

A BLACK
B PURPLE
C DEMI

POLARIZED GREY
POLARIZED PURPLE GRADIENT
POLARIZED BROWN



P8028

A BLACK
B DEMI

POLARIZED GREY
POLARIZED GREEN



P8231

A BLACK
B BROWN

POLARIZED GREY
POLARIZED COPPER



P8233

A BLACK
B DEMI
C BURGUNDY

POLARIZED GREY
POLARIZED BROWN
POLARIZED GREY



P8234

A BLACK
B BROWN
C DEMI

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN



P8235

A BLACK
B BROWN
C OLIVE

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREEN GRADIENT



P8245

A BLACK
B DEMI

POLARIZED GREY
POLARIZED GREEN



P8246

A BLACK
B DEMI
C BROWN

POLARIZED GREY
POLARIZED GREEN
POLARIZED BROWN



P8236

A BLACK
B DEMI

POLARIZED GREY
POLARIZED BROWN



P8951

A DEMI
B BLACK
C DEMI

POLARIZED GREEN
POLARIZED GREY
POLARIZED BROWN



P8248

A BLACK
B BROWN

POLARIZED GREY
POLARIZED GREY



P8249

A BLACK
B BROWN
C DEMI

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



P8240

A BLACK
B DEMI
C GREY

POLARIZED GREY, SILVER MIRROR
POLARIZED BROWN
POLARIZED GREY, BLUE MIRROR



P8241

A BLACK
B DEMI

POLARIZED GREY
POLARIZED GREEN



P8250

A BLACK
B BROWN
C DEMI

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN



P8251

A BLACK
B BROWN

POLARIZED GREY
POLARIZED BROWN



P8242

A BLACK
B DEMI

POLARIZED GREY
POLARIZED COPPER



P8125

A BLACK
B DEMI

POLARIZED GREY
POLARIZED GREEN



P8247

A BLACK
B BROWN

POLARIZED GREY
POLARIZED BROWN



P8252

A GREY
B BROWN
C BLUE

POLARIZED GREY, SILVER MIRROR
POLARIZED GREY, GOLD MIRROR
POLARIZED GREY, BLUE MIRROR



P8243

A BLACK
B DEMI

POLARIZED GREY
POLARIZED GREEN



P8244

A BLACK
B DEMI

POLARIZED GREY
POLARIZED BROWN



P8154

A DEMI
B GREY
D BLACK

POLARIZED GREEN
POLARIZED GREY, SILVER MIRROR
POLARIZED GREY



P8135

A BLACK
B DEMI
C DEMI

POLARIZED GREY
POLARIZED GREEN
POLARIZED COPPER



P8008

A BLACK
B DEMI

POLARIZED GREY
POLARIZED GREEN



P8158

A BLACK

POLARIZED GREEN



Sunglass model: P8241A

TREND

COLLECTION



Our Trend sunglass line is tailored for the city streets. This collection incorporates Polaroid's outstanding polarizing sun protection technology, all in a stylish package.

Sunglass model: P8262A





P4260

A GUN/BLACK
B SILVER/BLUE
C SILVER/RED

POLARIZED GREEN GRADIENT
POLARIZED BLUE GRADIENT
POLARIZED GREEN GRADIENT



P4261

A SILVER/BLACK
B SILVER/BLUE
C GOLD/IVORY

POLARIZED GREY, SILVER MIRROR
POLARIZED GREY, BLUE MIRROR
POLARIZED GREY, GOLD MIRROR



P4262

A GUN
B BROWN

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



P4263

A GUN/BLACK
B BROWN/DEMI

POLARIZED GREY
POLARIZED COPPER



P4264

A GUN/BLACK
B BROWN/DEMI

POLARIZED GREY
POLARIZED COPPER



P4265

A GOLD/BLACK
B GUN/PURPLE

POLARIZED GREY GRADIENT
POLARIZED PURPLE GRADIENT



P8260

A BLACK
B DEMI

POLARIZED GREY
POLARIZED BROWN



P8261

A BLACK
B BLACK

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P8262

A BLACK
B DEMI

POLARIZED GREY
POLARIZED BROWN



P8263

A PURPLE
B BROWN
C TURQUOISE

POLARIZED PURPLE GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P8265

A BLACK/RED
B BLACK/PLUM
C DEMI

POLARIZED GREY
POLARIZED GREY
POLARIZED GREEN



P8266

A BLACK
B OLIVE

POLARIZED GREY GRADIENT
POLARIZED GREEN GRADIENT



P8267

A BLACK
B DEMI
C BROWN

POLARIZED GREY
POLARIZED GREEN
POLARIZED BROWN GRADIENT



P8268

A BLACK
B BROWN
C PURPLE/DEMI

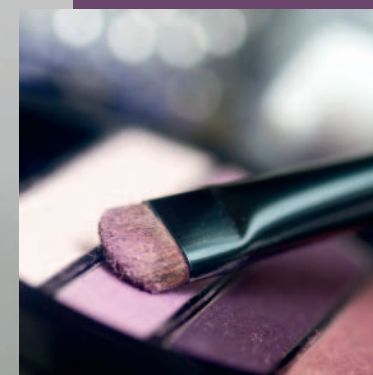
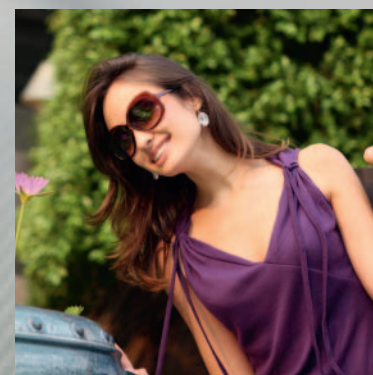
POLARIZED GREEN GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT

PREMIUM WOMENS COLLECTION



The elegance of Italian design is embodied in our Premium Women's Collection. This luxurious eyewear collection, created for those with a true sense of style and passion, is sophistication itself.

Sunglass model: F8201A





F4200**

A GOLD/BLACK
B BROWN
C PURPLE

POLARIZED GREEN GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT



F4201

A GOLD
B BROWN
C PURPLE

POLARIZED GREEN GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT



F8206**

A BLACK
B BROWN
C PURPLE

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT



F8207**

A BLACK
B PLUM

POLARIZED GREY GRADIENT
POLARIZED PURPLE GRADIENT



F8200**

A BLACK/SILVER
B BROWN/SILVER
C PURPLE/GUN

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT



F8201**

A BLACK
B BROWN
C OLIVE

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREEN GRADIENT



F8208**

A BLACK
B DEMI

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



F8209**

A DEMI/CREAM
B BLACK/PURPLE
C BLACK/CRYSTAL

POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT
POLARIZED GREY GRADIENT



F8202**

A BROWN
B BURGUNDY
C BLACK

POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT
POLARIZED GREY GRADIENT



F8203**

A BROWN
B BLACK
C BURGUNDY

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT
POLARIZED PURPLE GRADIENT



F8210**

A BLACK
B DEMI

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



F8211**

A BLACK/DEMI
B PURPLE/BLACK

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



F8204**

A BLACK
B BROWN

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



F8205**

A BLACK
B BROWN

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



F8212**

A BLACK
B BURGUNDY
C IVORY

POLARIZED GREY GRADIENT
POLARIZED PURPLE GRADIENT
POLARIZED GREEN GRADIENT



F8213**

A BLACK/RED
B BROWN
C IVORY

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED BROWN GRADIENT

C = POLAROID ADVERTISEMENT CAMPAIGN 2012 WOMAN

** = RX-ABLE FRAME



F8214**

- A BLACK
- B DEMI
- C BURGUNDY

POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED PURPLE GRADIENT



F8215**

- A BLACK
- B BLACK/TURQUOISE
- C DEMI

POLARIZED GREY GRADIENT
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



Sunglass model: F8211B

PREMIUM

MENS COLLECTION



Superior quality eyewear meets exclusive frame and temple designs. With its outstanding optical, shock-absorbent and scratch-resistant properties, our Premium Men's Collection categorically outperforms other brands.

Sunglass model: X4211B





X4200

A BLACK
B GUN
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4201

A BLACK
B GUN
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4202

A BLACK
B GUN
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4203

A BLACK
B GUN
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4204

A BLACK
B GUN
C GOLD

POLARIZED GREY
POLARIZED GREY
POLARIZED GREEN



X4205

A BLACK
B GUN
C BROWN
D GUN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER
POLARIZED GREY PHOTOCROMIC



X4206

A BLACK
B GUN
C BROWN
D GUN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER
POLARIZED GREY PHOTOCROMIC



X4207

A BLACK
B GUN
C GOLD

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4208

A BLACK
B GUN
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4209**

A BROWN
B GUN

POLARIZED COPPER
POLARIZED GREY



X4210

A GUN
B BROWN
C GOLD

POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN



X4211

A BLACK
B GUN
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4212

A BLACK
B GUN
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X4102

A BLACK
B SILVER
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER



X8200**

A BLACK
B GREY

POLARIZED GREY
POLARIZED GREY



X8201

A BLACK
B BLUE
C BROWN

POLARIZED GREY
POLARIZED GREY
POLARIZED COPPER

** = RX-ABLE FRAME



X8202**

A BLACK
B BROWN

POLARIZED GREY
POLARIZED COPPER



X8203**

A BLACK
B DEMI

POLARIZED GREY
POLARIZED COPPER



X8204**

A BLACK
B BROWN

POLARIZED GREY
POLARIZED COPPER



X8205**

A BLACK
B BLUE

POLARIZED GREY
POLARIZED GREY



X8206**

A BLACK
B BLUE

POLARIZED GREY
POLARIZED GREY

A = POLAROID ADVERTISEMENT CAMPAIGN 2012 MEN

PREMIUM MENS SUNGLASSES FROM POLAROID® – THE ULTIMATE CHOICE FOR DRIVERS



Visibility with sunglasses without polarizing lenses



Visibility with Polaroid® Polarized Sunglasses

Design credentials and superior technical performance – that's the Premium Men's Collection. The range exclusively features new distortion-free, premium polarized UltraSight™ lenses. Ideal for safe driving, not only do these polarized lenses provide 100% UV400 protection, they block out glare. Clarity, natural colours and clear contrasts mean no squinting, less eye fatigue and faster reactions when driving.

Lenses are treated not once, but three times, to enhance performance. A hydrophobic coating prevents sunglasses from fogging or steaming-up. Superb clarity of vision is maintained with a specialist optical anti-reflective coating. And the easy-clean coating helps keep the lenses perfectly clean with no smudges or fingerprints to obscure the view.

For PERFECT VISION when behind the wheel – Premium Men's sunglasses from Polaroid.

SUNCOVERS

COLLECTION



Designed to fit perfectly over any optical frame, Polaroid Suncovers offer 100% protection against harmful UV rays and eliminate dangerous glare. These, special sunglasses are a perfect fusion of functionality and design.

Suncovers model: P8270A



POLAROID® SUNCOVERS™

What are Polaroid Suncovers?

Polaroid Suncovers are sunglasses that fit over an optical frame. Because they're from Polaroid they provide full UV400 sun protection. And like all Polaroid sunglasses, the lenses are polarized too, for safe, comfortable, glare-free vision – especially useful when driving.

People who wear optical frames have a problem

Anyone who wears optical frames knows that sun protection is a problem. They can't wear normal sunglasses. Prescription sunglasses are too expensive for many people. So vast numbers of people can't easily protect their eyes from the sun.

Now there's Polaroid Suncovers – a convenient solution

With Polaroid Suncovers people who wear optical frames can now protect their eyes from the sun. Polaroid Suncovers fit over all optical frames and are styled to look as attractive as the sunglasses in our range. Not only that, Polaroid Suncovers are affordable compared to most prescription sunglasses. Now everyone can enjoy Polaroid sun protection.

So who will buy Polaroid Suncovers?

Men and women who wear optical frames and want sun protection, but don't want to pay for specially made prescription sunglasses will want Polaroid Suncovers. Our consumer trials have confirmed that there is significant demand – consumers simply need availability and sales follow rapidly.



SUNCOVERS™
These sunglasses fit over your Optical Frame

Consumer benefits

- 100% UVA, UVB and UVC protection
- Comfortable, neat fit over every optical frame
- Easy to slip on and off
- Ideal for driving
- Excellent value for money

All the benefits of Polaroid

As you'd expect Polaroid Suncovers feature Polaroid's UltraSight™ lenses giving the wearer:

- Glare-free vision
- Clear contrasts
- Natural colours
- Reduced eye fatigue
- 100% UV400 protection

Did you know?

- Market research shows that 80% of customers leave their opticians without any sun protection for their eyes*
- This is an opportunity to meet the needs of a new customer group that can't wear normal sunglasses and chooses not to pay for prescription sunglasses
- Polaroid Suncovers open up a new sunglasses category and sales are incremental because they don't compete against your other ranges
- Our trials show that consumers can't wait to get their hands on their own Polaroid Suncovers – this is a big sales opportunity

* The Polaroid Consumer Research Study was conducted by IHA-GfK AG, Hergiswil in 7 countries, in May 2007, amongst 2,200 respondents.

SUNCOVERS™ SUPPORT PROGRAMME

Polaroid Suncovers sell and sell well. But to achieve sales success it is vital that consumers understand that Polaroid Suncovers are different to sunglasses. That's why Polaroid Eyewear has created separate displays which give Polaroid Suncovers their own space, all backed by clear messages and distinct images. By using these tools consumers will instantly understand the product benefits.

Comprehensive merchandiser programme

- There is an attractive Polaroid Suncovers visual which clearly communicates the product offering
- A special Suncovers icon reinforces the visual product message
- All products carry this Suncovers icon as a lens sticker
- Text states: THESE SUNGLASSES FIT OVER YOUR OPTICAL FRAME
- Plus Polaroid Suncovers provide all the usual Polaroid polarization benefits



4-unit display



8-unit display



8-unit rotating display



15-unit slim merchandiser

Plus other support tools

Whatever trade marketing support you need, it's all here

TV spot

- 30 second main spot
- 10 second reminder spot

Trade ad

- Suncovers advert for trade magazines

Selling-in and selling-out

- Pitch-book
- Fact sheet A4

POS

- Poster A1 portrait (incl. woman, man, couple)
- Showcard A4 (incl. woman, man, couple)
- Shelf stopper
- Store stopper

Promotion

- Voucher: When consumers pick-up their new optical frame from the optician, they can be given this voucher for matching Polaroid Suncovers at a special price.

PR

- Consumer and trade press releases
- Male and female model photographs for PR purposes

CLASSIC RANGE

Features a range of great styles to fit over any optical frame, including sporty looking models.



P8040
A BLACK
B DEMI
POLARIZED GREY
POLARIZED COPPER



P8102
A BLACK
B DEMI
E BLUE
POLARIZED GREY, SILVER MIRROR
POLARIZED BROWN, SILVER MIRROR
POLARIZED GREY, SILVER MIRROR



P8900
E OLIVE
G BROWN
J BLACK
POLARIZED GREEN
POLARIZED COPPER
POLARIZED GREY



P8042
A BLACK
B BROWN
C PURPLE
POLARIZED GREY
POLARIZED COPPER
POLARIZED COPPER



08535
J BLACK
K DEMI
POLARIZED GREY
POLARIZED COPPER



P8901
J BLACK RUBBER
K BLACK
L DEMI
POLARIZED COPPER
POLARIZED GREY
POLARIZED COPPER

KIDS CLASSIC RANGE

Features a range of great styles to fit over kids optical frame.



P0030*
A BLUE
B BLACK
POLARIZED GREY
POLARIZED GREY



P0139*
A BLACK
B DEMI
POLARIZED GREY
POLARIZED COPPER

PREMIUM RANGE

The lightweight frame material TR90 has been used for the Premium Range to ensure even more comfort.



P8043
A BLACK
B BROWN
C GREY
POLARIZED GREY
POLARIZED COPPER
POLARIZED GREEN



P8045
A BLACK
C BLUE
D DEMI
POLARIZED GREY
POLARIZED COPPER
POLARIZED BROWN



P8044
A BLACK
B BURGUNDY
C BROWN
POLARIZED GREY
POLARIZED COPPER
POLARIZED COPPER

SLIM-FIT RANGE

The perfect fit for smaller optical frames.



P8038
C DEMI
D GREY
POLARIZED BROWN
POLARIZED GREY



P8039
C BROWN
D GREY
POLARIZED BROWN
POLARIZED GREY

TREND RANGE

With a fashion kick to reach a younger target group and with a sunglass look that fully hides the optical frame.



P8100
A BLACK
B BROWN
POLARIZED GREY, SILVER MIRROR
POLARIZED BROWN, SILVER MIRROR



P8270
A BLACK
B DEMI
C BURGUNDY
POLARIZED GREY
POLARIZED COPPER
POLARIZED BROWN



P8101
A BLACK
C BROWN
POLARIZED GREY, SILVER MIRROR
POLARIZED BROWN, SILVER MIRROR



P8271
A BLACK
B BROWN
POLARIZED GREY, SILVER MIRROR
POLARIZED BROWN, SILVER MIRROR



SUNCOVERSTM
from Polaroid[®]
deliver additional
sales

STOCK POLAROID[®] SUNCOVERSTM!

- 80% of optical frame customers leave optician stores without any sun protection*.
- Polaroid Suncovers are polarized sunglasses that are specially designed to fit over optical frames.
- They deliver affordable UV and glare protection to your optical frame customers.
- Many customers buy several pairs of Suncovers for use in the car, during outdoor sports and at home.
- Sales are purely additional and do not compete with other products in your store.

*global consumer and trade research, GfK 2007/8.



polaroidewear.com



Polaroid
Polarized SuncoversTM

SUNCOVERSTM

YOUR NEXT GENERATION!

New Triple Brand Kids Concept from Polaroid Eyewear

Disney – the Number One kids brand with 98% brand awareness*
Hello Kitty – the most famous brand for girls**
Polaroid – Top 4 eyewear brand and a leader in kids sun protection***

All sunglasses feature Polaroid premium polarized lenses for full glare and UV protection.

Rapid growth

Sales of kids' sunglasses have grown strongly over the last 3 years. This is an impulse driven product group. Research shows that attractive merchandisers with clear benefit messages lead to more impulse sales.*** Reach out to the next generation. Talk to your Polaroid Eyewear representative today.

Turn a small space into a big profit! 3 top kids' brands on one slim merchandiser.

HELLO KITTY



Polaroid
Polarized Sunglasses

* Disney brand facts **Study by hello Kitty ***European brand awareness research, GfK, 2008

polaroideyewear.com – info@polaroideyewear.com

STRONGEST KIDS CONCEPT YET

With three top brands – Polaroid Kids, Disney and Hello Kitty – these are sunglasses kids of all ages will love to wear. And while they've got them on they'll protect kids' sensitive eyes from the sun. Every pair of sunglasses comes with premium polarized UltraSight™ lenses so parents can be certain kids benefit from 100% UV400 protection and comfortable glare-free vision.

All ages and tastes – covered

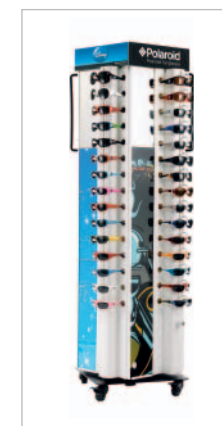
These collections have been designed with kids in mind. Each branded range appeals to its own target group. On their own, each of these brands will attract attention at point of sale. But together they demand it!

Three appealing brands – three distinct brand positions

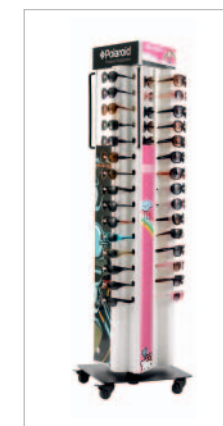
Top brands	Polaroid Kids	Disney	Hello Kitty
Target groups	KIDS & TEENS	KIDS	GIRLS & YOUNG WOMEN
Lens	Premium Polaroid UltraSight™ lenses	Premium Polaroid UltraSight™ lenses	Premium Polaroid UltraSight™ lenses
Frame	Age-specific features from headbands to adjustable temples	Decoration themed around much loved Disney characters	Hello Kitty styling through and through
Positioning	Protection Cool & kiddy	Fun Protection	Fashion Protection

New Kids' Concept Merchandiser

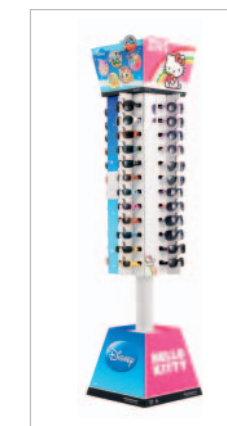
Now retailers can offer all three top brands together with Polaroid Eyewear's new kids' concept. It's a slim merchandiser that allows the flexible display of multiple brands, making it a must have for retailers everywhere.



60-unit



45-unit



48-unit

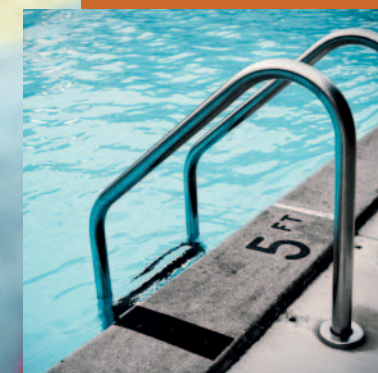
The kids' concept merchandiser is available for use with a single brand or for multiple brands. Any combination of these 3 top kids' brands can feature on the merchandisers.

JUNIOR COLLECTION



Choosing the right sunglasses for kids' sensitive eyes is so important. The Polaroid Junior Collection is designed to look stylish and be comfortable with allergy-free materials and adjustable temple tips. The whole Polaroid Junior Collection has top quality polarized lenses giving 100% UV400 protection.

Sunglass model: P0211A



JUNIOR COLLECTION AGE 1-3



P0200
A BLUE/RED
B BLUE
D PINK
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0202
A BLUE/WHITE
B RED/WHITE
C TURQUOISE/WHITE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0204
A BLUE/WHITE
B RED/WHITE
C PINK/WHITE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0100
A BLUE
B ROSE
POLARIZED GREY
POLARIZED GREY



P0201
A BLUE/RED
C PURPLE/PINK
D PINK/BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0203
A PURPLE/WHITE
B PINK/WHITE
C ROSE/WHITE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0205
A ORANGE
B BLUE
D LILAC
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY

JUNIOR COLLECTION AGE 4-7



P0210
A BLACK
B BLUE
C RED
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0212
A BLUE/ORANGE
B RED
C LIGHT BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0214
A BLACK
C PURPLE
D RED
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0111
A GUN
B BLUE
C ROSE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0115
A BLACK/WHITE
B RED
C PURPLE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0211
A BLUE
B RED
C BLACK
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0213
A RED/ORANGE
B BLUE/YELLOW
C PURPLE/GREY
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0110
A GUN
B BLUE
C ROSE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0113
A RED
B BLUE
C WHITE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY

JUNIOR COLLECTION AGE 8–12



P0221
A BLACK/GREY
B BLACK/RED
C BLACK/BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0223
A BLACK
B SILVER/CRYSTAL
C GOLD/CRYSTAL
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0122
A RED
B GREY
C BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0222
A PURPLE
B ROSE
C BLACK/WHITE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0224
A WHITE
B BLUE
D BLACK
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY

JUNIOR COLLECTION AGE 13–15



P0230
A BLACK/NEON PINK
B BLACK/NEON GREEN
C BLACK/NEON YELLOW
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0232
A BLACK
B DEMI
POLARIZED GREY
POLARIZED GREEN



P0131
A BLACK
B BLUE
C RED
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0135
B BLACK
D PURPLE
E GUN
POLARIZED GREY GRADIENT
POLARIZED PURPLE GRADIENT
POLARIZED GREY



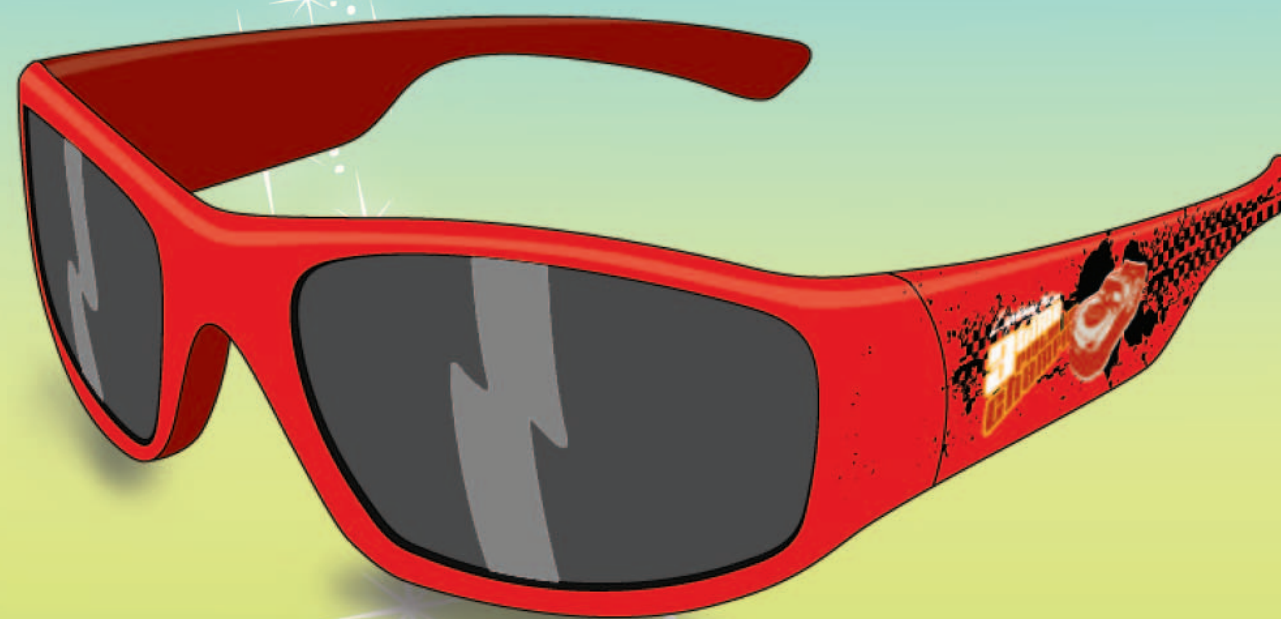
P0231
A BLACK/RED
B BLUE/WHITE
C WHITE/BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0233
A GUN
C PURPLE
D BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



P0133
A BLACK
D BLACK/WHITE
E BLUE/WHITE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



COLLECTION 2012

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Polaroid Eyewear
Premium Polarized Lenses

DISNEY PREMIUM COLLECTION BY POLAROID® –
GREAT CHARACTERS INSPIRE CHILDREN OF ALL AGES

The Disney Premium collection by Polaroid features the Disney characters that each target group loves the most.



WINNIE THE POOH

1 – 3 years
For Girls and Boys

MICKEY MOUSE

1 – 3 years
For Girls and Boys

DISNEY PRINCESS

4 – 8 years
For Girls



CARS

4 – 8 years
For Boys

MICKEY MOUSE

8 – 14 years
For Girls and Boys

DISNEY PREMIUM COLLECTION BY POLAROID® –
A POWERFUL SALES PROPOSITIONS

The Disney Premium Sunglass Collection from Polaroid combines the Disney characters every child loves with the protection of Polaroid polarized lenses. Kids can enjoy every minute with perfect protection and perfect vision.

Our Disney Premium Sunglass range with its premium Polaroid polarized lenses is unique. To ensure this distinctive sales proposition is recognised in the market place, we are co-branding this collection with the Polaroid brand in a special and visible way.

These are not ordinary Disney sunglasses. These are Premium Disney sunglasses featuring premium Polaroid polarized lenses for perfect protection and vision.

Polaroid Eyewear
Premium Polarized Lenses

DISNEY PREMIUM COLLECTION BY POLAROID® –
AN UNBEATABLE OFFERING

Each pair of sunglasses comes with an attractive hangtag depicting a well-loved Disney character and a unique character card with a secret image that is only revealed when seen through our Polaroid polarized lens – like magic!

Children can personalise their sunglasses case or pouch by slipping the character card into a window pocket on the outside of the case. The case immediately becomes a Winnie the Pooh case, Princess case or any other favourite Disney character case-depending on the sunglasses they have chosen. Keeping sun-safe has never been so much fun!

Making this range even more appealing, every pair of sunglasses comes with a great free gift with purchase featuring a famous Disney character, mounted on an attractive, eye-catching packaging card.

These free gifts with purchase are delivered automatically with your sunglass order.

e.g. Cars



- Please note:**
- 1. One character specific free gift with purchase comes with each pair of sunglasses.
 - 2. The free gift with purchase will be delivered automatically with each pair of sunglasses ordered; you only need to use the Sunglass Order Number.
 - 3. The free gift with purchase cannot be ordered separately.
 - 4. The free gift with purchase is mounted on a character specific packaging card.
 - 5. Selling of the free gift with purchase is strictly prohibited for legal reasons.



Winnie the Pooh, known and trusted by parents, represents friendship and the simple joys and adventurous nature of a child's imagination. Each of the characters in the Hundred Acre Wood represents a different facet of a child's total personality. There's always a Pooh product for every occasion, for every child... and for the child in all of us.



D0200

- A PETROL
- B RED
- C ROSE
- D LIGHT BLUE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0201

- A BLUE/WHITE
- B **RED/WHITE**
- C ROSE/WHITE
- D WHITE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0202

- A RED
- B **PINK**
- C LIGHT PURPLE
- D LIGHT BLUE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



Mickey Mouse is an icon - synonymous with Disney and the no. 1 character franchise globally. No other character - classic or contemporary - occupies a similar space in the hearts and minds of people all over the world and is able to appeal as much to a preschooler as he does to an adult. Its connection and popularity with kids and families is renewed each year with no signs of slowing down.



D0203

- A DARK BLUE
- B **RED**
- C BLUE
- D ORANGE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0204

- A **PURPLE/ROSE**
- B RED/ROSE
- C PINK/PURPLE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0205

- A BLUE
- B RED
- C **LIGHT BLUE**
- D ROSE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY

+ FREE GIFT WITH PURCHASE
Pacifier Holder



Gift packaging



© Disney. Based on the Winnie the Pooh stories by A. A. Milne and E. H. Shepard

© Disney



+ FREE GIFT WITH PURCHASE
Pacifier Holder



Gift packaging



For a little girl, the desire to feel special is more powerful than a magic wand. She dreams of a place where clothes are spun of silk and gold, where elegant balls are held in her honour and where princesses fall in love at first sight. It is a world Disney has created - full of fantasy and romance - where a girl can feel as special as a Princess. Disney Princess... where dreams begin.



Cars 2 has hit the track on June 24, 2011. In this thrilling new high-octane installment of Cars, all the world's a racetrack as superstar Lightning McQueen zooms back into action with his best friend, Mater, in tow to take on the globe's fastest and finest. Mater and Lightning will need their passports as they find themselves in a world of intrigue, thrills and action-packed escapades. While racing on exciting tracks through different countries, they face a host of new worthy competitors.



D0206

A PURPLE
B RED
C ROSE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0207

A PURPLE
B ROSE
C BLUE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0209

A BLACK/WHITE
B RED
C BLUE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY

B = DISNEY KEY VISUAL



D0210

A DARK GREY
B BLUE
C ORANGE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0208

A PURPLE
B ROSE/PURPLE
C LIGHT BLUE/PURPLE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0211

A BLACK
B BLUE
C RED

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



+ FREE GIFT WITH PURCHASE
Hair Band



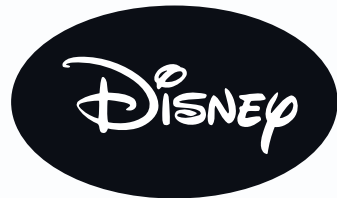
Gift packaging

+ FREE GIFT WITH PURCHASE
Shoe Laces



Gift packaging





For over 80 years, Mickey Mouse has delighted and inspired generations of Disney fans. No other character, classic or contemporary, occupies a similar space in the hearts and minds of people from around the world.



D0212

A BLACK/GUN
B WHITE/CRYSTAL PURPLE

POLARIZED GREY
POLARIZED GREY



D0213

A BLACK/WHITE
B LIGHT BLUE
C PURPLE

POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



D0214

A BLACK/BLUE
B BLACK/PINK

POLARIZED GREY
POLARIZED GREY

+ FREE GIFT WITH PURCHASE
Lanyard



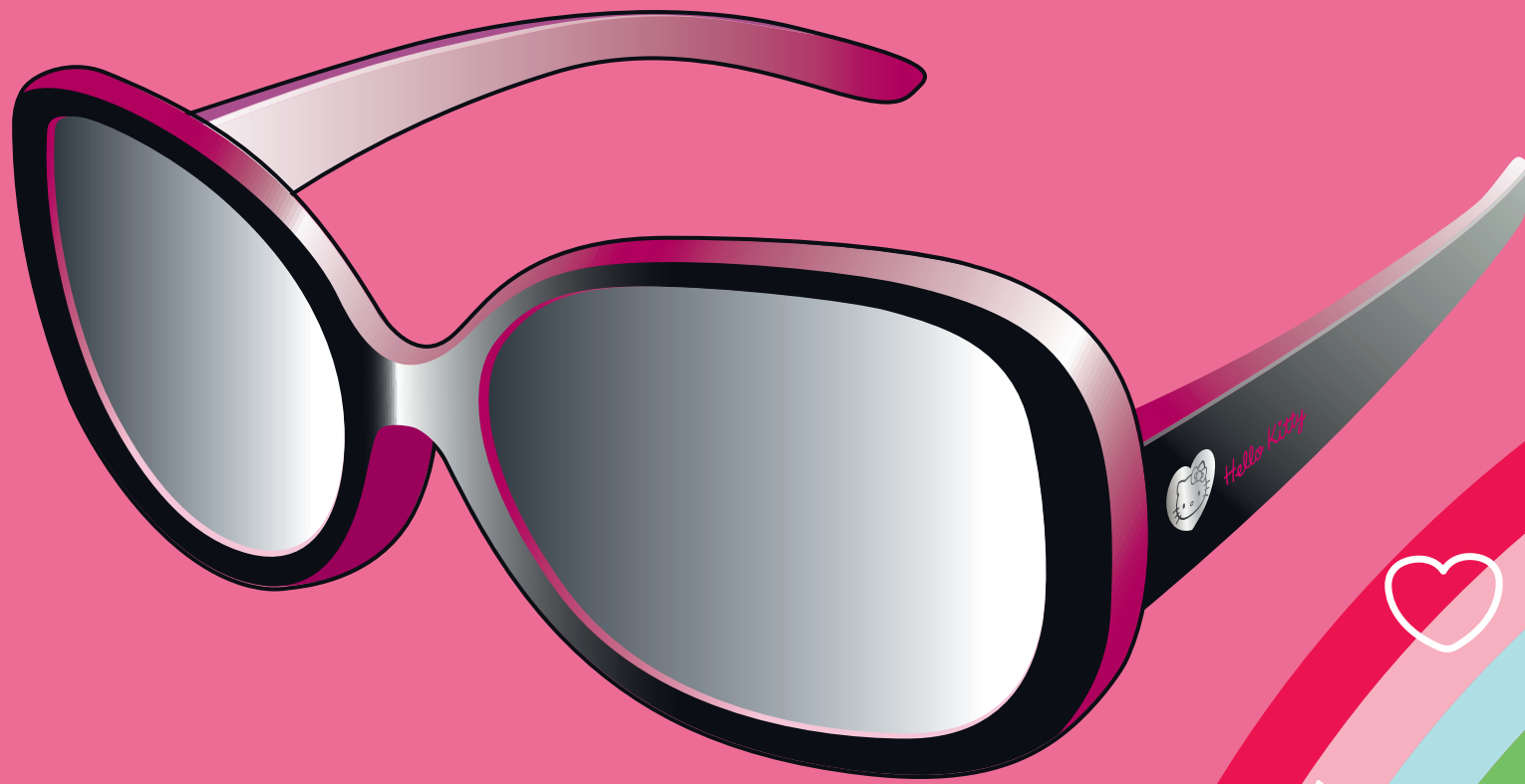
Gift packaging



© Disney

DISNEY

HELLO KITTY



COLLECTION 2012

HELLO KITTY PREMIUM SUNGLASSES WITH
POLAROID® POLARIZED LENSES FOR PERFECT
COMFORT AND PERFECT VISION

The Hello Kitty Premium Sunglass Collection from Polaroid combines the Hello Kitty character every young and young at heart customer loves with the protection of Polaroid Polarized Lenses.

Our Hello Kitty Premium Sunglass range with its premium Polaroid polarized lenses is unique. To ensure this distinctive sales proposition is recognised in the market place, we are co-branding this collection with the Polaroid brand combining these hallmarks of protection and fashion.

 **Polaroid Eyewear**
Premium Polarized Lenses

INTRODUCING HELLO KITTY

She has a net worth of billions and an honorary title from UNICEF. In Japan, she even enjoys her own theme park. Not to mention thousands of products from stickers to jewelled purses that carry her image.

Created in Japan by Sanrio in 1974, Hello Kitty made her debut on a vinyl coin purse. Today, not only does she appeal to kids, she enjoys huge popularity among teens and young women. Stars like Mariah Carey and Christina Aguilera have openly confessed their devotion to the world’s sweetest friend. In fact, most of Hello Kitty’s global revenue is now generated by young and young-spirited consumers over the age of ten.

With the Premium Hello Kitty Sunglass Collection, you’ll be part of a growing global trend and reach out to the target group of girls aged 0 to forever. The sunglasses are fashionable, fun and come with Polaroid polarized lenses.

So, get to know Hello Kitty – an icon adored by pop stars, girls and young women everywhere.





K0200
A SHINY GUN/PINK
B ROSE/PEARL WHITE
POLARIZED BLUE PINK GRADIENT
POLARIZED BLUE PINK GRADIENT



K0201
A PURPLE
B ROSE
POLARIZED GREY
POLARIZED GREY



K0203
A BLACK/ROSE
B DARK PURPLE/LIGHT ROSE
POLARIZED GREY
POLARIZED GREY



K0205
A BLACK/ROSE
B CRYSTAL ROSE
POLARIZED GREY
POLARIZED GREY



K0206
A BLACK/PINK
B PINK/BLACK
POLARIZED GREY
POLARIZED GREY



K0102
C BLACK/WHITE
D LIGHT PINK/BLACK
POLARIZED GREY
POLARIZED GREY



K9201**
A BLACK/PINK
B PURPLE/ROSE
C BROWN/LIGHT BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



K0207
A BLACK/WHITE
B PINK/TURQUOISE
POLARIZED GREY GRADIENT
POLARIZED GREY GRADIENT



K9200**
A BLACK/PINK
B PURPLE/ROSE
C BROWN/LIGHT BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY



K9202**
A BLACK/PINK
B PURPLE/ROSE
C BROWN/LIGHT BLUE
POLARIZED GREY
POLARIZED GREY
POLARIZED GREY

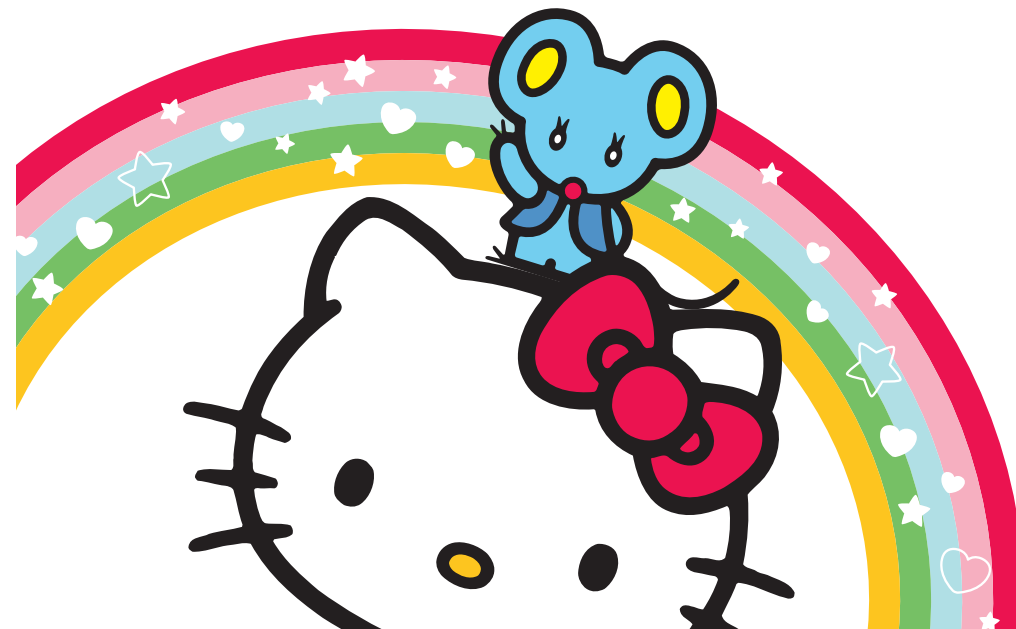


K0202
A BLACK GRADIENT
B CRYSTAL PURPLE GRADIENT
C CRYSTAL PINK GRADIENT
POLARIZED GREY GRADIENT
POLARIZED GREY GRADIENT
POLARIZED GREY GRADIENT



K0204
A BLACK/PINK
B PURPLE/TURQUOISE
POLARIZED GREY
POLARIZED GREY

A = HELLO KITTY KEY VISUAL



** = RX-ABLE FRAME

