

EVATIK

THE EYES HAVE IT



MERCHANDISING GUIDE

THE EYES HAVE IT

WestGroup

With over 50 years of industry insight, WestGroupe's mission has always been to provide unique and superior quality eyewear and to define future standards in the optical industry. In addition to creating and manufacturing EVATIK, KLiiK denmark, FYSH UK, and Superflex, available in over 40 countries around the world, WestGroupe is also the Canadian distributor for such brands as Converse, Levis, Perry Ellis, Spy, Jill Stuart, Elizabeth Arden and Stepper.



About Evatik:

The latest addition to WestGroupe's brand portfolio, EVATIK (which includes EVATIK EYEWEAR and EVATIK SUNWEAR), is a line dedicated exclusively to today's urban male. Technologically inspired with an understated sense of luxury, EVATIK is sleek, clean and minimalistic with a sophisticated combination of elegance and uncompromised engineering.

Brand Identity - The Eyes Have It:

Created for the modern man seeking new world elements and masculine luxury, EVATIK captures the true essence of distinct style and bold assertiveness.

Designed To Keep You Staring:

EVATIK's distinct collection is dually inspired by fashion and performance. It defies traditional convention and offers today's urban male the ultimate accessory to express and enhance his personal style.

Innovative Materials:

Created for the urban male who is looking for a combination of high quality fabrications, lightweight materials, and modern yet masculine styling. EVATIK is a perfect balance of eyewear intelligence and novel influences. Frame styles include full rim, semi-rimless and rimless modes in acetate, stainless steel and titanium.

Target Market:

Created exclusively for the sophisticated and stylish urban male seeking a discreet and refined look.



E-9077-947

IN-STORE TOOLS

Retail Marketing Support:

As support for your commitment to the brand, we want to help set you up for success. Choose from a full suite of flexible banners, counter cards and display pieces for multiple store configurations.



EVATIK COUNTER CARD OPTICAL
11"X4.75" | 28cm x 12cm
ENGLISH | #E0028 FRENCH | #E0034

EVATIK COUNTER CARD COMBO
11"X4.75" | 28cm x 12cm
ENGLISH | #E0030 FRENCH | #E0035

EVATIK COUNTER CARD SUN
11"X4.75" | 28cm x 12cm
ENGLISH | #ES0004 FRENCH | #ES0005

EVATIK COUNTER CARD SUN
6.75"X4.75" | 17cm x 12cm
#ES0008



EVATIK DISPLAY - 1 FRAME
#E0049



EVATIK DISPLAY - 3 FRAMES
#E0012



EVATIK DISPLAY - 6 FRAMES
#E0013



SIDE A



SIDE B

2 SIDED EVATIK BANNER
26" X 38" | 66cm x 96.5cm
ENGLISH | #E0031 FRENCH | #E0036



EVATIK NAMEPLATE
#E0006



EVATIK CASE
#E00027
EVATIK SUN CASE
#ES0001



EVATIK MIRROR
#E0005



EVATIK BROCHURE
12" X 9" | 30.5cm x 23cm
ENGLISH | #E0054



Public Relations Initiatives:

We proactively position WestGroup as leaders in the optical industry by continuing to raise the company's corporate profile as well as showcasing the individual brands. By positioning our eyewear as fashion and lifestyle brands, we maximize our audience reach and tell the WestGroup story in a unique and compelling way.

Programs include:

- Eyes on the Trends – fashion and lifestyle release
- News/Blog updates
- Media events
- Trade and consumer media outreach



EVATIK VIDEO
#E0026

THE EYES HAVE IT



Social Media:

Our social media presence establishes us as a go-to resource. It allows WestGroupe to continue our real-time conversation with consumers and equally support our growing network of opticians, distributors and retailers by providing expert, shareable information.



Expanded Website:

Visit us at evatik.com and log in to our "Retailer Section" for details on our extensive marketing campaign.



MORE THAN
50
YEARS OF INSIGHT

EVATIK.COM

A brand of **WestGroup**

WWW.WESTGROUPE.COM

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