



# MERCHANDISING GUIDE

**KLIIK**  
denmark

[KLIIK.COM](http://KLIIK.COM)

# THIS IS MY KLiik

**WestGroup**

MORE THAN  
**50**  
YEARS OF HISTORY

With over 50 years of industry insight, WestGroup'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, WestGroup is also the Canadian distributor for such brands as Converse, Levis, Perry Ellis, Spy, Jill Stuart, Elizabeth Arden and Stepper.



## **ABOUT KLiik DENMARK:**

KLiik denmark connects with those seeking a fresh, new way of seeing. Its architecturally-inspired design conveys a modern, urban message that's ageless in its appeal. Youthful styling, contemporary materials and fashion-forward colors, characterize the brand's innovative look.

## **BRAND IDENTITY - TOGETHER WE KLiik:**

KLiik denmark reveals a true essence that is defined by attitude. Youthful styling, contemporary materials and fashion-forward colors, characterize the brand's modern, urban, ageless look.

## **ASSERTING DESIGNS:**

Inspired by European chic and a passion for refined geometric shapes, subtle beauty and bold confidence are the effect of small details that make big impressions. The hallmark feature of the brand is its proportionate design, which fits and flatters smaller adult faces.

## **INNOVATIVE MATERIALS:**

Created with only the best in lightweight and color enhanced acetate as well as sturdy and strong stainless steel, KLiik denmark combines cutting edge elegance with a sense of style that is both modern and timeless.

## **TARGET MARKET:**

For men and woman who understand the connection between who they are and how they're perceived, because style is about more than just a look. It is an opportunity to make a statement.



K-499-623



# 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.



**KLiik 1 PC DISPLAY**  
K0003



**KLiik MIRROR**  
K0007



**KLiik COUNTER DISPLAY**  
K0005



**KLiik NAMEPLATE**  
K0006



**DOUBLE SIDED KLiik BANNER**  
26" x 42" | 66cm x 107cm  
K0072



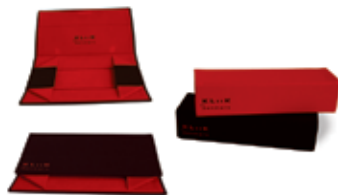
**KLiik COUNTER CARD SET**  
5.5" x 5.5" | 14cm x 14cm female  
6.5" x 6.5" | 16.5cm x 16.5cm couple  
K0071



**KLiik BROCHURE**  
ENGLISH | K0074 FRENCH | K0075



**KLiik BAGS**  
K0002



**KLiik CASES**  
K0018



**KLiik IN-STORE CLEANING CLOTH**  
11.5" X 12" | 29cm x 30.5cm  
K0037



**KLiik VIDEO**  
K0045



## PUBLIC RELATIONS INITIATIVES:

We proactively position WestGroupe 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 WestGroupe 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

# TOGETHER WE **KLiik**



## **SOCIAL MEDIA:**

Our social media presence establishes WestGroup as a go-to resource. It allows us 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 [kliik.com](http://kliik.com) and log in to our "Retailer Section" for details on our extensive marketing campaign.



# WestGroup

