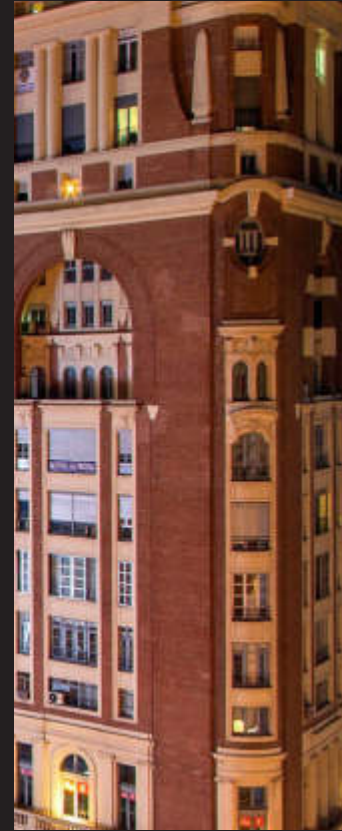
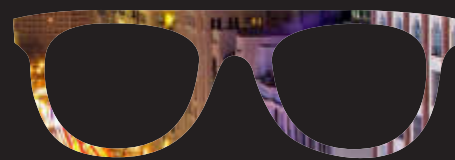


# THE LOOK



BORN  
IN  
MADRID

OGH  
OPTICALJA GLOBAL HOLDING



THE LOOK

ABOUT US

# AND THE BRAND

# THELOOK

*THELOOK aims to bring together the emerging trends we see during our travels around the world, whether from Asia, Europe or the New York catwalk. We had to create a collection that was very much based on street style and targeted at those wanting to stand out, but at the same time could be understood by everyone.*

*THELOOK, in short, had to explain by itself how we understand fashion at OPTICALIA.*

*With a clearly unisex approach, the target has no set age, but connects with the latest trends and has a young spirit.*





HIPSTERS



1st Key

# HIPSTERS

*They love everything  
“independent” whether it is  
music, literature...*

*They like fashion and decor, and  
dress with certain intellectual and  
retro touches.*

*They connect with healthy living  
and they view life as pacifist and progressive.*





1st Key

# MUPPIES

*They are professionally qualified, they love sport, travelling and healthy living. They love brands, but have their own style.*

*Design, functionality and price are the three requirements they look for when selecting a pair of glasses.*



3st Key

# NEOHEDONISTS

*They like to cultivate their image and stand out in their environment.*

*They are the first ones to adopt and adapt trends in their day-to-day.*

*They love any artistic expression and like anything that allows them to stand out and feel different.*

*They prefer more innovative designs in shapes and in colour.*







# INSPIRATION -NOT GENDER-

*No-gender collection with natural, daring shapes  
and with a touch of sophistication  
makes them unique.*

*Colours, materials and details based  
on the latest trends.*



# KEY SELLING POINTS

*To sell THELOOK we have to refer to the models themselves.*

*Unlike other more commercial brands recognised by most people, THELOOK is a brand created by Opticalia and where the designers and the product team have complete freedom to create an independent, bold product, very much in keeping with street trends.*

*To sell THELOOK well, we need to refer to that independence, to the more personal touch that has been put into creating the collection.*

*For each model we can point out the originality of the shapes, the colours available and details in the materials. THELOOK is going to connect with a*





*Customer who is looking for something different, who likes to have fun with their glasses, who sometimes avoids the more well-known brands to find something more original. A customer who likes to be up to date and follow trends. People, on the other hand, who are interested in culture and art.*

*One thing that may be distinctive about this type of customer is their desire to express how they see the world, either in the way they dress, how they accessorise, etc.*

*That's why it is important to provide keys about the image they project with THELOOK glasses.*

*One way to start the conversation when selling this product might be, "do you want me to show you something really independent? This is a collection our design team has created with complete freedom...".*



THELOOK  
THELOOK  
THELOOK





# THELOOK



THELOOK

**OGH**  
OPTICALJA GLOBAL HOLDING

*[www.ogheyewear.com](http://www.ogheyewear.com)*

*Tel. +34 91 806 55 00*

*[customer.service@ogheyewear.com](mailto:customer.service@ogheyewear.com)*