

sunstyler

EDITION 29 | AUG 19



Rēvo

BRAND HISTORY

Revo's story starts in 1985 with one man, optical engineer and avid skier Dr. Mitch Ruda, and one unique idea: adapt space-based technology to create high performance eyewear... and it worked.

The same coatings NASA used to protect satellite porthole windows from space radiation also protect the eye from harmful radiation on Earth.

With this revolutionary finding, Dr. Ruda created the Revo Light Management System™. Each Revo lens has multiple coatings for the highest level of protection and the sharpest possible vision in any light condition.

While maintaining their position as an iconic American brand, they've nurtured a cult following into a devoted community of enthusiasts from around the world.

More than three decades later, the first-ever performance eyewear still has the best lens on Earth. An iconic American brand rooted in heritage, performance and innovation.



LENS TECHNOLOGY

Only a Revo lens features their signature NASA-based Light Management System™ technology. The LMS™ meticulously manages the entire spectrum of light to provide optimum vision in all conditions. Good, helpful light is allowed in while all harmful light is reduced or blocked.

REVO TECHNOLOGY

THE LIGHT MANAGEMENT SYSTEM™:

OPTIMIZES
the full spectrum of light,
enhancing rays that are
helpful for vision

REDUCES
blue light for supe-
rior contrast and a
pronounced brightness

BLOCKS
harmful bandwidths of
both visible and nonvis-
ible light

AUTHENTIC REVO
OLEOPHOBIC COATING
Repels oil and fingerprints

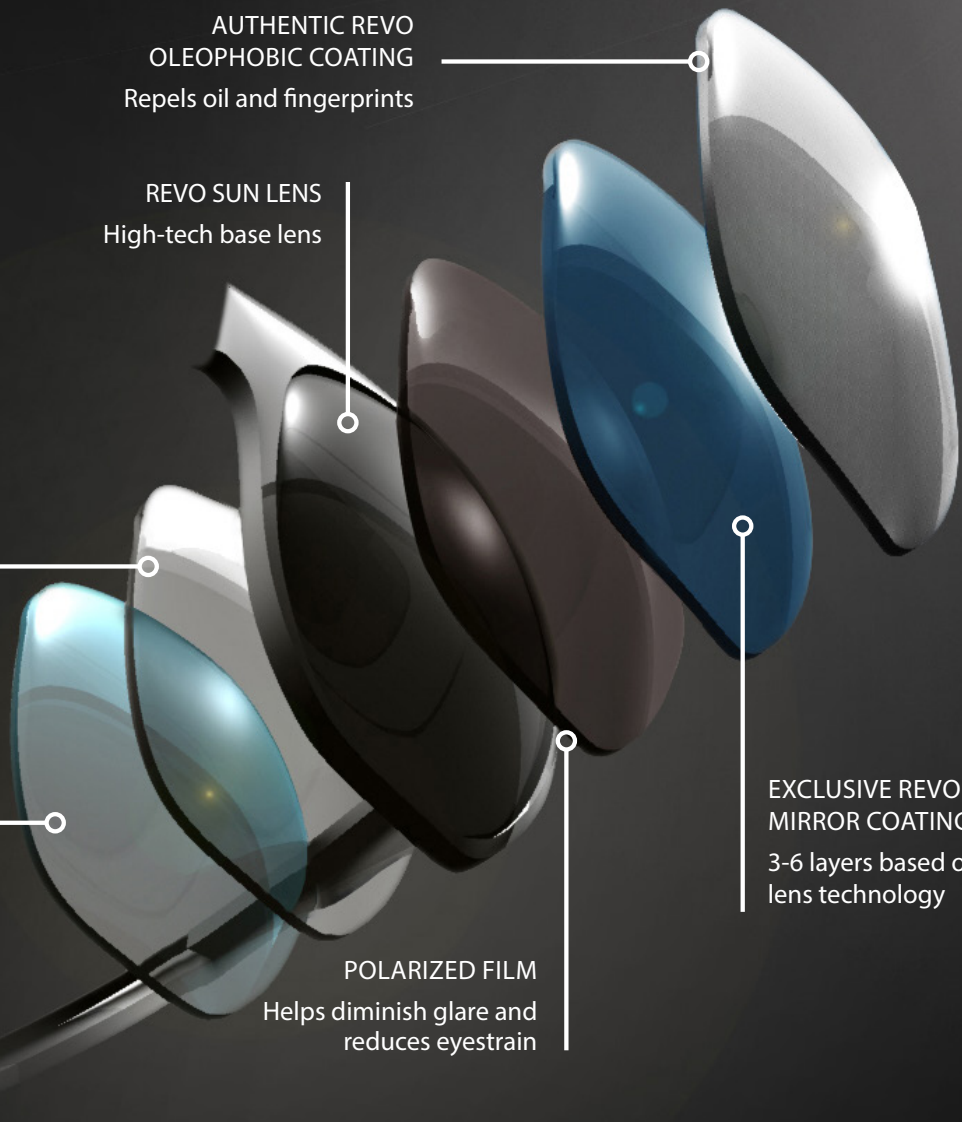
REVO SUN LENS
High-tech base lens

REVO BACK-SURFACE
PROTECTION COATING
Reduces intrusive back
surface reflections

AUTHENTIC REVO
HYDROPHOBIC COATING
Repels water and sweat

POLARIZED FILM
Helps diminish glare and
reduces eyestrain

EXCLUSIVE REVO
MIRROR COATINGS
3-6 layers based on NASA
lens technology



THE RANGE 101 BY LISA

Our new range of REVO consists of 22 SKUS, including a mix of previous TOP Sellers and New styles that we think will go well with our customers.

The range has been re-priced and are all under \$300. Already we have seen a big increase in sales since it landed in stores. Traditionally the rimless styles have performed really well, so we have added in some extra shapes and colours (7 SKUS) and at \$269.90 are a great price for a top performance lens.

There are 2 woman's styles with another one still to come, great for the ladies wanting a polarised lens. If your customer is looking at the Bolle Molly, be sure to show them REVO Paxton as a superior lens option.

There are now 7 Wraps and 1 Sports Wrap in the range. Some great styles to suit a range of face shapes and sizes. These styles include the Maverick and Caper – part of the Bear Grylls co-lab.

Read up on the Bear range on the following pages. You will also see XL versions of a couple of styles that are already proving popular. Look out for the Crawler XL and Descend XL. An Aviator and a Navigator round out the full range.

We will be looking at sales and trends over the next few months to add new colours in the styles our customers love!

Any feedback on our range?





















what we are missing!

what we need!

what you love!

Please let me know - lisa@sunglassstyle.co.nz

THE RANGE

		PID	DESCRIPTION	RRP	STATUS
		33180	RE 1006 01 GY BASELINER MATTE BLACK GRAPHITE	\$299.90	NEW
	TOP SELL	24853	RE 1027 02 BR CRAWLER MATTE TORT TERRA	\$298.90	Current
		33181	RE 1027 09 BL CRAWLER CLEAR CRYSTAL BLUE WATER	\$298.90	NEW
	TOP SELL	24980	RE 1035 01 GY RYKER BLACK GRAPHITE	\$299.90	Current
	TOP SELL	28714	RE 1039 02 BR PAXTON TORTOISE/ TERRA	\$299.90	Current
		31173	RE 1055 02 CH DEVIN TORT/ CHAMPAGNE	\$299.90	NEW
	HOT	33182	RE 1070XL 01 GY DESCEND XL BLACK GRAPHITE	\$269.90	NEW
	HOT	33183	RE 1071XL 02 BR CRAWLER XL MATTE TORTOISE TERRA	\$289.00	NEW
		33184	RE 1074 01 GY EDGE BLACK GRAPHITE	\$299.90	NEW
		33185	RE 1081 04 GY SPARK SHINY GOLD GRAPHITE	\$299.90	NEW
		33186	RE 1082 00 GY HARBOR GUNMETAL GRAPHITE	\$299.90	NEW
	HOT	33187	RE 1092 01 GY CAPER MATTE BLACK GRAPHITE	\$229.90	NEW
		33188	RE 1093 02 BR BORDER MATTE TORTOISE TERRA	\$289.90	NEW
	HOT	33192	RE 1098 00 BL MAVERICK MT GRAPH BLUE WATER	\$229.90	NEW
	TOP SELL	23292	RE 4059 01 GY DESCEND N BLK GREY	\$269.90	Current
		23294	RE 4059 02 BR DESCEND N CRYST BRN BRN	\$269.90	NEW
		23293	RE 4059 09 BL DESCEND N CRYST	\$269.90	NEW
	TOP SELL	23289	RE 4060 01 GY DESCEND E BLK GREY	\$269.90	Current
		33190	RE 4060 10 CH DESCEND E BLUSH CHAMPAGNE	\$269.90	NEW
	HOT	33191	RE 4066 04 GO CRUX N TORTOISE GOLF	\$289.90	NEW

BEAR GRYLLS



In 2019 Revo teamed up with Bear Grylls, to curate a range of styles for his fans and all fans of adventure. Guided by his vision to inspire and equip and empower the collection introduces REVOS' Superflex, a bendable frame. You will see him on all of the point of sale and his logo appears on his capsule collection.

Edward Michael Grylls (born 7 June 1974) better known as Bear Grylls, is a British former SAS serviceman, survival instructor, and honorary lieutenant-colonel, and, outside his military career, an adventurer, writer, television presenter and businessman. He is widely known for his television series *Man vs. Wild* (2006–2011), originally titled *Born Survivor: Bear Grylls* for the UK release. Grylls is also involved in a number of wilderness survival television series in the UK and US.

Man vs. Wild features Grylls dropped into inhospitable places, showing viewers how to survive. Its success led it to lasting seven seasons over five years. The show has featured stunts including Grylls climbing cliffs, parachuting from helicopters, balloons, and planes, paragliding, ice climbing, running through a forest fire, wading rapids, eating snakes and various

“creepy crawlies”, wrapping his urine-soaked T-shirt around his head to help stave off the desert heat, eating deer droppings, wrestling alligators, field dressing a camel carcass and drinking water from it, using the corpse of a sheep as a sleeping bag and flotation device, free climbing waterfalls and the list goes on...



REVO x BEAR GRYLLS

REVO x Bear Grylls COLLECTION

Guided by Bear's vision to inspire, equip, and empower his fans, this collection introduces Revo SuperFlex™, a bendable frame



Box



Case



Pouch



Insert



Matte finish frame colors - popular for outdoor gear

Elastomeric nose pads - hypoallergenic and added for comfort (select styles)



Revo SuperFlex™ construction - bendable and durable for all of your adventures

Bear Grylls logo on temple tip

Elastomeric temple tips - hypoallergenic and added for comfort (select styles)

CAPER - RE1092

63 | 16 | 129



8 base lenses - a sporty, wrap frame

Integrated spring hinge - for a comfortable, secure fit

Rx range: +3.00 to -3.00

FORGE - RE1096

51 | 23 | 148



6 base lenses - flatter fit in a classic style

Unisex style - great for men and women

Rx range: +5.00 to -5.00

Metal detailing on frame front

ESPEN - RE1097

60 | 14 | 132



6 base lenses - flatter fit in a sporty rectangle style

Rx range: +3.00 to -3.00

MAVERICK - RE1098

63 | 16 | 124



8 base lenses - a large sporty, wrap frame

Integrated spring hinge - for a comfortable, secure fit

Rx range: +3.00 to -3.00

THIRD MAN ON THE MOON

50 years ago, on 20 July 1969 Neil Armstrong and Buzz Aldrin landed Apollo 11's lunar module, Eagle, on the Moon's Sea of Tranquility, becoming the first humans to set foot on the lunar surface.

**“ That’s one small step for man,
one giant leap for mankind ”**

These are 2 names and an iconic saying which you will no doubt know. But can you tell me the name of the 3rd Man to walk on the moon?...

It was Charles “Pete” Conrad 4 months later as commander of Apollo 12. His words when he landed **“Whoopee! Man, that may have been a small one for Neil, but that’s a long one for me!”** (he was 5 inches shorter than Neil).



In 1988 Pete Conrad became REVO's first ambassador and was featured in a REVO advertisement cementing REVO as a cutting edge innovator in eyewear.

Inspired by their NASA Heritage and to celebrate the 50th anniversary REVO released a limited edition reimaged **“The Moonwalker Zero G”** in a lightweight titanium (we don't stock it)

WARRANTY

Each pair of Revo sunglasses comes with a two year warranty

“ All Revo Sunglasses are warranted against defects in material or workmanship for two years from the date of purchase. This warranty is valid only with proof of purchase from an Authorized Revo Dealer. Revo does not warrant any lenses against scratches. Alteration, misuse or abuse of any Revo product will void its warranty ”

We are the supplier of these, so for any claims or questions around this please contact info@sunglassstyle.co.nz

FIVE TALKING POINTS

1. All Revo are Polarised and feature Revo's LMS Lens Technology
2. All sunnies are UNDER \$300 !
3. Bear Grylls frames are made from INDESTRUCTIBLE REVO SUPERFLEX



4. Revo launched in 1985 as the first ever eyewear brand to use NASA-developed protective coatings on sunglass lenses
5. The same coatings NASA use to protect satellite porthole windows from space radiation also protect the eye from harmful radiation on Earth.

Rēvo



@RevoSunglasses



@Revo