

# DAVID BECKHAM



EYEWEAR by DAVID BECKHAM

# DAVID BECKHAM



Manchester United  
(1992-2003)



Real Madrid  
(2003-2007)



Los Angeles Galaxy  
(2007-2008 and 2009-2012)



AC Milan  
(2009)



Paris Saint Germain  
(2013)



Nazionale UK  
(1992 - 2009)



Awarded as the most beautiful man in the world  
in 2015



## MARKETING AND COMMUNICATION ICON

David Beckham more than any other icon has influenced the style of the British man over the last two decades. In such turbulent times, at least we have one constant..."

THE TELEGRAPH

## STYLE AND FASHION ICON

"He's one of the most recognised faces in the world, sport's first truly global superstar, with appeal that stretches well beyond his chosen game."

Destiny Magazine



VOGUE UK Cover  
Oct 2018



## HUMANITARIAN ICON

"You have helped raise a staggering £7 million, which is giving children a better start in life in very real and tangible ways. You have used your voice and influence to raise awareness and drive Change."

Lord Puttnam



ADIDAS  
AMBASSADOR  
2017



Royal Wedding 2018

# TOP BRAND KEY SUCCESS FACTORS



## PRODUCT

Mainstream «purely man»  
shapes and features

## BRANDING DETAILS

One simple distinctive  
iconic element  
(Persol with the ARROW,  
Tom Ford with the T-BAR )

## STRONG APPEAL

from Heritage (Persol), Brand  
Allure (Tom Ford) or Brand  
Awareness (Rayban)

David Beckham is a premium men's eyewear brand positioned to become a strong and reliable alternative to Tom Ford and Persol

# THE EYEWEAR STRATEGY



## LEVERAGING ON GLOBAL AWARENESS AND HIGH APPEAL OF DAVID BECKHAM

To create a new eyewear brand in the **PREMIUM SEGMENT** and to become a global man reference brand in the market, benchmarking Tom Ford and Persol through a 10 years partnership.

### OFFER

**A wide and mainstream Man offer:** one family with a casual and timeless English attitude targeting Persol and the second one with a more glamorous and aspirational spirit targeting Tom Ford, at **competitive price positioning and high value for money**, with its core around \$350

### COMMUNICATION

Fully leverage the **power and the high recognizability of his face** on the ADV images, both online and offline, and on celeb endorsement through the network of his own very influential friends

# COLLECTION STRUCTURE

CLUSTER:  
TIMELESS



CLUSTER:  
STYLE PIONEER



# CLUSTER TIMELESS

CASUAL

TIMELESS

ENGLISH  
ATTITUDE

VINTAGE  
INSPIRED

REASSURING

CLASSY

ICONIC

WARM HAVANA  
ACETATE  
GREEN LENSES



# CLUSTER STYLE PIONEER



STYLISH

FASHIONABLE

ASPIRATIONAL  
SPIRIT

BOLD

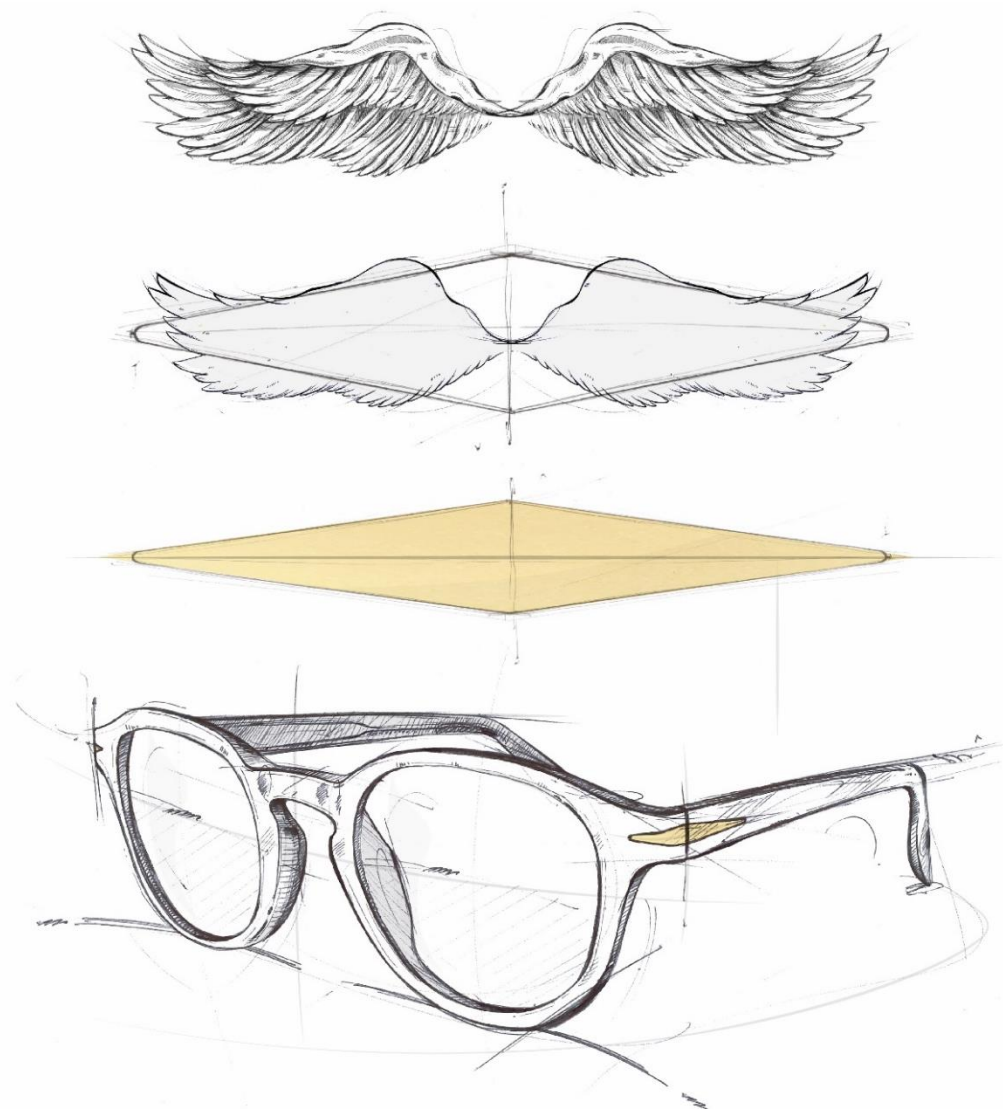
SEX APPEAL

GLOSSY BLACK  
ACETATE  
& GOLD METAL TRIM

# THE TALISMAN

Drawing inspiration from David's iconic wings tattoo, representing his role as the protector of his children and love for his family, the Talisman was created.

An iconic detail in the eyewear collection inspired by the symbol of WINGS, meaning freedom, going forward, traveling, protection, an element particularly dear to David Beckham that has been reworked, following his indications, in a stylized rhombus visible in the front and side of the eyewear.



# THE DETAILS



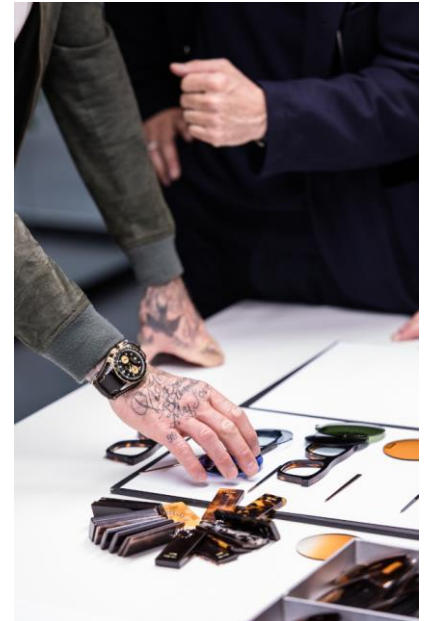
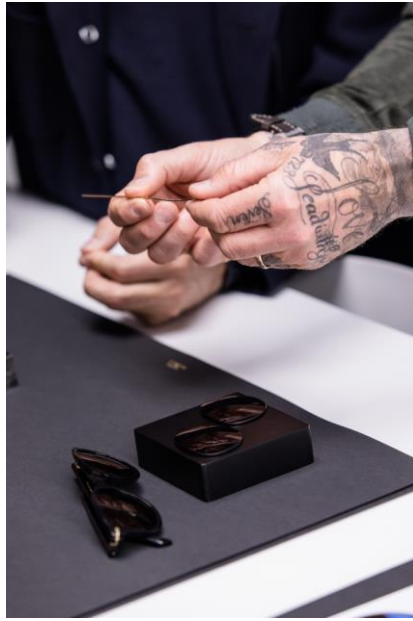
more visible



DAVID BECKHAM

# THE DEVELOPMENT

Collections are developed and curated by David Beckham himself as an eyewear lover, globally recognised for his style and capability to influence people's choices.



# DB 1002/S



International Fitting

CLUSTER: TIMELESS

## TECHNICAL FEATURE

ACETATE MODEL  
Traditional hinge  
Lenses: B4  
Special lenses: glass

Rx able  
Size: 51-21-145  
Front width: 141 mm  
Lens height: 42,7 mm



WR9-KU  
Brown Havana/palladium frame,  
Brown havana temple  
Blue lenses (CR39)  
**\$359.90**



2M2-IR  
Black/gold frame,  
Black/crystal temple  
Grey lenses (CR39)  
**\$359.90**



086-QT  
Brown Havana/gold frame,  
Brown Havana/crystal temple  
Green lenses (CR39)  
**\$359.90**



807-2M  
Black/dark black ruthenium frame,  
Black/crystal temple  
Brown A/R lenses (GLASS)  
**\$459.90**

# DB 1005/S



**International Fitting**

**CLUSTER: TIMELESS**

## **TECHNICAL FEATURE**

METAL MODEL  
Traditional hinge  
Lenses: B2  
Special lenses: glass

Rx able  
Size: 51-21-145  
Front width: 133,2 mm  
Lens height: 47 mm



**J5G-IR**  
Gold frame,  
Gold temple/brown havana tip  
Grey lenses (CR39)  
**\$329.90**



**J5G-2M**  
Gold frame,  
Gold temple/brown havana tip  
Brown A/R lenses (GLASS)  
**\$419.90**



**010-QT**  
Palladium frame,  
Palladium temple/honey havana tip  
Brown lenses (CR39)  
**\$329.90**



**6LB-QT**  
Ruthenium frame,  
Ruthenium temple/brown havana tip  
Green lenses (CR39)  
**\$329.90**

# DB 1006/S



**International Fitting**

**CLUSTER: TIMELESS**

## **TECHNICAL FEATURE**

ACETATE MODEL

Traditional hinge

Lenses: B4

Special lenses: polarized

Rx able

Size: 50-22-145

Front width: 142 mm

Lens height: 39,9 mm



**807-70**

Black frame,  
Black/crystal temple  
Brown lenses (CR39)

**\$299.90**



**807-M9**

Black frame,  
Black/crystal temple  
Grey polarized lenses (NYLON)

**\$359.90**



**EX4-KU**

Brown horn frame,  
Brown horn temple  
Blue lenses (CR39)

**\$299.90**



**2W8-4S**

Grey horn frame,  
Grey horn temple  
Burgundy lenses (CR39)

**\$299.90**



**086-QT**

Brown Havana frame,  
Brown Havana/crystal temple  
Green lenses (CR39)

**\$299.90**

# DB 1007/S



**International Fitting**

**CLUSTER: TIMELESS**

## TECHNICAL FEATURE

ACETATE MODEL  
Traditional hinge  
Lenses: B4  
Special lenses: glass

Rx able  
Size: 49-24-145  
Front width: 143,5 mm  
Lens height: 40,8 mm



**807-IR**  
Black frame,  
Black/crystal temple  
Grey lenses (CR39)  
**\$299.90**



**807-2M**  
Black frame,  
Black/crystal temple  
Brown A/R lenses (GLASS)  
**\$399.90**



**2W8-4S**  
Grey horn frame,  
Grey horn temple  
Burgundy lenses (CR39)  
**\$299.90**



**086-KU**  
Brown havana frame,  
Brown havana/crystal temple  
Blue lenses (CR39)  
**\$299.90**



**B4L-QT**  
Honey horn frame,  
Honey horn temple  
Green lenses (CR39)  
**\$299.90**

# DB 1008/S



**International Fitting**

**CLUSTER: TIMELESS**

## **TECHNICAL FEATURE**

ACETATE MODEL

Traditional hinge

Lenses: B4

Special lenses: polarized

Rx able

Size: 55-18-145

Front width: 140,5 mm

Lens height: 48,1 mm



**807-M9**

Black frame,

Black/crystal temple

Grey polarized lenses (NYLON)

**\$359.90**



**807-70**

Black frame,

Black/crystal temple

Brown lenses (CR39)

**\$299.90**



**WR9-9K**

Brown havana frame,

Brown havana temple

Green shaded lenses (CR39)

**\$299.90**



**EX4-08**

Brown horn frame,

Brown horn temple

Blue shaded lenses (CR39)

**\$299.90**



**086-90**

Brown havana frame,

Brown Havana/crystal temple

Grey shaded lenses (CR39)

**\$299.90**

# DB 1009/S



**International Fitting**

**CLUSTER: TIMELESS**

## TECHNICAL FEATURE

ACETATE MODEL

Traditional hinge

Lenses: B4

Special lenses: glass

Rx able

Size: 50-21-145

Front width: 136 mm

Lens height: 46,7 mm



**807-IR**

Black frame,  
Black/crystal temple  
Grey lenses (CR39)

**\$299.90**



**807-2M**

Black frame,  
Black/crystal temple  
Brown A/R lenses (GLASS)

**\$399.90**



**EX4-KU**

Brown horn frame,  
Brown horn temple  
Blue lenses (CR39)

**\$299.90**



**086-QT**

Brown havana frame,  
Brown Havana/crystal temple  
Green lenses (CR39)

**\$299.90**

# DB 7000/S



**International Fitting**

**CLUSTER: STYLE PIONEER**

## TECHNICAL FEATURE

ACETATE MODEL

Traditional hinge

Lenses: B4

Special lenses: photocromatic

Rx able

Size: 51-20-140

Front width: 141 mm

Lens height: 42,1 mm



**WR7-W7**

Black/havana frame,  
Havana/black temple  
Orange lenses (CR39)

**\$379.90**



**WR9-KU**

Brown havana frame,  
Brown havana temple  
Blue lenses (CR39)

**\$379.90**



**807-T4**

Black frame,  
Black temple  
Silver mirror lenses (NYLON)

**\$379.90**



**807-UK**

Black frame,  
Black temple  
Yellow photocromatic lenses (NYLON)

**\$439.90**

# DB 7001/S



**International Fitting**

**CLUSTER: STYLE PIONEER**

## TECHNICAL FEATURE

METAL MODEL  
Traditional hinge  
Lenses: B4  
Special lenses:

Rx able  
Size: 60-17-145  
Front width: 146,2 mm  
Lens height: 52 mm



**J5G-HA**  
Gold frame,  
Gold temple/White black horn tip  
Brown shaded lenses (NYLON)  
**\$379.90**



**J5G-IR**  
Gold frame,  
Gold temple/Brown Havana tip  
Grey lenses (NYLON)  
**\$439.90**



**010-08**  
Palladium frame,  
Palladium temple/brown havana tip  
Blue shaded lenses (NYLON)  
**\$439.90**

# DB 7003/S



**International Fitting**

**CLUSTER: STYLE PIONEER**

## **TECHNICAL FEATURE**

METAL MODEL

Traditional hinge

Lenses: B6

Special lenses: photocromatic

Rx able

Size: 61-13-140

Front width: 146,6 mm

Lens height: 54 mm



**J5G-90**

Gold/black frame,  
Gold temple/brown havana tip  
Grey shaded lenses (NYLON)

**\$419.90**



**J5G-UK**

Gold/dark havana frame,  
Gold temple/black tip  
Yellow photocromatic lenses (NYLON)

**\$479.90**



**KJ1-HA**

Dark ruthenium/horn frame,  
Dark ruthenium temple/black tip  
Brown shaded lenses (NYLON)

**\$419.90**



**010-QT**

Palladium/havana frame,  
Palladium temple/brown havana tip  
Green lenses (NYLON)

**\$419.90**

# DB 7008/S



**International Fitting**

**CLUSTER: STYLE PIONEER**

## **TECHNICAL FEATURE**

ACETATE MODEL

Traditional hinge

Lenses: B6

Special lenses:

Rx able

Size: 60-13-145

Front width: 144 mm

Lens height: 51 mm



**807-W7**

Black frame,  
Black/crystal temple  
Orange lenses (NYLON)

**\$349.90**



**EX4-KU**

Brown horn frame,  
Brown horn temple  
Blue lenses (NYLON)

**\$349.90**



**086-9K**

Brown havana frame,  
Brown havana/crystal temple  
Green shaded lenses (NYLON)

**\$349.90**



**807-T4**

Black frame,  
Black/crystal temple  
Silver mirror lenses (NYLON)

**\$349.90**

# DAVID BECKHAM

# SOCIAL

