

sunglassstyle

Sunglass Style was started by Sven and Lisa back in 2004! We have grown from one small store in Hornby Christchurch to a nationwide chain of 14 stores, representing some of the best brands in the world. We love sunglasses, we are those people you see at night wearing sunglasses, we would wear them to bed if we could! We are passionate about finding the right sunnies for everyone with our eyewear collections encompassing all price ranges, categories and styles.



Stock in the warehouse, just a small part of our operation!



Stock in the store! Feat. Sylvia Park

BLACK

E Y E W E A R L T D

Black Eyewear is our distribution company and a key partner of Sunglass Style. BEW has the exclusive distribution for some of the world's best brands, including the sunglass and optical collections for; Tom Ford, Dior, Fendi, Jimmy Choo, Givenchy, David Beckham, Hugo Boss, Kate Spade, Marc Jacobs, Rag & Bone, Diesel, Adidas, Carrera, Timberland, Tommy Hilfiger, Guess, Polaroid, Havaianas and Skechers, wow! Sunglass Style is our biggest customer thanks to your epic work in stores, and we also wholesale to optometrists, department stores and selected fashion boutiques across NZ.



Lisa & Gen with Kate Spade designer in Hong Kong



Sven with Marcolin, one of our Italian suppliers

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Sven wearing GV 7121 and his fave fab Givenchy!



Sven is our General Manager and company director for both Sunglass Style and Black Eyewear. Sven is responsible for our business strategy and development; and manages all aspects of the business with a focus on company growth and expansion, leasing and store design, and his favourite I.T. (not really his fave but somebody has to do it). Call Sven if your store catches on fire (JK, you should definitely call 111 in that instance)!

Lisa wearing Tom Ford Lennox and Sabrina



Lisa is a company director for both Sunglass Style and Black Eyewear and involved in all aspects of both businesses. Lisa is the buyer for some of our top Black Eyewear brands (she is pretty much NZ's Tom Ford ambassador!) and leads our Sunglass Style Product, Operations and Marketing departments so if you can't get hold of Gen, Emilie, Raji, Sadia, Andrew, Kris or Cass; Lisa is across all of that too.

Gen wearing GV 7173 and hanging out at Celine!



Genevieve is our Product Manager, and the buyer and planner for Sunglass Style and many of our Black Eyewear brands (Gen loves all our French brands and would be our Dior, Celine & Givenchy ambassador!). Gen is responsible for our brand selection, stock levels, store layouts, brand training and pitching ideas for SS marketing campaigns and store incentives. She supports Emilie and Kris in their roles to ensure the smooth running of the product team. Contact Gen for queries about any product and marketing elements as above.

Raji wearing Gucci 206SK



Raji is our National Sales Manager, supporting store teams to provide the very best Sunglass Style service and smash those sale targets! She oversees the day-to-day operations of our amazing 14 stores, developing store teams and building on a great Sunglass Style culture. Recruiting, coaching and leading the best sales teams is her passion and you will always find her available to help.

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Emilie wearing Celine 0147I in Havana



Emilie is the Product Co-ordinator for Sunglass Style and is responsible for getting all our awesome product to you in store! She also assists with product selection, and manages the product database uploading product details, images and other “behind the scenes” stuff that help our stores and website run smoothly. Call Emilie for customer requests, product transfers and questions about stock replenishment, as well as queries regarding product descriptions, prices and images.

Andrew wearing Boss 1091/S & Barkers Matai



Andrew is the Marketing Co-ordinator for Sunglass Style, designing our marketing materials and coordinating the execution of our in-store promotions and signage. He is responsible for the day-to-day look of the website, creating customer EDMs and managing our social media platforms. Andrew also works closely with our BEW customers creating custom installations and resources. Call Andrew for help with your signage and any graphic design requirements.

Ariki wearing EV Cambridge and Tom Ford 711



Ariki works across our accounts, IT and product departments, reconciling your banking and weekly figures and making sure all your tech is running smoothly. He is also responsible for coordinating and analysing store stocktakes and handling theft and shrinkage... as well as doing a little part-time modelling for our website (check out the Tom Ford Fausto as featured above, on our website)! Call Ariki for all things banking, accounts, stocktakes/stock adjustments and IT.

Kris wearing Tom Ford Gerrard



Kris is our Warehouse Manager for Sunglass Style and Black Eyewear, coordinating the inwards/outwards flow of the thousands of products in our warehouse and keeping his team motivated... all with the music up LOUD! Kris also runs the Sunglass Style online store, despatching orders and communicating with customers daily. Call Kris for info on your deliveries, QR/barcodes, and online customer orders and queries.

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Cass wearing Dior SoReal and Guess 7606 w chain



Cassandra runs our repairs and damaged stock and has probably fixed more sunnies than you've sold! Cass is also responsible for our accessories department and designed our Sunglass Style branded cases & packaging, and co-ordinates counts and replenishment of supplies and cases. Contact Cass for advice and help with repairs, damaged stock and cases & supplies.

Sadia wearing Celine Edge and Le Specs Hathor



Sadia is our Regional Support Manager and assists our stores with everything they need to run smoothly. She has worked in numerous roles within the business and has extensive experience to help with anything and everything the stores need. Sadia is highly passionate about our brands and you will always see her wearing the newest and coolest sunglass! This summer Sadia is working closely with many store teams to set us up for success, and you can call her anytime for help.

Suresh wearing Boss 1087 and Ray Ban Wayfarer (LOL)



Suresh can be found working hard in the warehouse, picking and packing and scanning and barcoding and QR coding and stocktaking... so yeah he is kept pretty busy! Suresh also assists with website sales, so you may see requests from him occasionally as well.

Darren wearing Tom Ford Raoul



Darren was our warehouse assistant extraordinaire last summer and we have secured his skills again this year! Darren works alongside Suresh & Kris processing online orders, store stock and supply picks, and keeping the warehouse shipshape.

BLACK

E Y E W E A R L T D

Craig wearing David Beckham 1005



Craig is our Sales Manager for Black Eyewear. He came to us from Texas though has a kiwi ancestry and knows just about everything you could ever need to know about eyes, frames & lenses. Craig is often on the road doin' deals and selling to BEW customers and is currently dedicating some time to Sunglass Style in creating our new RX (prescription lens) sunglass programme, exciting stuff!

Priya wearing Tom Ford Lennox & Dior30Montaigne1



Priya is our Product Co-ordinator and Customer Care for Black Eyewear, managing the BEW database, the inwards/outwards flow of stock and liaising with customers every day for orders, repairs and any other requirements. Another face to grace the pages of the Sunglass Style website and our recent Dior customer EDM, check out Priya in the Dior 30Montaigne1 online and as featured above.



With the Adidas Design and Development team



Selecting ranges at Safilo Showroom in Hong Kong



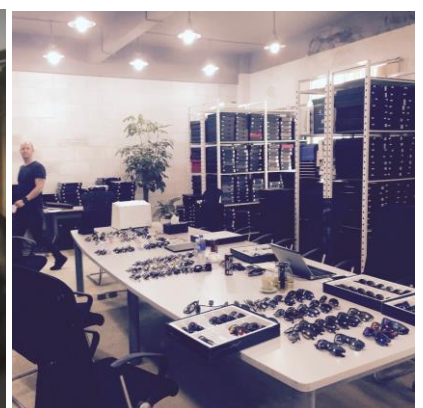
Taking in the HK light show with the Dior Team



The Jimmy Choo 2020 release



Xmas Party Antics!



Samples, Samples!