



**GREAT BRITISH EYEWEAR**  
WILLIAM MORRIS | LONDON



A woman with blonde hair, wearing a vibrant red, form-fitting dress with a black lace-trimmed neckline and black-rimmed glasses. She is posing with her hands behind her head against a textured, light-colored wall. A Union Jack flag is visible in the top right and bottom left corners of the image, appearing as if it's a torn piece of paper.

GREAT BRITISH EYEWEAR

## ABOUT US

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Created in 1996 by Robert William Morris, William Morris London is an independent company with a very 'English' brand.

The aim? To offer designer glasses to every audience in superb, original designs with a take that is typically British.

The brand was designed, nurtured and raised in the streets of London. Those quintessential influences remain at the very heart and British design elements extend throughout all the collections, in styles that are created with passion and pride.

Designed in collaboration with London Fashion Week, the richest colours are selected and the finest materials sourced to offer a heritage collection that is ready to wear and distinctly fashion forward.



## FEATURES

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- OO Independent London designer brand
- OO UK Founder and Designer basing collections on London Fashion Week
- OO Commercially saleable collection with good fit for the face
- OO Excellence in design and quality craftsmanship
- OO Premium brand with great price points
- OO Popular eyewear brand with high retail sell-through
- OO Frame styles offered for every audience
- OO Fashion forward styling with a British twist
- OO Staying up to date with the latest eyewear technological advances
- OO Exceptional marketing materials with a dedicated marketing department
- OO Winner of the opticians 'Frame of the Year' in 2013
- OO Nominated for this award over 5 consecutive years



## THE MAN BEHIND THE BRAND

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William Morris London are proud of their history, with designer and founder Robert William Morris still very much at the helm today as he was when he formed the brand in 1996. Working tirelessly on the latest collections and keeping up to date with the latest trends and colour palettes from the runways of London, our collections are created with true city spirit.

Robert William Morris first started out in the optical industry over 25 years ago and saw a gap in the market to create a new collection that offered something different and interesting for consumers and optical partners alike.

Robert's creativity, style, appreciation for colour and love of his true British roots provide the perfect blend to create a cosmopolitan eyewear brand that is loved and sold throughout the world.

PROUD TO SUPPORT



BRITAIN

## OUR PROUDEST ENDORSEMENT

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William Morris London are proud to announce their newly formed partnership with the Government founded initiative GREAT Britain campaign, having been selected to represent Britain as the sole British eyewear brand in the GREAT campaign initiative.

GREAT's objective is to get the world thinking and feeling differently about Britain, repositioning the country as a vibrant, inspiring and innovative place to visit and invest in now.

The campaign provides a single brand, to bring together consistent and cost-effective communications from a range of partners.

These include No.10 & Cabinet Office, UKTI, VisitBritain, The British Council, DCMS and FCO, as well as our overseas networks, who play a vital role in delivering the campaign.

Partnership is key to the success of the campaign, which has to date engaged a wide variety of private and public sector organisations.

# FASHION IS GREAT

BRITAIN & NORTHERN IRELAND

For 20 years, William Morris London has used quintessentially British inspiration to create world-leading eyewear. For the best in authentic design, choose the UK.

William Morris London

[www.great.gov.uk](http://www.great.gov.uk)



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# OUR SUCCESS

William Morris operate in over 50 countries worldwide



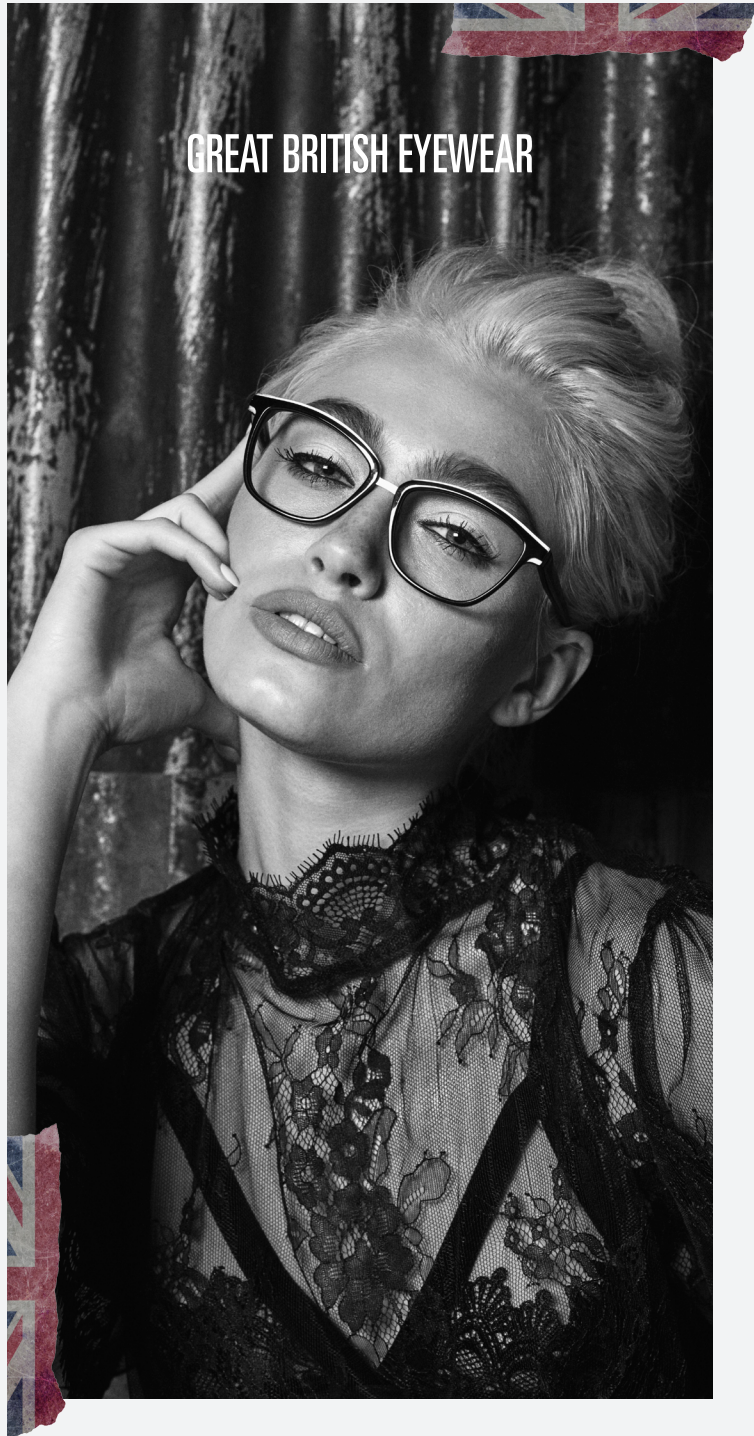
## DIRECT MARKETS

United Kingdom	27%
Scandinavia	15%
Germany	7%
Australia (JV)	3%
Switzerland	1%

## KEY EXPORT MARKETS

1. USA	13%
2. France	11%
3. Poland	4%
4. Canada	2%
5. Italy	2%
6. Spain	2%
7. Israel	2%
8. New Zealand	2%
9. Belgium	1%
10. Netherlands	1%

GREAT BRITISH EYEWEAR



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## WILLIAM MORRIS IN THE USA

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William Morris was introduced into the USA market in 2012 through their authorized brand partners- Classique Eyewear. Distribution for William Morris has seen tremendous growth, with sales in over 3,600 optical doors in the US market within 5 years since its introduction.

## CASE STUDY

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Dr. Eli Ben Moshe of Newport Avenue Optometry in San Diego, says that William Morris London has become the number 1 selling brand in his optical dispensary.

He attributes his success with the William Morris brand to the fact that the product is unique in its designs, colors, and look which set it apart from all the other eyewear brands on their frame boards.

William Morris frame shapes are commercially saleable, but offer an unpredictable twist in accent and design elements. Says Dr. Ben Moshe, "Our opticians are proud to show our patients William Morris first, as their go to collection. Our patients walk away happy with how great they look and feel in their William Morris frames. This gives us a great deal of satisfaction that we have provided them with frame they are proud to wear."





**GREAT BRITISH EYEWEAR**

## WILLIAM MORRIS BENEFITS

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- ∞∞ Conservatively different frames will make your patients look and feel great
- ∞∞ William Morris sets your frame dispensary apart from others
- ∞∞ Brilliant colours and exceptional design in comfortable, easy to wear shapes
- ∞∞ Exceptional quality at affordable price points
- ∞∞ Excellent marketing with a uniquely British flair
- ∞∞ Superb point of sale materials
- ∞∞ New and interesting frame collection to offer your patients
- ∞∞ High sell-through collection with a Great British heritage
- ∞∞ Relatable brand story to share with your patients



GREAT BRITISH EYEWEAR

## OUR COLLECTIONS

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### LONDON

Quirky, British styling for fashionable people with an eye for style



### BLACK LABEL

Luxurious acetates with high end polish finishes and weighted tip ends



### WILLS

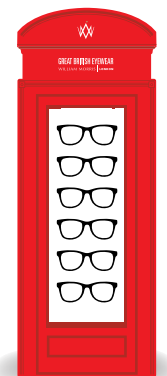
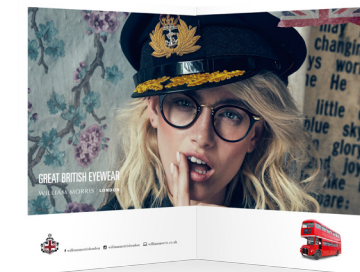
Subtly re-shaped eye sizes for smaller faces but in the same, London designs.



## OUR MARKETING

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We pride ourselves on offering fantastic marketing and point of sale that combines our London feel good factor with a bold and daring twist.



# CLASSIQUE

EYEWEAR

Authorized Distributor

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