



**WHAT'S
NEW NOW**
PRODUCT
IMAGERY
POP • 2012



MARCHON
GLOBAL
COLLECTIONS

A man with short brown hair and glasses is leaning on a brick and concrete rooftop railing. He is wearing a grey blazer over a dark blue shirt and a light-colored striped scarf. The background is a dense urban skyline with various skyscrapers under a clear sky.

MOVING FORWARD WITH **A BRAND NEW VIEW**

"As part of a worldwide repositioning of their proprietary collections, formerly known as the Global House Brands, Marchon is revitalizing the company's existing sub-collections with a clear directive toward innovative future collections under the newly named Global Collections umbrella."

— from *Vision Monday's* article, August 13 2012



Stylar: Gracie Thompson

MARCHONYC



Style: Prince

MARCHONYC

MARCHON GLOBAL COLLECTIONS

MARCHON NYC



CLASSIC

Classic styling with easy-to-wear shapes and timeless design.



FASHION

A mix of fashion and trend with fun color palettes, patterns, and modern shapes.



BOUTIQUE

Boutique product styling that offers a higher-end feel with unique details, materials and sophisticated shapes.



TREND

Casual style with funky, retro-inspired shapes and cool custom laminations, appealing to all age groups and genders.

NYC88



EMPIRE NY



URBANPLAYGROUND



color blocked



Thompson, Mercer



COLORBLOCKING

Styles - *Carmine and Waverly*
West Side Collection

- Modern shapes: semi rimless and full rim
- Open cut-out endpiece
- Bright contrasting color on temples



Carmine, Waverly

Styles - *Spring and Grand*
Downtown Collection

- Custom laminated pops of color on temples and temple tips
- Double laminated fronts



Grand, Spring

pattern



Sullivan, Barrow



ABSTRACT **PATTERN**

*Styles - Sullivan, Barrow, Carmine and Waverly
West Side Collection*

- Metal fronts with combination temples
- Modern shapes: semi rimless and full rim
- Open cut-out endpiece
- Double laminate acetate on temples
- Abstract patterns on temple tips



Carmine, Waverly



RETRO

Retro Influence

Style - Morgan
Uptown Collection
Women's

- Retro deep plastic shape
- Temples have 3-dimensional detail
- Vintage colored fronts and temples

Style - Prince
Downtown Collection
Unisex

- Round retro plastic shape
- Crystal and gradient colorations
- Pyramid stud detail
- Handmade laminated temple and tip details



earth tones



EARTHTONES

Styles – Spring, Bryant, Whitney and Madison
Uptown, Downtown and West Side Collections

- Brown and light blue horn
- Acetate variations
- Color trend
- Water-sky-earth tones



modern lux



MODERN LUX

*Styles – Gracie, Morgan
Uptown collection*

- 3-dimensional sculpted temple designs
- Two-toned flat metals
- Gradient color finishes



Gracie, Morgan

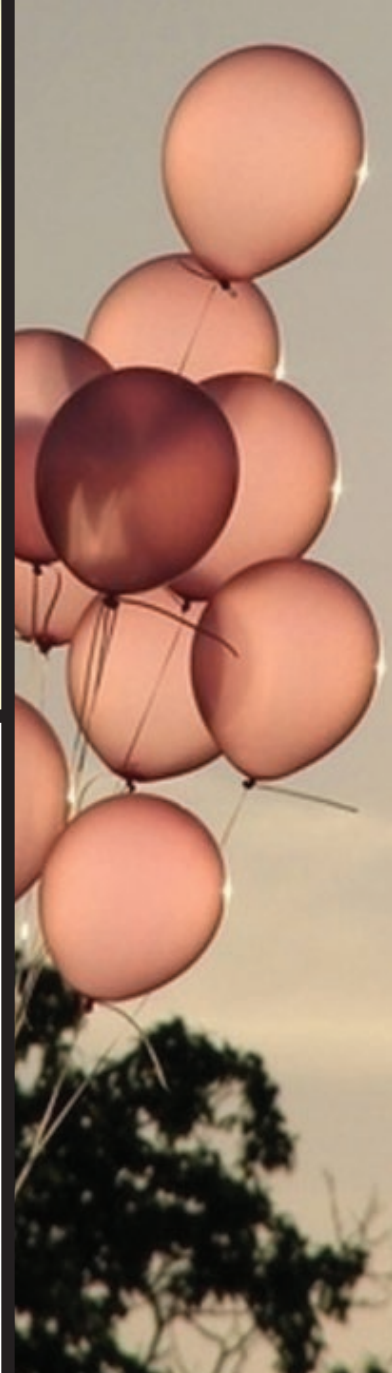


Gracie, Morgan





soft rose



SOFTROSE

*Styles - Spring and Grand
Downtown Collection*

- Soft pink tortoise acetate shown on front and temples
- Translucent rose temples with pale pink laminated details
- Soft pale pink tortoise temples with laminated matching pink details

*Style - Bryant
West Side Collection*

- Translucent rose front
- Translucent Temple with subtle horn detail that adds texture and interest



Dakota



Grand

Spring





OLDSCHOOL

Styles – Grand, Mercer, Prince
Downtown Collection

- Round, retro, plastic style for boys and girls
- Color blocked details
- Custom laminated eye for unique and fun look
- Easy fit, kid friendly shapes





zebra



Très Jolie 144 ,145

ZEBRA

Très Jolie Collection

- Two new metal front shapes
- Temples have zebra design temples
- Sand-blasted textures
- Soft metal colors: gold, brown, rose, lavender, burgundy, plum



Très Jolie 144 ,145



FALL/WINTERPOP

MARCHONYC Tri-fold Double-sided Counter Card (68347)
16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



MARCHONYC Tri-fold Double-sided Counter Card (68348)
16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



MARCHONYC Double-sided Horizontal Banner (68349)
US 56" w x 24" h
EU 142.24cm w x 60.96cm h



MARCHONYC Double-sided Vertical Banner (68352)
US 24" w x 56" h
EU 60.96cm w x 142.24cm h



Marchon 2012 Catalog (67802)
Marchon 2012 Price List (67884)



MARCHONYC KIDS Tri-fold Double-sided Counter Card (68350)
US 16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



MARCHONYC KIDS Double-sided Vertical Banner (68351)
US 24" w x 56" h
EU 60.96cm w x 142.24cm h



**KEEP
MOVING**

Style: Forte

Flexon
COLLECTION

architecture

ARCHITECTURE

Structured Temple Design (4 Styles)

Vigor - Men's

Vivacity - Men's

Vitality - Men's

Vibrant - Women's

- Modern styling - flat metal upper eyerim combined with regular bottom eyerim
- Two-toned colorations
- Structured temple detail with sculpted area that show two-tone colorations
- Direct soldered bridges
- New logo applied on inside temple tips



classic



Influence



CLASSIC CONCEPT

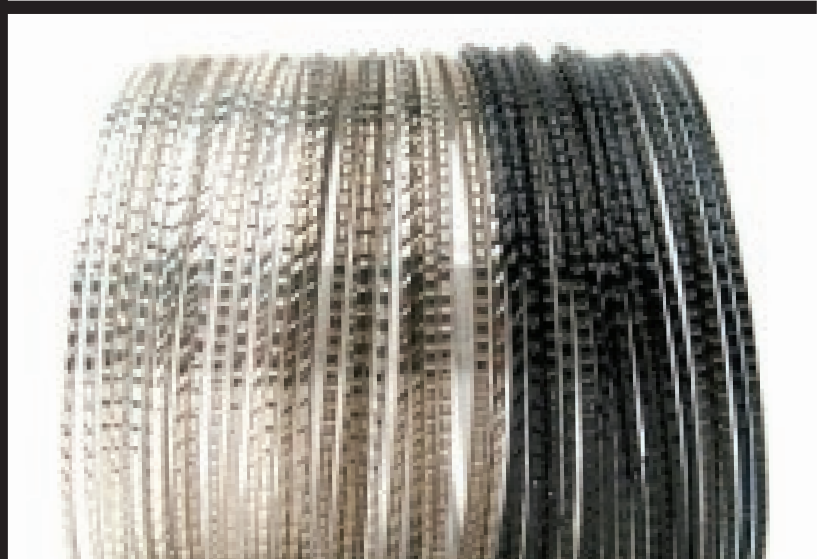
Influence - Men's
Resilience - Men's
Energetic - Men's

- Classic shapes for timeless style
- Structured end pieces with thin metal temples
- Classic colorations with variations of demi colors on temple tips
- Direct soldered bridges
- New logo applied on inside temple tips



Energetic

fashion



FASHION CONCEPT

Dynamic - Men's
Energetic - Men's
Elastic - Women's

- Metal fronts with metal structured endpiece
- CP injection temples that offer a more up-to-date look while still maintaining flexibility
- The Flexon Elastic features gradient coloration on temples
- Direct soldered bridges
- New logo applied on inside temple tips



FALL/WINTERPOP

Flexon Optical Counter Card - Female (68354)
16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



Flexon Optical Counter Card - Male (68353)
16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



Flexon Double-sided Horizontal Banner (68355)
US 56" w x 24" h
EU 60.96cm w x 142.24cm h



Flexon Brochure Holder with 25 brochures
5 3/4" w x 9" h x 4 1/2" d
(68165) Brochures - packs of 25
(68326) Holder



Flexon Double-sided Vertical Banner (68356)
US 24" w x 56" h
EU 60.96cm w x 142.24cm h





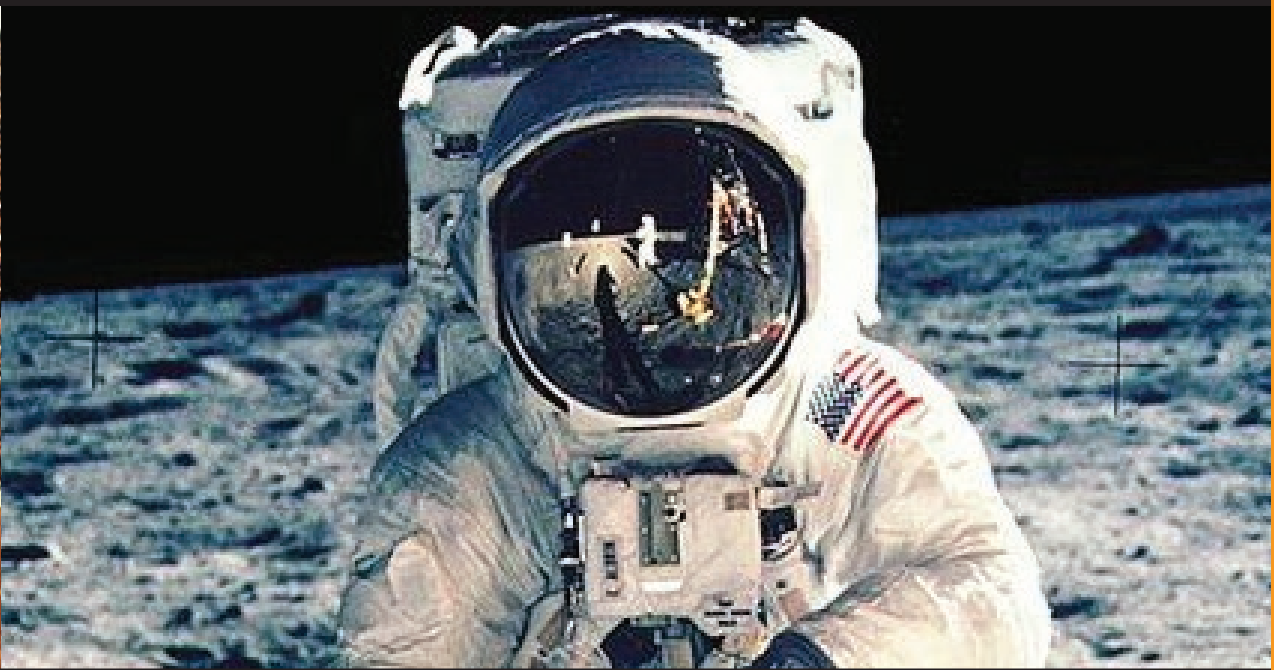
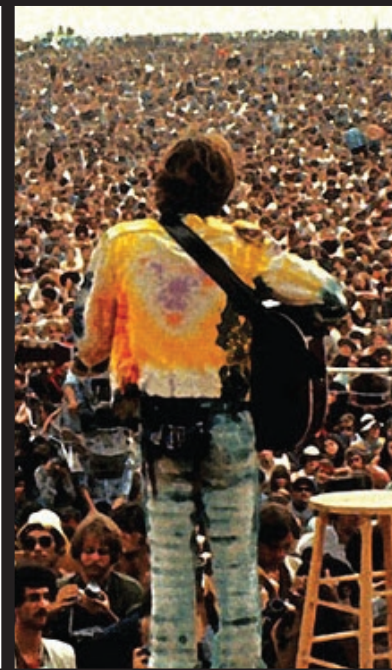
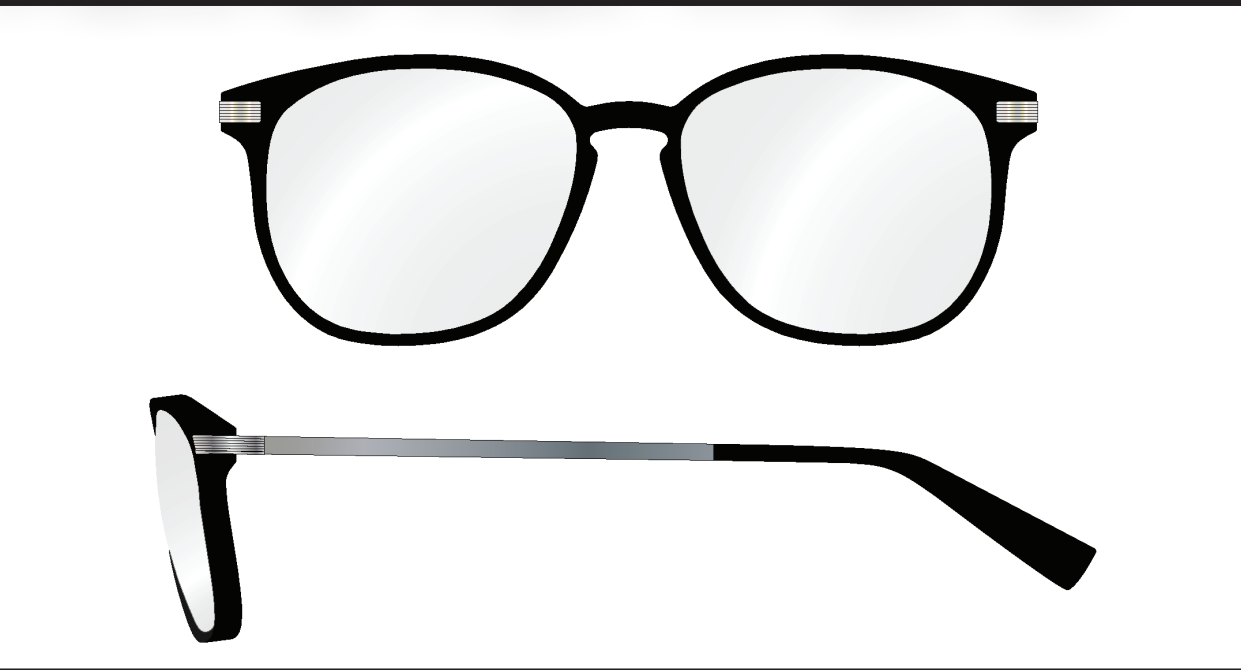
Style: Jude

COMING
JAN 2013

AUTOFLEX
EYEWEAR ESTABLISHED NINETEEN EIGHTY EIGHT



retro forward

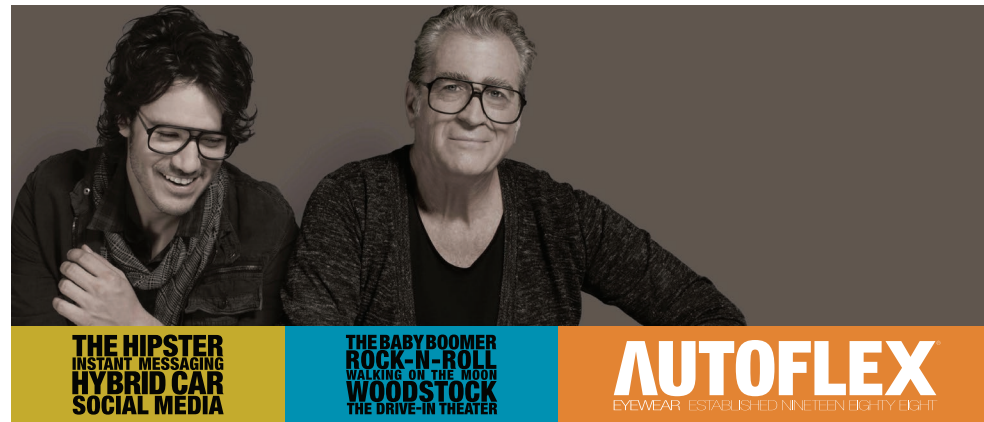


AUTOFLEX
EYEWEAR ESTABLISHED NINETEEN EIGHTY EIGHT

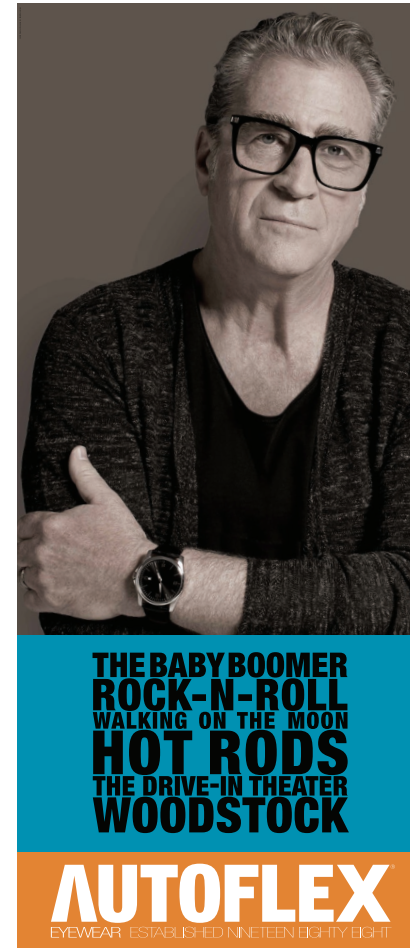
Autoflex Horizontal Counter Card (68363)
US 16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



Autoflex Horizontal Double-sided Banner (68364)
US 56" w x 24" h
EU 142.24 cm w x 60.96 cm h



Autoflex Vertical Double-sided Banner (68365)
US 24" w x 56" h
EU 60.96 cm w x 142.24 cm h



COMING
JAN 2013



Style: Love Crazy 2

AIRLOCK®



minimalism



MINIMALISM

Love Crazy Collection

- Two tone coloration
- Pure titanium
- Lightweight



Love Crazy 1



Love Crazy 2

Love Crazy 3

Love Crazy 1



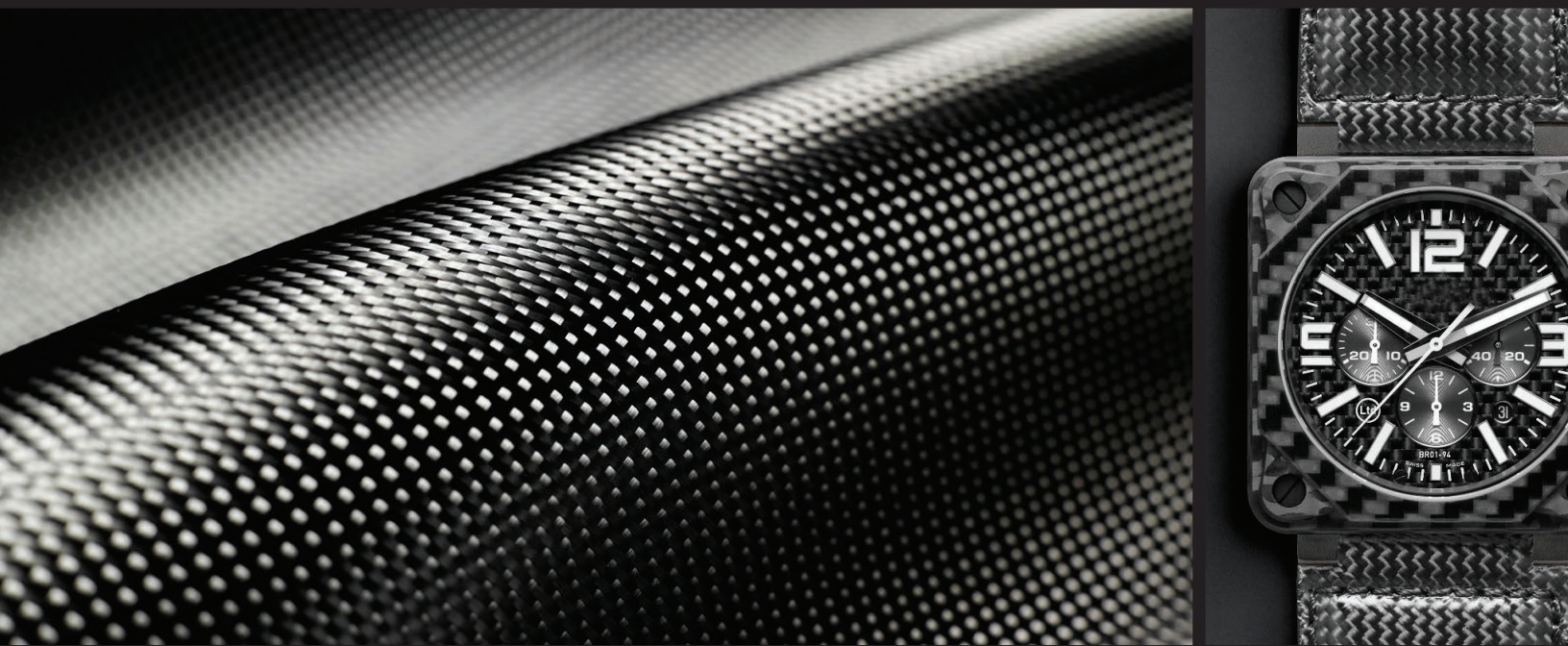


actif

ACTIF

Carbon Fiber Collection

- Perfect combination of style and strength
- Crisp colors
- Technology driven design

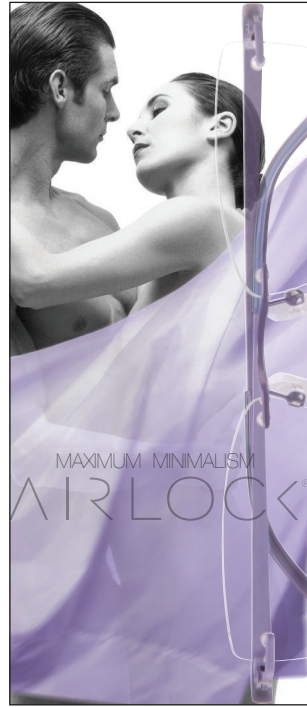
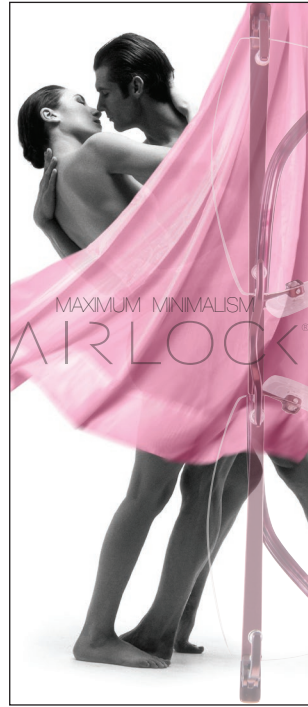


Battery Park, Tribeca

AIRLOCK

FALL/WINTERPOP

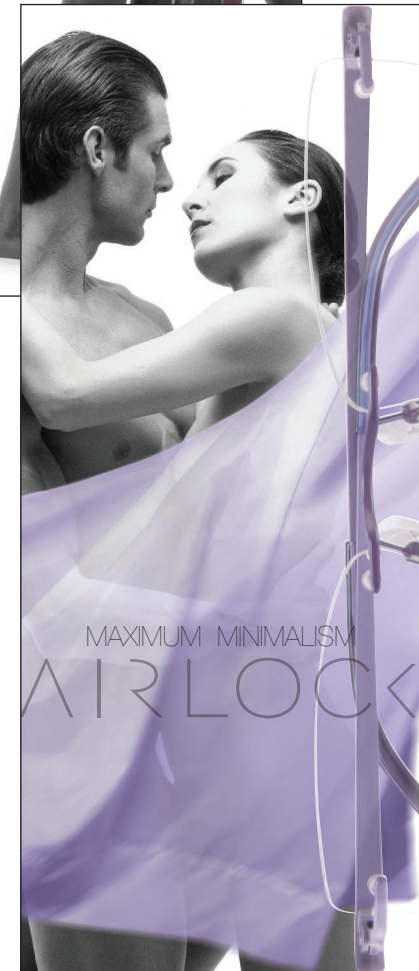
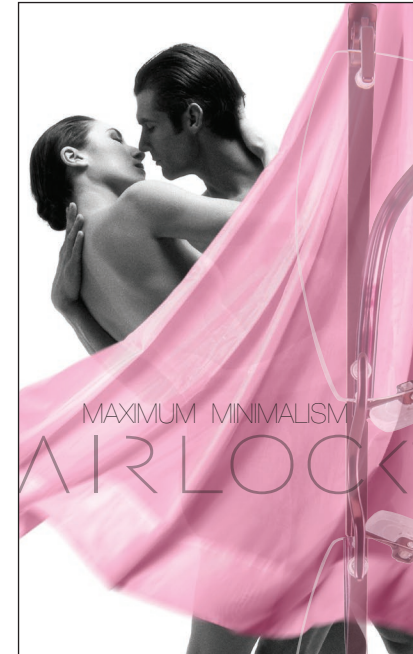
Airlock Counter Card Set (68357)
US 16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



Airlock Carbon Fiber 8 Piece Display (68073)
US 4 1/2" w x 7 1/2" d x 21" h
EU 11.43cm w x 19cm d x 53.34cm h



Airlock Double-sided Vertical Banner (68359)
US 24" w x 56" h
EU 60.96cm w x 142.24cm h



Airlock Double-sided Horizontal Banner (68358)
US 56" w x 24" h
EU 142.24cm w x 60.96cm h



Airlock 48 Piece Display (64740)
US 20 7/8" w x 14 3/8" d x 66" h
EU 53cm w x 36.5cm d x 167.64cm h





Stylas: D. 108, True Love

Disney

FALL/WINTERPOP

Disney Princess Little Girl Counter Card
(66989)
US 9 1/4" w x 5 1/2" h
EU 23.5 cm w x 14 cm h



Disney Princess Hearts: Jasmine and Snow White set of 2 (66988)
US 4" w x 4 1/4" h
EU 10.16 cm w x 10.79 cm h



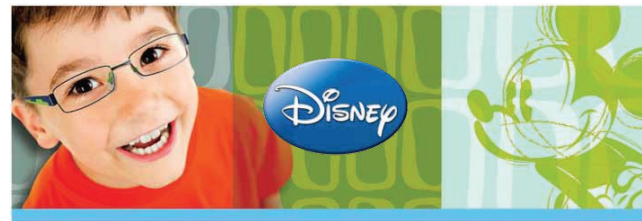
Disney Princess Hearts: Ariel and Belle set of 2 (66987)
US 4" w x 4 1/4" h
EU 10.16 cm w x 10.79 cm h



Disney Kids Counter Card
(68362)
US 6 1/8" w x 7 3/16" h
EU 15.24 cm w x 17.78 cm h



Disney Little Boy Counter Card
(66990)
US 12" w x 4 3/16" h
EU 30.48 cm w x 10.63 cm h



Disney Eye Chart
(5703)
US 12" w x 28" h
EU 30.48 cm w x 71.12 cm h







retro forward

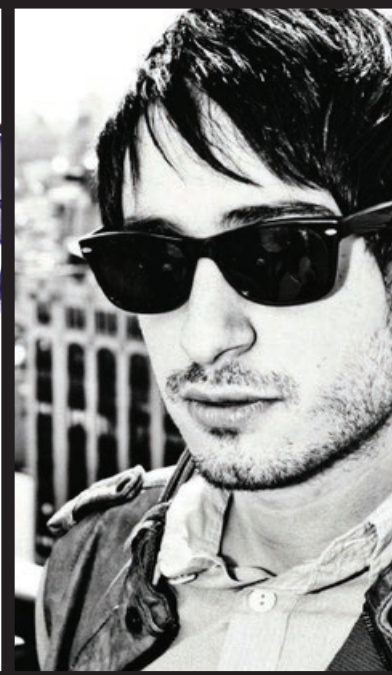


RETROFORWARD

- Bold and sturdy designs for an active lifestyle
- Modified square shapes inspired by vintage eyewear
- Edgy designs compliment the rugged, sporty X Games lifestyle



Vorior



Vorior



FALL/WINTERPOP

X Games Horizontal Counter Card
(68361)
US 16 3/4" w x 7 3/16" h
EU 40.64 cm w x 17.78 cm h



X Games Small Counter Card Set
(68360)
US 4 11/16" w x 7 3/16" h
EU 11.9 cm w x 17.78 cm h

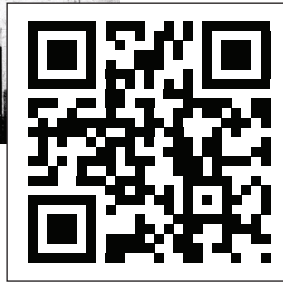


X Games Sling Bag
(65741)
US 15" w x 18" h
EU 45.72 cm w x 45.72 cm h



MARCHONNYC <http://www.youtube.com/marchoneyewear>

MARCHON VISION REDEFINED



MARCHON BEHIND THE SCENES - KIDS



flexon <http://www.youtube.com/flexoneyewear>

FLEXON BEHIND THE SCENES - AMERICA'S FAVORITE EYEWEAR



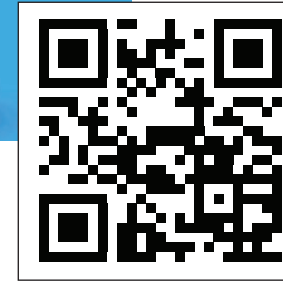
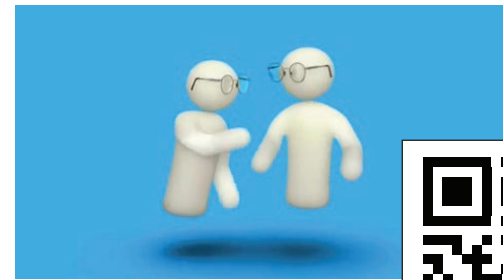
MARCHON BEHIND THE SCENES - FASHION



MARCHON EYE MAKE A DIFFERENCE - THE HASEMEYERS/WALK YOUR TALK WALK



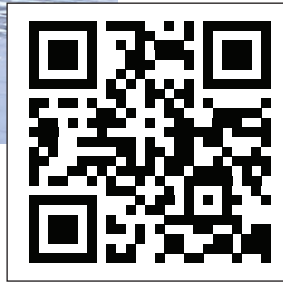
FLEXON MASCOTS



FLEXON: THE FACTS



FLEXON LIVE IN TIMES SQUARE 1



FLEXON LIVE IN TIMES SQUARE 2



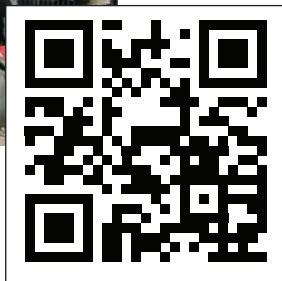
FLEXON LIVE IN DALLAS/FT WORTH 1



FLEXON LIVE IN TIMES SQUARE 3



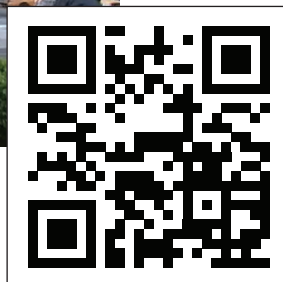
FLEXON LIVE - 30 SECOND SPOT 1



FLEXON LIVE IN DALLAS/FT WORTH 2



FLEXON LIVE - 30 SECOND SPOT 2



FLEXON LIVE - 30 SECOND SPOT 3



MARCHON®

GLOBAL COLLECTIONS

MARCHON NYC®

flexon

AUTOFLEX

EYEWEAR ESTABLISHED NINETEEN EIGHTY EIGHT

AIRLOCK®



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