

Towne
Center **Vision**

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A close-up portrait of Anna Sui, a woman with long black hair and bangs, wearing a dark, patterned jacket with red and black floral designs. She is looking slightly to the right of the camera with a neutral expression.

ANNA SUI

BRAND

The Anna Sui brand is an international sensation; her products are sold in more than 50 countries. Anna Sui has 30 shops and is sold in over 200 stores worldwide.

In 2006, Fortune Magazine estimated the collective value of Anna Sui's fashion empire at over \$400 million -- a number which has undoubtedly grown.

In September 2009, Anna designed a Gossip Girl line for Target that was sold in 800 stores and online, furthering her brand recognition in the mainstream.

Anna Sui's red lipstick sells one tube per minute worldwide!

Anna Sui *Secret Wish* was the fastest fragrance launch in Procter & Gamble Fragrance history. They have 57 brands of fragrance and Anna Sui ranks #5 in the P&G Prestige Portfolio Worldwide.

ACHIEVEMENTS

Anna Sui's first fashion show in 1991 earned her international acclaim. She won the CFDA Perry Ellis Award for New Fashion Talent in 1993, and in 2009 she received the prestigious Geoffrey Beene Lifetime Achievement Award from CFDA (Council of Fashion Designers in America).

She was named one of 'this decade's top five fashion icons' by Time Magazine.

Anna Sui designs and manufactures from her New York City headquarters. There she has ardently fought to keep the industry alive and has spearheaded a campaign to "Save the Garment Center."

She exhibits her collections at New York Fashion Week in spring and fall -

'Every season she brings a fierce-some amount of research to bear on prints, fabrics, and the decorative elements that give her clothes a distinctive richness.' -Style.com, on Anna Sui's Fall 2010 show.

CONSUMER

Fashion students, fashionistas, design aficionados, and Anna Sui fans worldwide. The core US consumer for Anna's beauty products/fragrances are girls ages 15-25.

For her clothing, it is women late 20s - early 30s.

WHY EYEWEAR?

“My signature style has always been about a head to toe look. I love accessories because they give you even more opportunity to add personality to your look. Even if you have the most amazing dress, inevitably everyone will be looking at your face, so great sunglasses or eyeglasses can make such a statement.”

HOW MANY PAIRS DO YOU OWN?

“About 100.”

WHAT IS YOUR FAVORITE STYLE?

“I love the classic men’s style, and cat eyes.”

WHAT ARE YOU FAVORITE CELEBRITY LOOKS?

“There’s a great photo of Cher in aviators from Arnaud de Rosnay (1967). I like early Bob Dylan in Ray-Bans. I love the Annie Hall look.”



INSPIRATION

SIGNATURE ROSE

“Roses are my favorite flower. One of my rituals is a farmer’s market in Union Square in New York, I go every Saturday and I buy roses. My favorites are those little tea roses. There’s one place that has these great lavender colored ones that are so fragrant. I place little pots of them everywhere and the first couple of days you walk into my bedroom, it’s just like ‘that’s the smell.’ I love it.”

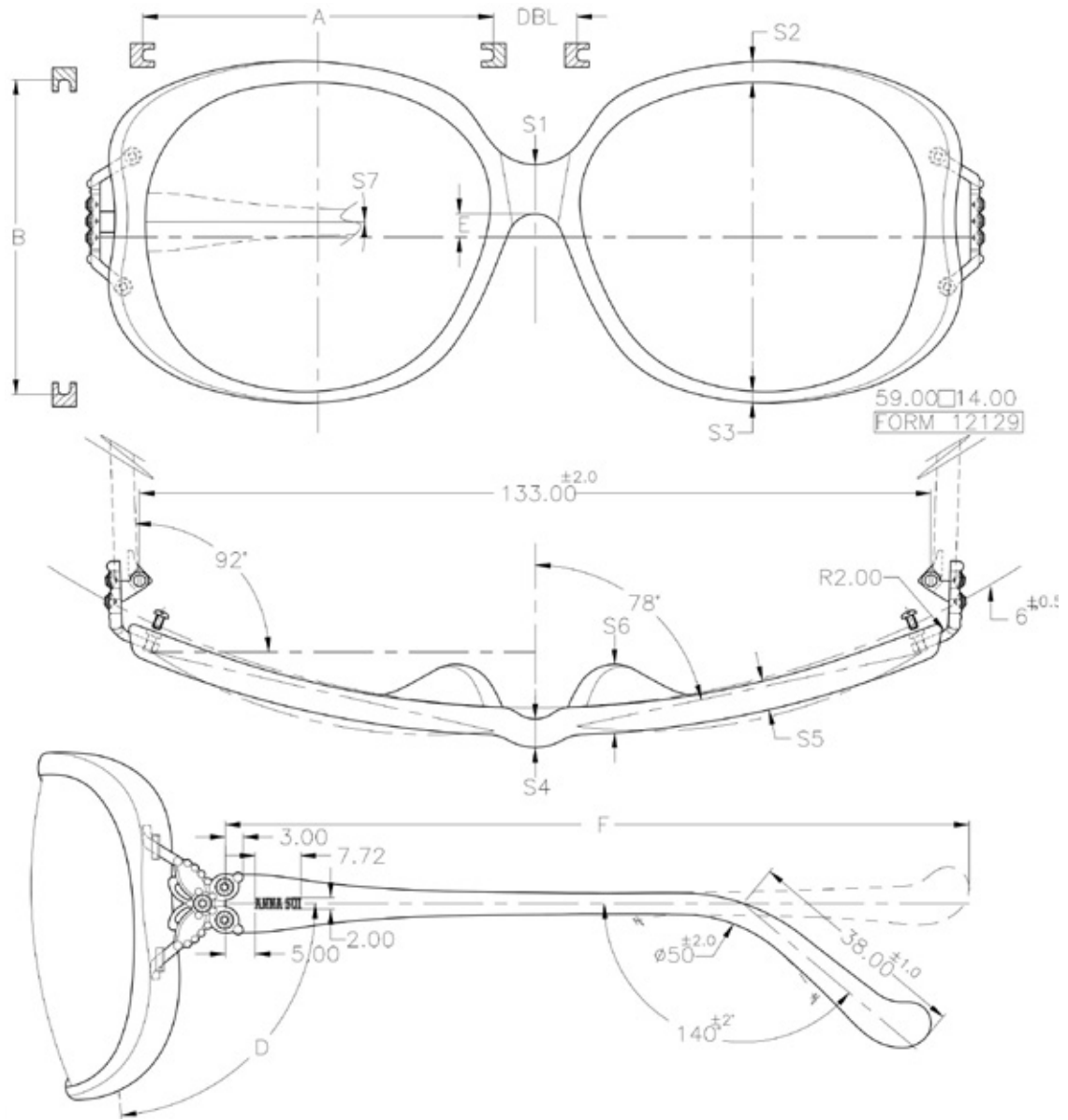


BUTTERFLY MOTIF

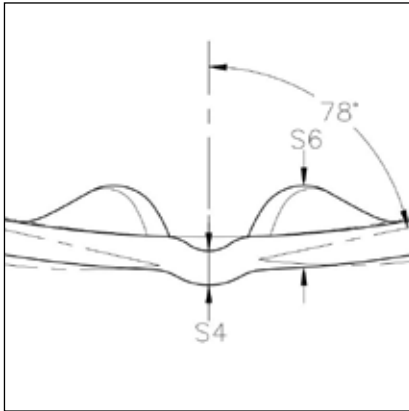
“For me, the butterfly has always symbolized freedom – the freedom to be creative, to explore, and to live your dream. I have used butterflies in many prints from my collections and I even designed one of my fragrance bottles in the shape of a butterfly.”



DESIGN

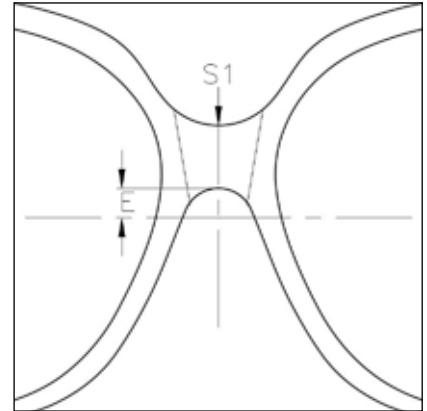


The quality and attention to detail that give Anna Sui's clothes a distinct richness is infused into every piece in the Anna Sui Eyewear collection. Starting with the same fanciful details that have defined the brand since its beginning - the signature rosebud, Anna's favorite butterfly motif and classic fretwork design. Combining the highest quality materials in acetate, metal, hardware and lenses, and finishing with the distinctive universal bridge design.



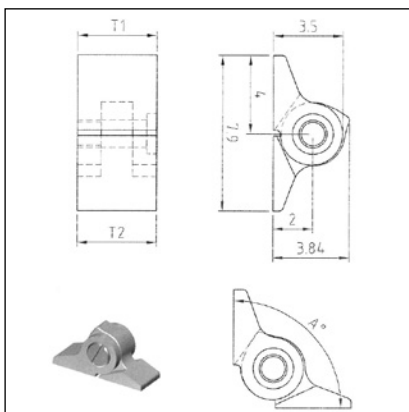
UNIVERSAL BRIDGE

The universal bridge incorporated into every model in the Anna Sui Eyewear collection is expertly designed to accommodate the widest range of fits - maximising the fit potential across your diverse customer base.



MATERIALS

Anna Sui Eyewear plastic frames are made using Zylonite - a cotton, wood flake by-product that can be manufactured in a wide array of colors, textures and patterns. It's pleasing tactile quality makes it extremely comfortable to wear and fully adjustable for the end user.



HINGE TECHNOLOGY

The hinges on Anna Sui Eyewear are an integral part of the overall design and a key component of its quality feel. Using a mix of standard and spring hinges for extra comfort, each hinge is carefully selected to ensure a great fit everytime.

