



Ducati
Eyewear

ETTORE PISANO

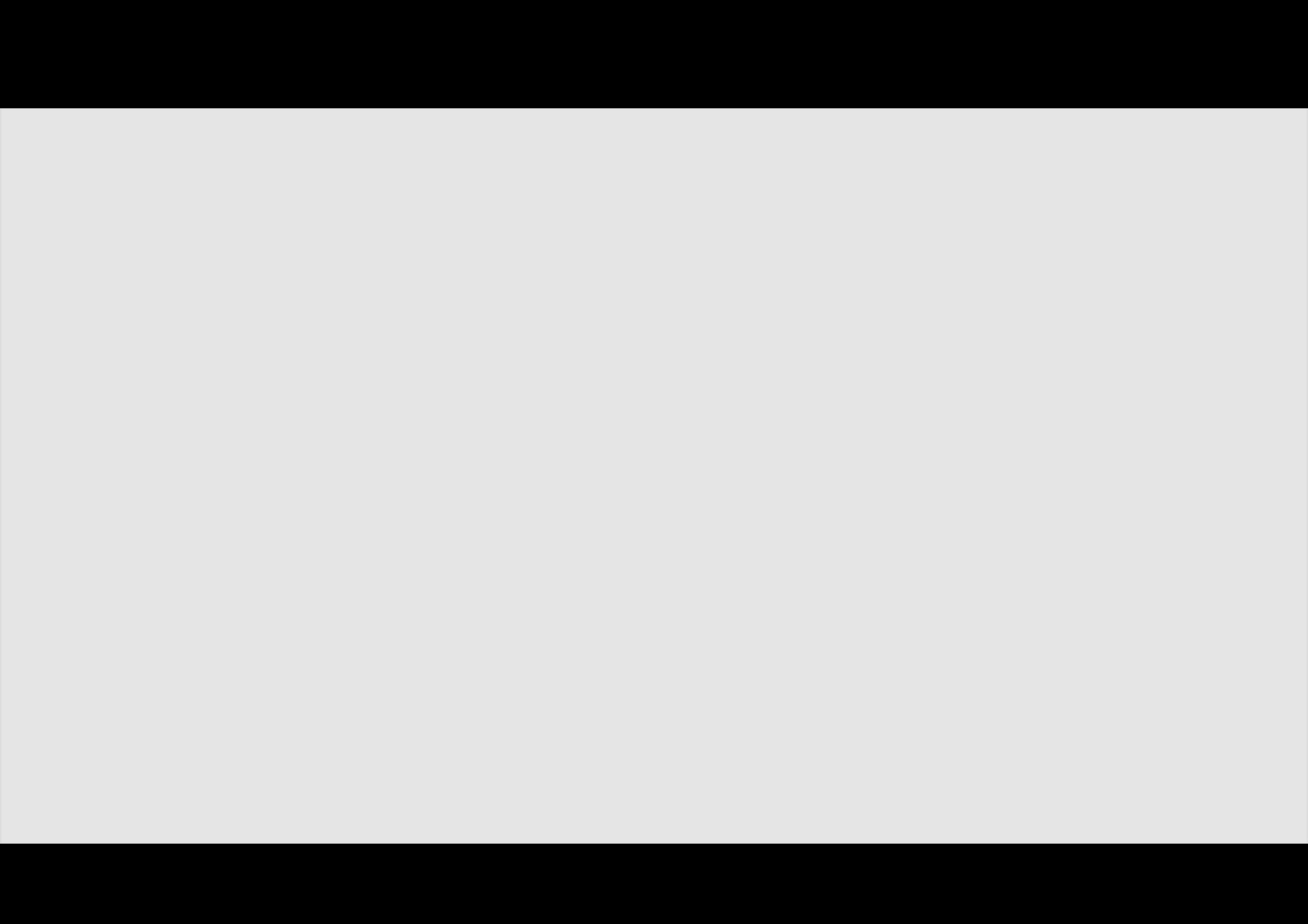
OPTICAL 2020 PRESENTATIONS

26.09.20



Ducati
Eyewear

BRAND AMBASSADORS





Ducati
Eyewear

EYEWEAR



Ducati
Eyewear

EYEWEAR



Ducati Eyewear

NEW DUCATI CAMPAIGN



POS



NEW DOVI CAMPAIGN





INFLUENCES CAMPAIGN

aram_simonpour • Follow
London, United Kingdom

aram_simonpour Sometimes all you need is a new perspective.

Love my new limited edition sunglasses from @ducatieyewear 🤩
Very light and stylish with a mirror coating that also helps to reflect light away from the eyes! Perfect for the brightest days. 🌞
Get your pair from @sportsdirectuk 🤩
Link on my story too 🤩

1d

aubinox 🤩
1d 1 like Reply
View replies (1)

👍🗨️🔍🔖
Liked by brandchests and 859 others
1 DAY AGO

bradley.j22 • Follow

bradley.j22 AD - gifted these bad boy sunglasses straight from sports direct X Ducati 🏍️ @sportsdirectuk @ducatieyewear @brandchests

14h

👍🗨️🔍🔖
Liked by brandchests and 272 others
14 HOURS AGO

Add a comment... Post

dylanbola_ • Following
Nottingham, United Kingdom

dylanbola_ Monday's Mood.

1d

jordan_andrews_1 🤩🤩🤩
1d Reply

captain___oblivious This picture looks gorgeous
1d Reply

👍🗨️🔍🔖
244 likes
6 DAYS AGO

Add a comment... Post

eddygrim • Follow
London, United Kingdom

eddygrim Sometimes all you need to complete an outfit is a pair of sunglasses 🤩 @ducatieyewear definitely got me @sportsdirectuk #goodvibes #sunglasses #handtattoo #tattoo #tattoos #tat #tattoo #tattooed #tatted #tatuajes #tatuaje #tatuagem #inked #beard #bearded #beardedmen #suit #suitup #gentleman #smile #dapper #footmen #mensfashion #malemodel #modeling

4d

driftingdcal Classy Eddy!
1d 1 like Reply

👍🗨️🔍🔖
Liked by vkfconsulting and 2,624 others
4 DAYS AGO

Add a comment... Post

korneikoczkas • Follow
St Margarets, London

korneikoczkas I'm absolutely in love with my new sunnies! Thank you so much @brandchests, @sportsdirectuk and @dcatiuk for #gifting me these just in time for the summer! What do you guys think of them?! 🌞🌿

@gemmaj35

#ad #sportdirect #influencer #collaboration #wednesdayvibes #newsunnies #july #loveislove #lifestyleinfluencer #gay

17h

👍🗨️🔍🔖
281 likes
17 HOURS AGO

Add a comment... Post

nhasler123 • Following
Lincoln, Lincolnshire

nhasler123 Something shady about these 🏍️ @ducatieyewear @sportsdirectuk, these sick shades are now live up on the website! Thanks guys !!!

#ducati #ducatieyewear #mensunglasses #shades #sportsdirect #brandchests #mensstyle #eyewear #summerfashion #fashionlook #blog #igited #collab #lincoln #malemodels

14h

captain___oblivious You're Killin'it
1d 1 like Reply

👍🗨️🔍🔖
306 likes
14 HOURS AGO

Add a comment... Post

jesusagudotm • Following
London, United Kingdom

jesusagudotm Bringing the shade into the table with this sunnies. In love with these beauties! A brand new partnership between @sportsdirectuk and @ducati eyewear

Go and check them out, Swipe up on my stories! 🤩

Massive that you to my friends from @imodaticgroup and @brandchests for these.

#ad #oid #ootdfashion #malefashion #menswearblogger #bloggerfasion #fashion blogger #guyswithclass #dapper #stylemen #g

👍🗨️🔍🔖
Liked by brandchests and 526 others
1 DAY AGO

ryanjpicier_ • Follow
Canford Cliffs Beach

ryanjpicier_ Greatness starts with a clear vision of the future - Wearing @ducatieyewear @sportsdirectuk @kadinhardy 🏍️

1d

nhasler123 This is smart as 🤩
1d 1 like Reply
View replies (1)

josh_russell Sick visual 🤩
14h 1 like Reply
View replies (1)

👍🗨️🔍🔖
3,668 views
1 DAY AGO

Add a comment... Post

OPTICAL CASE



NEW SUN CASE



NEW POS INSTITUTIONAL DISPLAY



NEW GWP LIST

DAKEYRINGMOT1856003



DAKEYRINGTRI1956002



DAKEYRINGSCU1456002



DALANYARD1856008



DAKEYRINGCOR1956001





Ducati
Eyewear

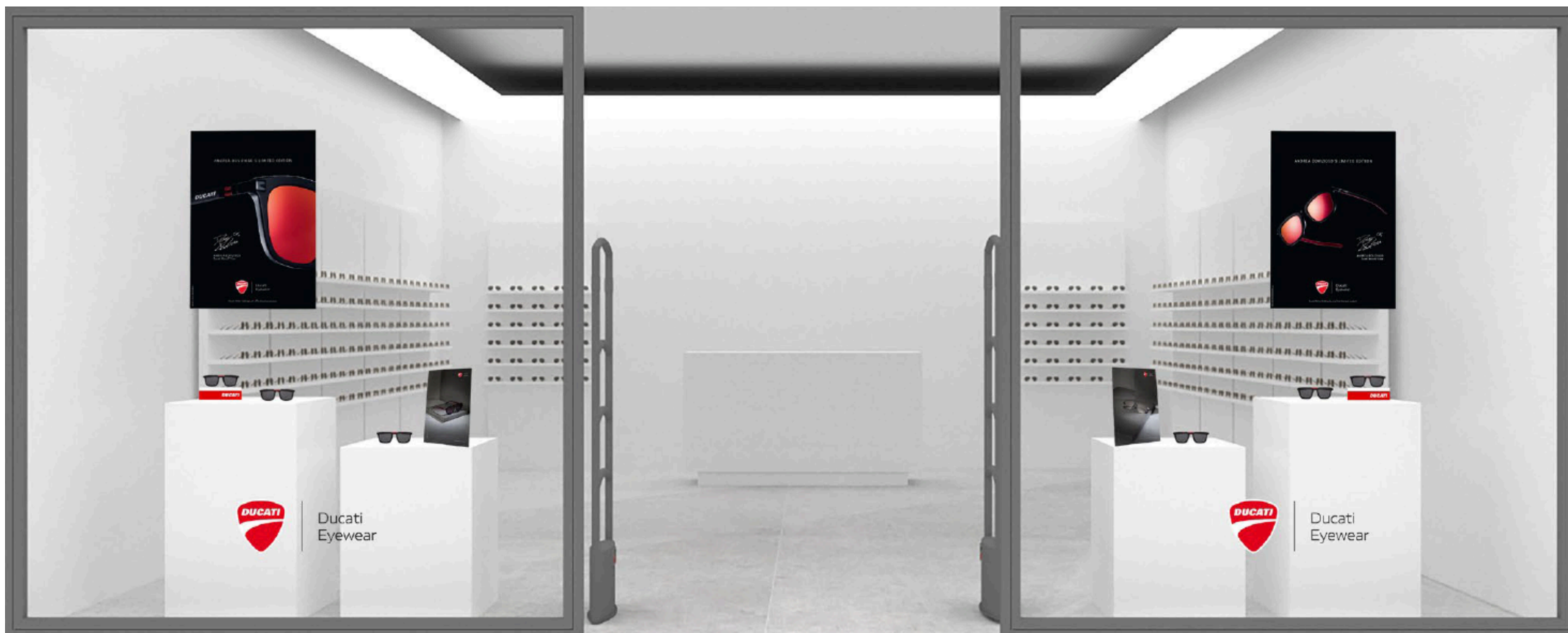
SPECIAL GWP



GWP



VISUAL MERCHANDISING GUIDELINES



VISUAL MERCHANDISING GUIDELINES





OPTICAL 2020 COLLECTION



Ducati
Eyewear

**COLLECTION
OBJECTIVES**

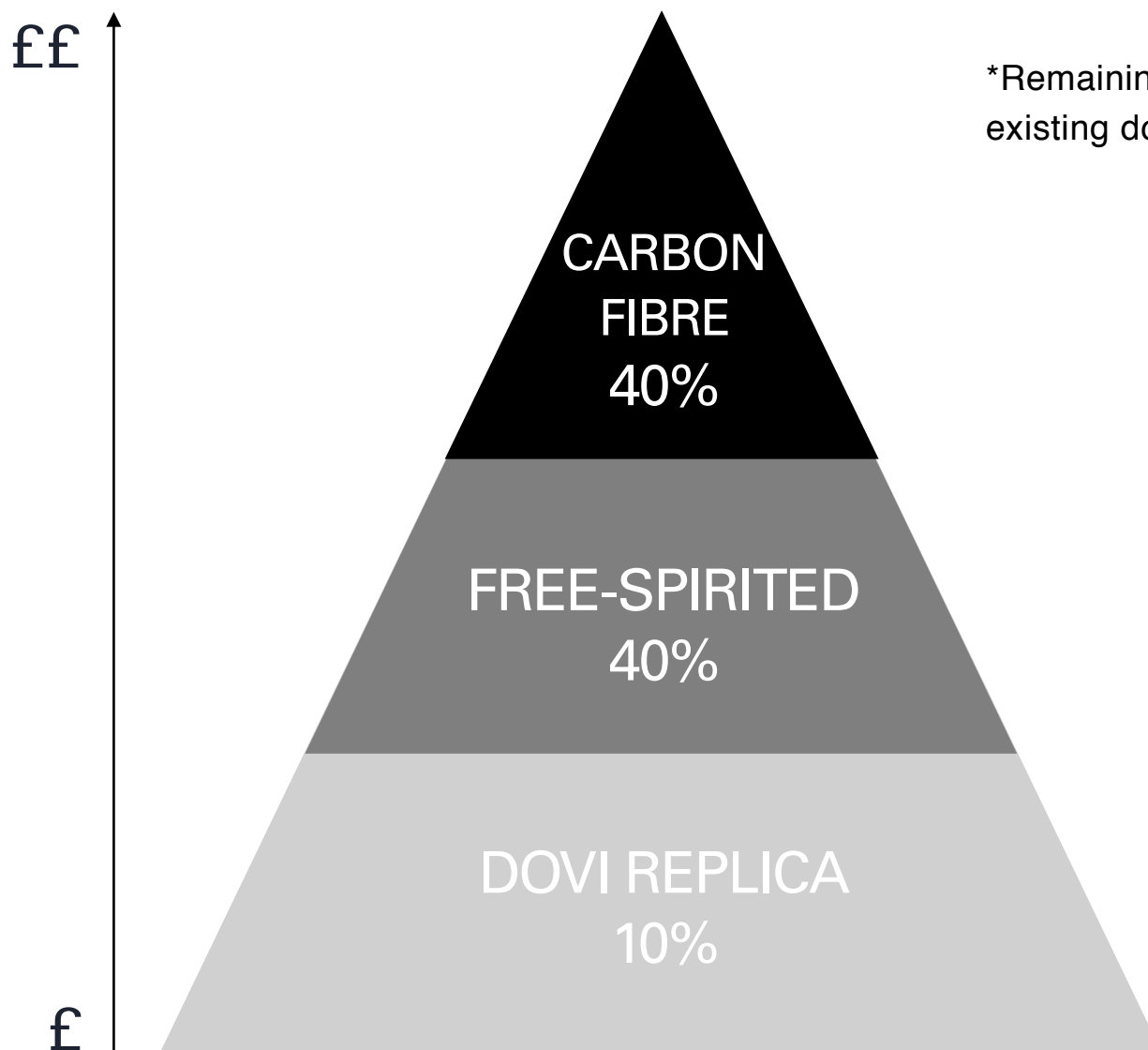


Ducati
Eyewear

**COLLECTION
OBJECTIVES**



1. Introduce a new entry price range
2. Introduce the Andrea signatures style with a clean design on the entry price range: the Dovi Replica
3. To give to a wide range of materials: carbon fibre
4. New price strategy: the price of the carry over models have been decreased by 20%



*Remaining 10% covered by the existing double spring hinge

PRODUCT HIERARCHY



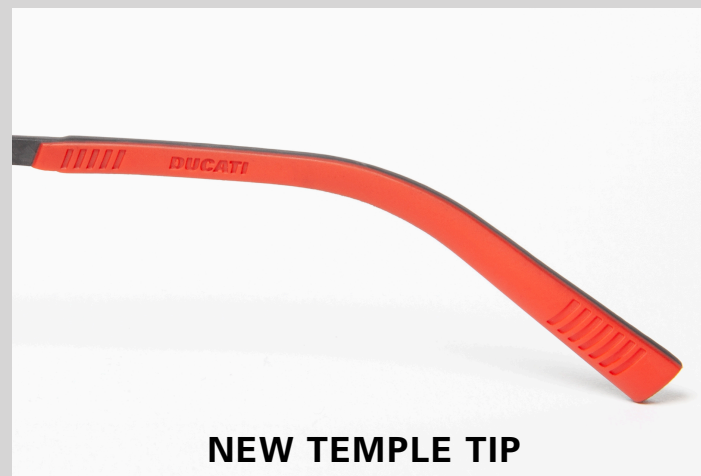
CARBON FIBRE



NEW DUCATI CONCEPT



DOVI REPLICA



NEW TEMPLE TIP



12 MODELS

CARBON FIBRE



DA3029



DA3030



DA3031



DA1029

DOVI REPLICA



DA1030

FREE-SPIRITED



DA3032



DA1031



DA1032



DA1033



DA3038



DA3037



DA7019

ENTRY

MID

COLLECTION OVERVIEW



Ducati
Eyewear

FREE SPIRITED



**OPTICAL
COLLECTION**



Ducati
Eyewear



**OPTICAL
COLLECTION**

Entry price range

Urban style &
fashionable shapes

Ducati red details



DA3032
LOW STOCK



DA1031



DA1032



DA1033

FREE SPIRITED

Rimless is the best sellers in
Ducati collection

The **spring hing** is the brand
code always recognisable by the
brand lovers

High-end part of the collection



DA3038



DA3037

ACTIVE

The **mask** is the hot piece of the season

The **double spring hing** is the brand code always recognisable by the brand lovers

Wearable under the helmet

SR45

Model dedicated to the new partnership with the rider **Scott Redding**, the logo is print on the the inside temple.



DA7019

ACTIVE





Ducati
Eyewear

MISSION
WINNOW

DOVI REPLICA

OPTICAL
COLLECTION



Ducati
Eyewear



OPTICAL
COLLECTION



Ducati
Eyewear

Andrea signature style
with a clean temple
New entry price range



DA1030

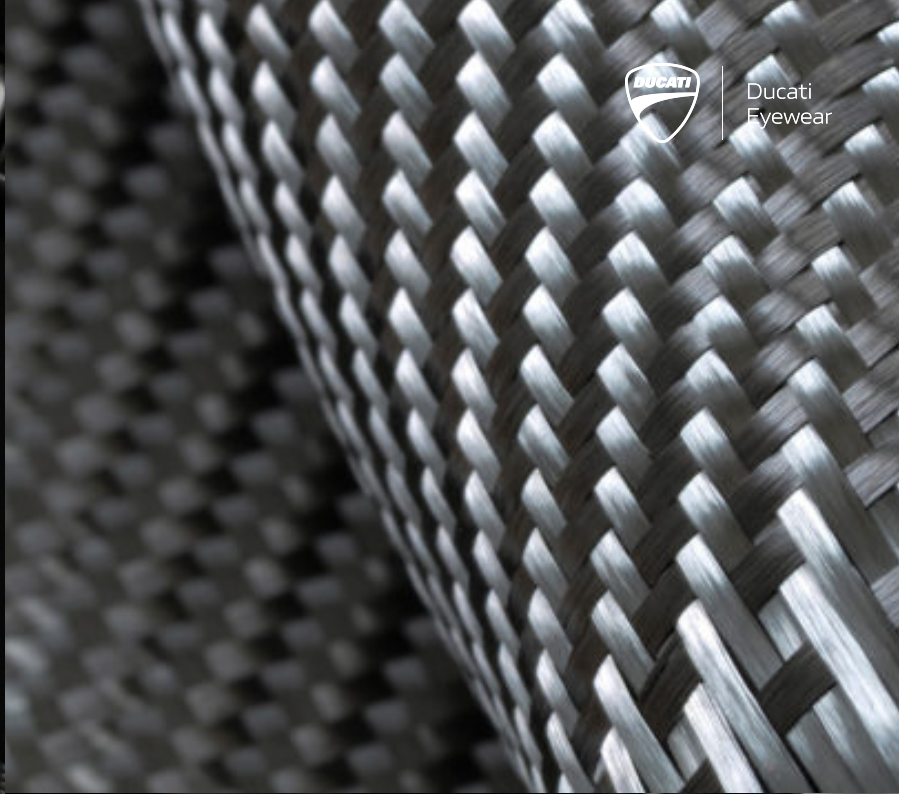
DOVI REPLICA



Ducati
Eyewear

CARBON FIBRE

**OPTICAL
COLLECTION**



Ducati
Eyewear



**OPTICAL
COLLECTION**



New carbon fibre concept
Strong link with the brand
Lightness of the product



DA3029



DA3030



DA3031
LOW STOCK



DA1029

CARBON FIBRE



Ducati
Eyewear

DUCATI

THANK YOU