

SPINE®

AUGUST 2019

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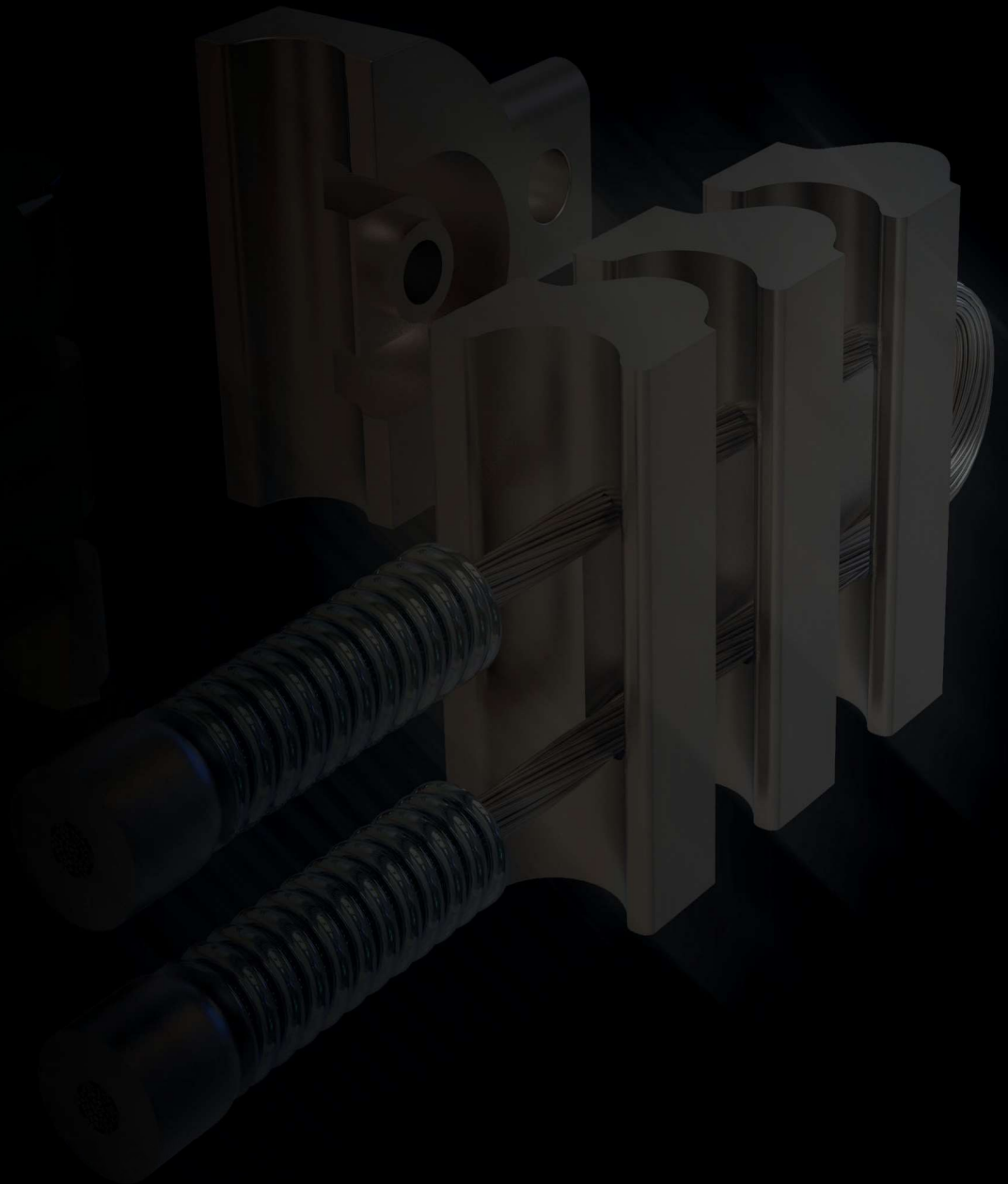
- ⊙ BRAND POSITIONING
- ⊙ OUR CUSTOMER

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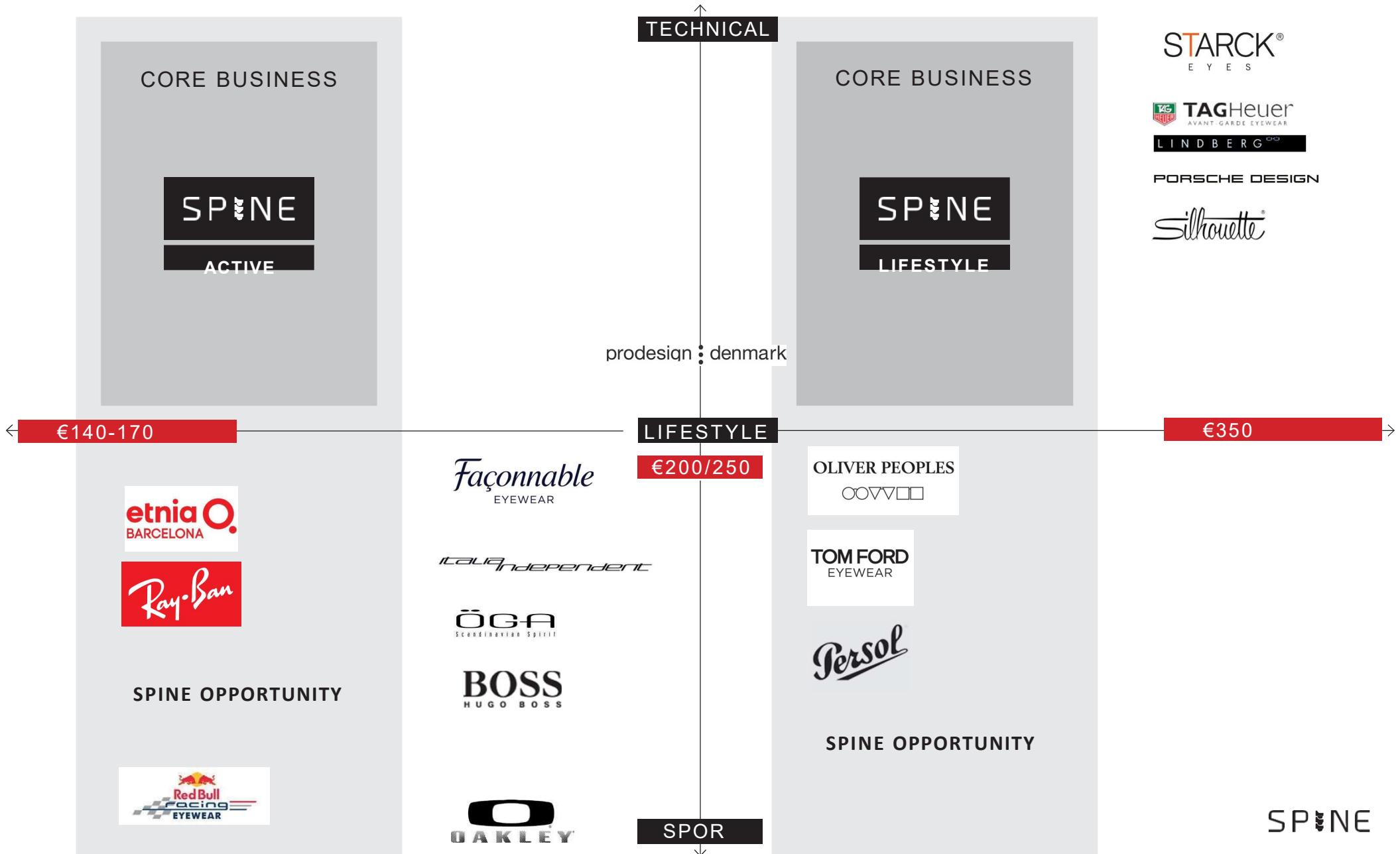


BRAND



# BRAND POSITIONING

AFFORDABLE, WITH NO COMPROMISES WITH REGARD TO AESTHETICS & ERGONOMICS, WITH PATENTED TECHNOLOGY TO REACH A WIDER TARGET



- STARCK® EYES
- TAG Heuer AVANT-GARDE EYEWEAR
- LINDBERG
- PORSCHE DESIGN
- Silhouette

# BRAND POSITIONING



WAY OF LIFE  
(FUNCTIONAL CODES)



INSPIRED  
OUR  
PRODUCT

&

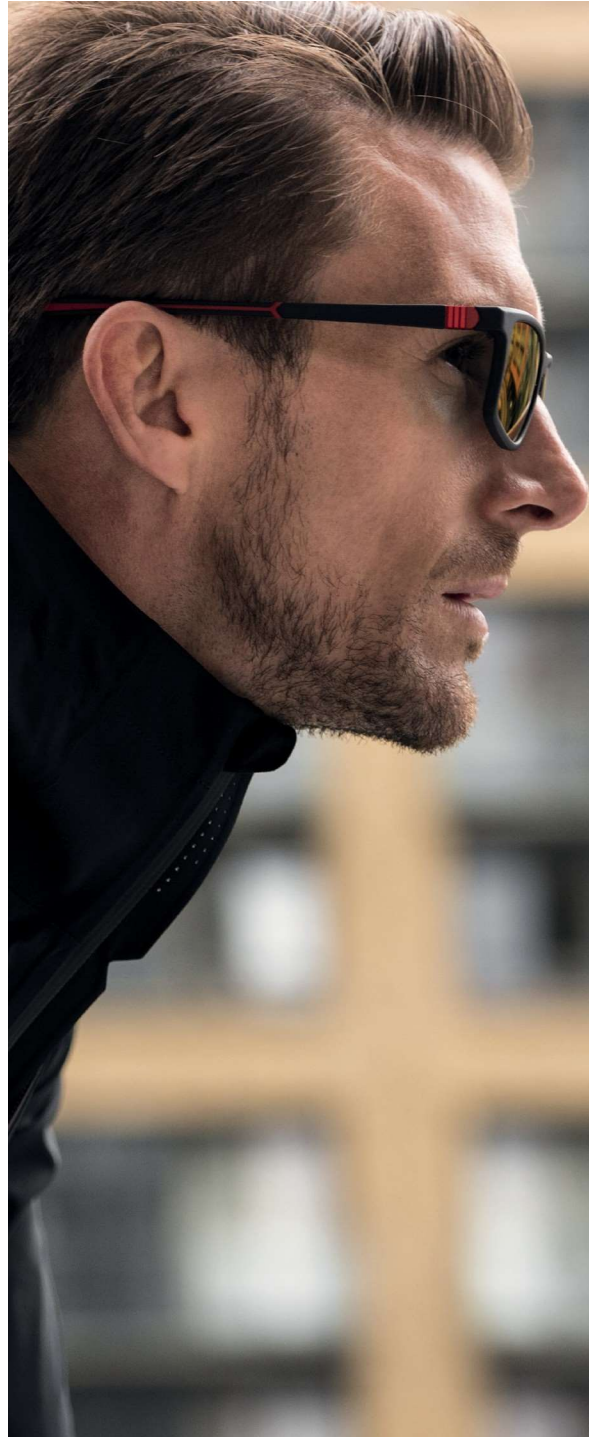


ATTRACTIONS  
(LUXURY CODES)





# OUR CUSTOMER



■ **AGE :30 - 45+ Years**

■ **INTERESTS**

**Technology, Fashion, Value, Active, Lifestyle, Travel**

■ **LIVES IN**

**Paris, London, Milan, Berlin, Barcelona, Lisbon, Vancouver, San Francisco, Buenos Aires, Sidney, Cape Town**

■ **JOB TITLE**

**Middle Management**

■ **INCOME**

**€40k - 80k**

■ **RELATIONSHIP STATUS**

**Couple**

■ **BUYING MOTIVATION**

**Style, function, Technology**

■ **BUYING CONCERNS**

**More interested in value and Benefits than Brand**



# MARKETING OVERVIEW



# MARKETING OVERVIEW - POS

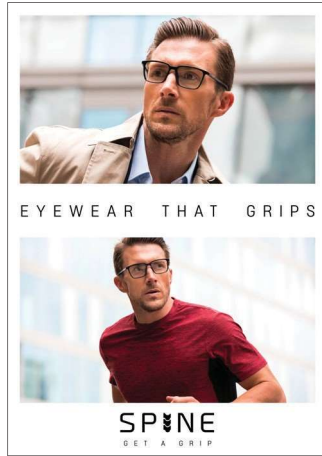
## ■ WINDOW BANNER DOUBLE SIDED

A1 FORMAT : 59,4 x 84,1 CM

REF.  
SPWBV1AW17



SUNGLASSES ACTIVE IMAGE



OPTICAL ACTIVE IMAGE

## ■ ONE FRAME DISPLAY

SIZE : 16x 10x 20 cm

REF.  
SPDS17090975



OPTICAL IMAGE



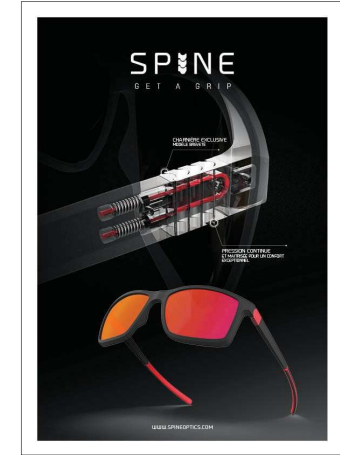
SUNGLASSES IMAGE

## ■ SHOWCARD OPTICAL / SUNGLASSES A4

FORMAT : 21x 29,7 CM

FRENCH VERSION  
REF. SPSCV2SS19/FR

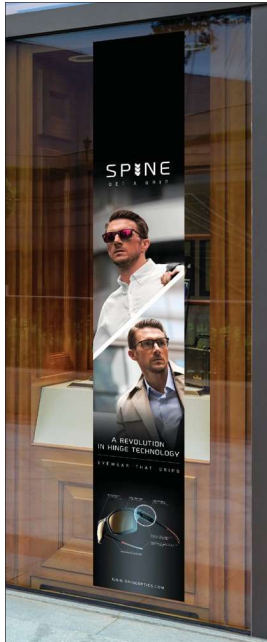
ENGLISH VERSION  
REF. SPSCV2SS19/UK



## ■ WINDOW STICKER

SIZE : 75 x 250 CM

REF.  
SPOR18093345



## ■ COUNTER DISPLAY - 7 PIECES

DIMENSIONS DIAMETER 150 x H.505 mm

REF.  
SPDS18062416



## ■ GLORIFIER - LOGO BLOCK

SIZE : 12 x 4 x 4 cm

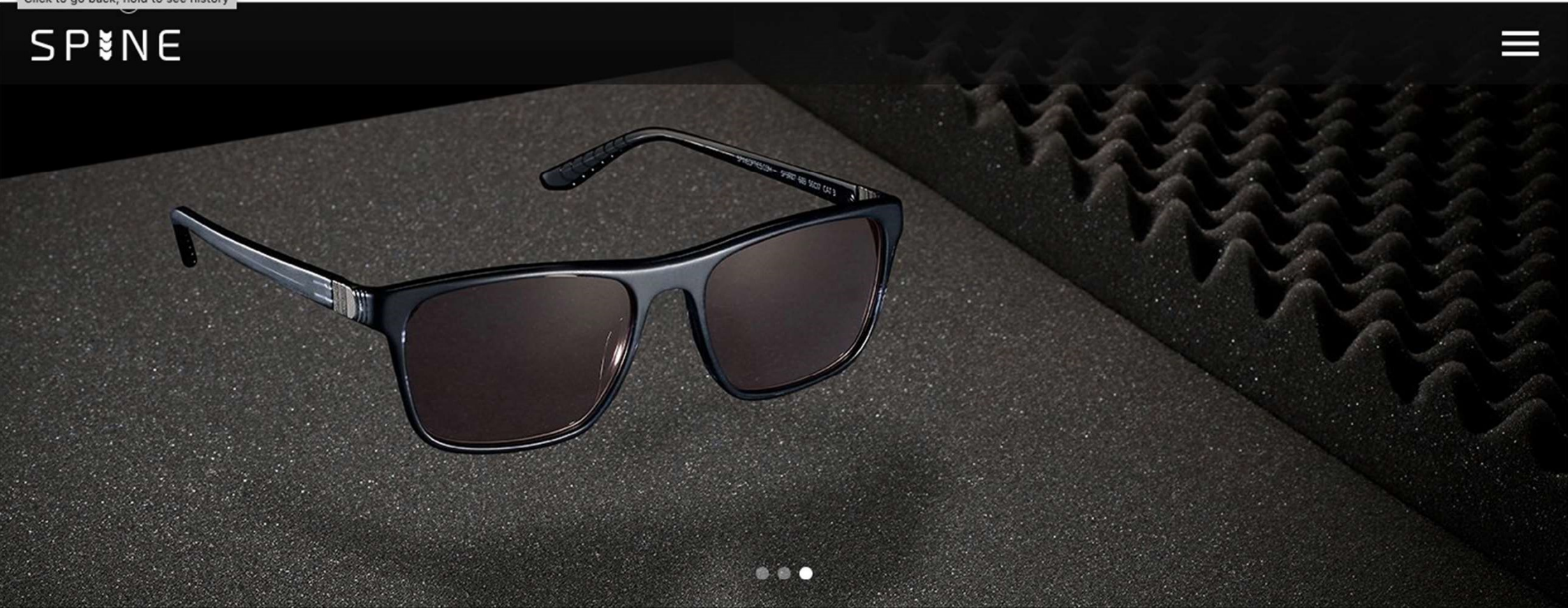
REF.  
SPLB17091263





# WEBSITE

SPINE



## EYEWEAR WITH BACKBONE

for that person with an active lifestyle

SPINE

PRODUCTS



SPINE

TECH



### FULLY FUNCTIONAL AND INTERACTIVE WEBSITE

New website was launched in February and has been used to show the technical attributes of Spine as a brand as well as being fully e-commerce friendly and of course used as a tool for marketing and showcasing the brand.

# SOCIAL MEDIA & PR

## ■ SOCIAL MEDIA



[https://www.instagram.com/spine\\_optics/](https://www.instagram.com/spine_optics/)



<https://www.facebook.com/SPINEOptics>



[https://twitter.com/SPINE\\_OPTICS](https://twitter.com/SPINE_OPTICS)



<https://www.linkedin.com/company/spine-optics/>

## SOCIAL MEDIA

Our growing interest and reach as a brand is being highlighted through our social media and is showing a healthy growth and interaction

## PR

Our ambassador programme is being focused on key areas of music and motorsports with high profile ambassadors like Sam Bird in WEC and Formula E and the world renown Kaizer Chiefs.

## ■ AMBASSADORS

### SAM BIRD

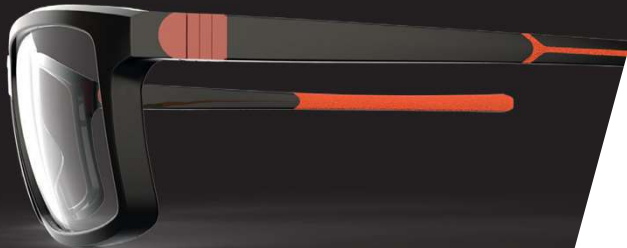


**BRITISH RACING DRIVER**  
**FIA FORMULA E CHAMPIONSHIP**

# SEGMENTATION

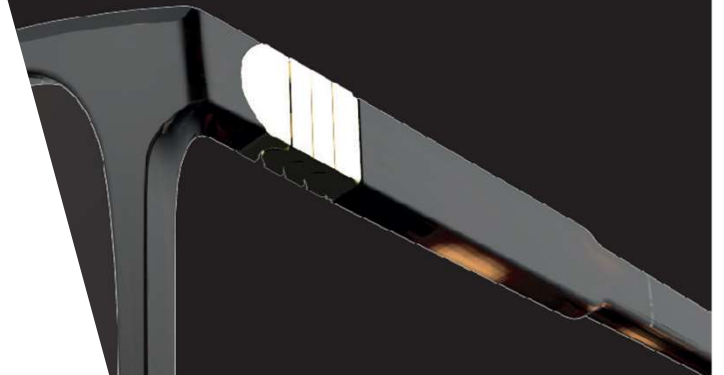
## ACTIVE RANGE

THE EYEWEAR COMBINES  
SPORTS PERFORMANCE WITH  
EVERYDAY USE



## LIFESTYLE RANGE

THE COMBINATION OF NOBLE  
MATERIALS THAT GIVE IT  
AN EXCEPTIONAL REFINEMENT



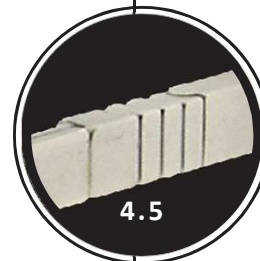
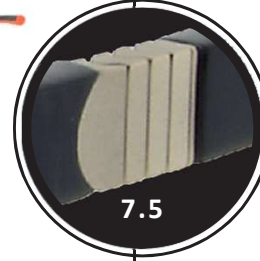


KEY HINGE FEATURES PER SEGMENT AT MIDO

ACTIVE RANGE



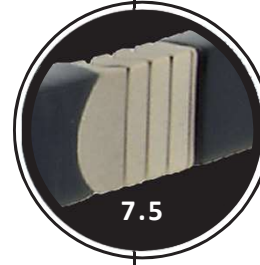
LIFESTYLE RANGE





ACTIVE RANGE

BARCELONA 2019



LIFESTYLE RANGE

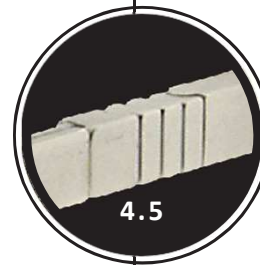


SP3019



SP3020

BARCELONA 2019



SP3406



SP3407

# TECHNICAL INFORMATION

## ■ HINGE CONCEPT

SPINE OPTICS 2.0 FRAME SCIENCE:

CONCEPT : A NEW APPROACH

AFFORDABLE TECHNOLOGY WITH NO COMPROMISES, WITH REGARD TO AESTHETICS AND ERGONOMICS ALLIED WITH PATENTED HINGES TO WIN A WIDER TARGET.

SPINE 2.0 offer two totally unique and patented multidirectional smart hinges's.

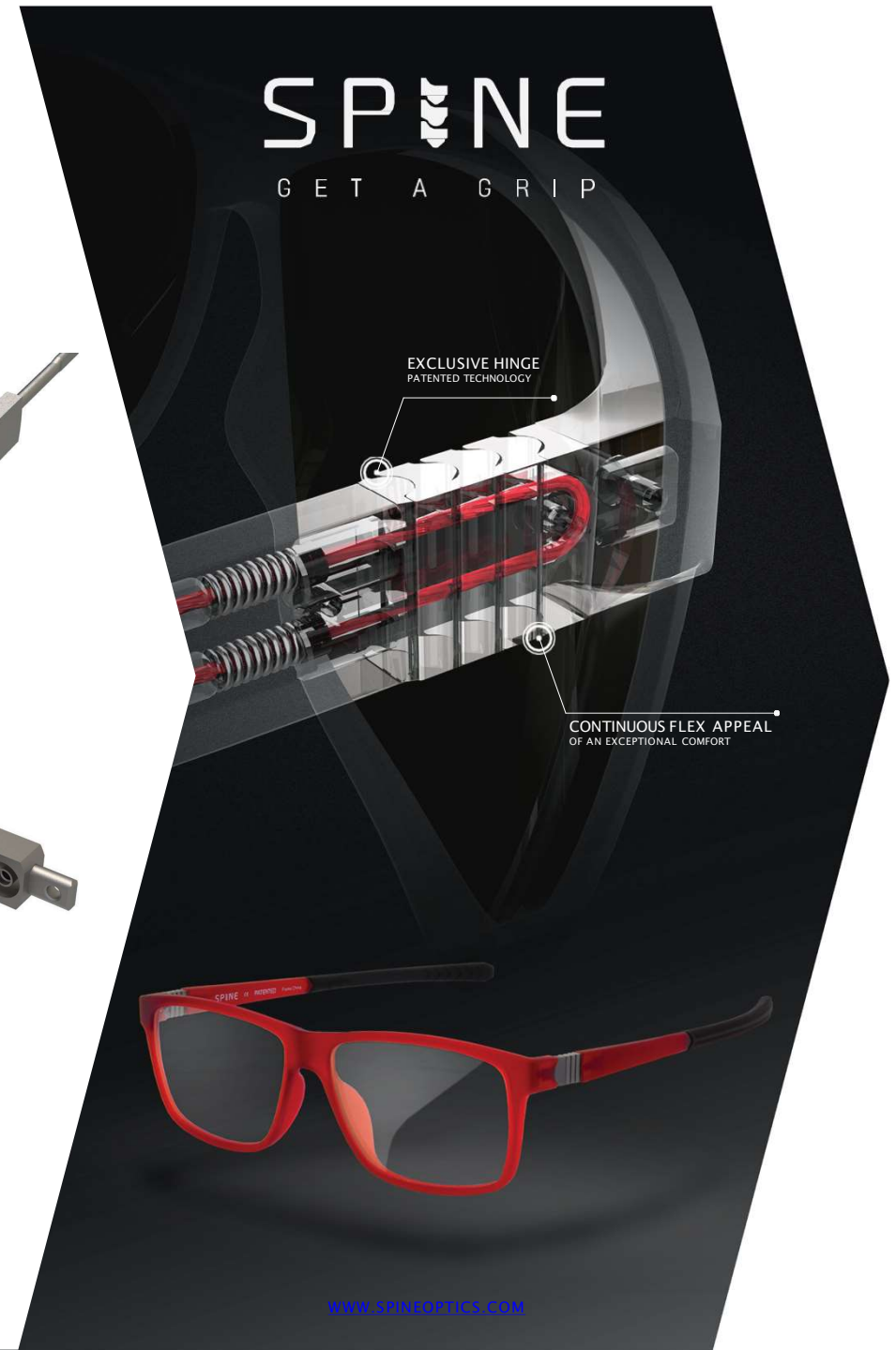
7.5mm and 4.5mm sizes with no screws to fall out or loosen.

ADJUSTABLE – DURABLE – SUPERIOR COMFORT – LIGHTWEIGHT – HYPOALLERGENIC

GET A GRIP' FEATURES

Our self closing temple technology offers continued grip which reduce slippage, enhances stability and eradicating time consuming re adjustments (particularly effective for high power and multifocal lens wearers).

SPINE 2.0 smart hinge delivers enhanced horizontal flexibility to manage impact and accommodate all head sizes, large and small. SPINE 2.0 smart hinge also absorbs daily knocks and bumps maintaining frame form that is essential for perfect visual accuracy.



PRODUCT



# KEY FEATURES

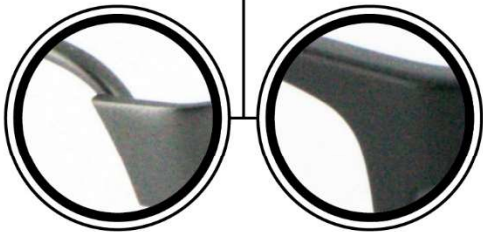
TEMPLE  
NEW DESIGN



RELIEF SIGNATURE  
FOR A BETTER GRIP



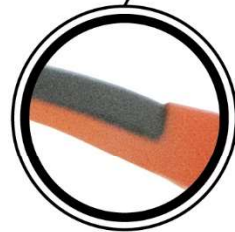
STRAIGHT BI-INJECTED  
TEMPLE



METAL FRONT OR INJECTED FRONT  
(TR 90)



GALVANIZED  
HINGE



BI-INJECTED  
TEMPLE (TR90 + RUBBER)

OPTICAL\_7.5  
(SPINE ACTIVE)





# SP — 1029

NEW MODEL

■ SPINE ACTIVE - 7.5 INJECTED



SIZE /  
57•15•145

MATERIAL /  
INJECTED

■ SP 1029/002



Front	<input checked="" type="checkbox"/> Black
Temples	<input checked="" type="checkbox"/> Black/Red
Hinge	<input checked="" type="checkbox"/> Gun
Lenses	Demo

■ SP 1029/808

Front	<input type="checkbox"/> Crystal
Temples	<input checked="" type="checkbox"/> Crystal/Red
Hinge	<input checked="" type="checkbox"/> Silver
Lenses	Demo

■ SP 1029/909

Front	<input checked="" type="checkbox"/> Dark Grey
Temples	<input checked="" type="checkbox"/> Dark Grey/Yellow
Hinge	<input checked="" type="checkbox"/> Dark Gun
Lenses	Demo

# SP — 1030

NEW MODEL

■ SPINE ACTIVE - 7.5 INJECTED



SIZE /  
56•14•145

MATERIAL /  
INJECTED

■ SP 1030/002



Front	■ Black
Temples	■ Black/Yellow
Hinge	■ Black
Lenses	Demo

■ SP 1030/202



Front	■ Red
Temples	■ Red / Black
Hinge	■ Gun
Lenses	Demo

■ SP 1030/906



Front	■ Crystal Grey
Temples	■ Crystal Grey/ Blue
Hinge	■ Dark Gun
Lenses	Demo

# SP — 2015

NEW MODEL

## ■ SPINE ACTIVE - 7.5 METAL



SIZE /  
55 • 15 • 145

MATERIAL /  
Metal

## ■ SP 2015/002



Front	■ Black
Temples	■ Black / Red
Hinge	■ Dark Gun
Lenses	Demo

## ■ SP 2015/661



Front	■ Navy
Temples	■ Navy
Hinge	■ Grey
Lenses	Demo

## ■ SP 2015/909



Front	■ Grey
Temples	■ Grey / Yellow
Hinge	■ Black
Lenses	Demo

# SP — 2016

NEW MODEL

## ■ SPINE ACTIVE - 7.5 METAL



SIZE /  
56•17•145

MATERIAL /  
Metal

## ■ SP2016/002



Front	■ Black
Temples	■ Black/Yellow
Hinge	■ Black
Lenses	Demo

## ■ SP2016/906



Front	■ Gun
Temples	■ Navy / Grey
Hinge	■ Gun
Lenses	Demo

## ■ SP2016 /909



Front	■ Dark Gun
Temples	■ Grey/Orange
Hinge	■ Dark Gun
Lenses	Demo



# SP — 2017

NEW MODEL

## ■ SPINE ACTIVE - 7.5 METAL



SIZE /  
59•17•145

MATERIAL /  
Metal

## ■ SP 2017/002



Front	■ Black
Temples	■ Black/Red
Hinge	■ Gun
Lenses	Demo

## ■ SP 2017/901



Front	■ Blue
Temples	■ Blue/Grey
Hinge	■ Silver
Lenses	Demo

Front	■ Dark Gun
Temples	■ Burgundy /Black
Hinge	■ Dark Gun
Lenses	Demo

# KEY FEATURES

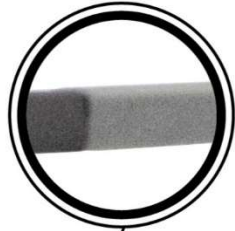
TEMPLE  
NEW DESIGN



RELIEF SIGNATURE  
FOR A BETTER GRIP



STRAIGHT RUBBER  
TEMPLE



INJECTED FRONT  
(TR 90)



GALVANIZED  
HINGE



BI-INJECTED  
TEMPLE



OPTICAL\_4.5  
(SPINE ACTIVE)

# SP

NEW MODEL

# 1411

■ SPINE ACTIVE – 4.5 INJECTED



SIZE /  
56 • 15 • 145

MATERIAL /  
Injected

■ SP 1411/002



Front	■ Black
Temples	■ Black/Red
Hinge	■ Gun
Lenses	Demo

■ SP 1411/606



Front	■ Navy
Temples	■ Navy / Light Blue
Hinge	■ Silver
Lenses	Demo

■ SP 1411/909



Front	■ Grey
Temples	■ Grey
Hinge	■ Dark Gun
Lenses	Demo

# SP — 1412

NEW MODEL

■ SPINE ACTIVE – 4.5 INJECTED



SIZE /  
56•14•145

MATERIAL /  
Injected

■ SP 1412/002



Front	■ Black
Temples	■ Burgundy / Black
Hinge	■ Black
Lenses	Demo

■ SP 1412/606



Front	■ Blue
Temples	■ Blue / Grey
Hinge	■ Silver
Lenses	Demo

■ SP 1412/909



Front	■ Dark Grey
Temples	■ Dark Grey / Yellow
Hinge	■ Gun
Lenses	Demo

# SP — 1413

NEW MODEL

■ SPINE ACTIVE – 4.5 INJECTED



SIZE /  
53 • 15 • 145

MATERIAL /  
Injected

■ SP 1413/002



Front ■ Black  
Temples ■ Orange/Black  
Hinge ■ Dark Gun  
Lenses Demo

■ SP 1413/401



Front ■ Demi  
Temples ■ Dark Brown / Black  
Hinge ■ Gun  
Lenses Demo

■ SP 1413/906



Front ■ Dark Grey  
Temples ■ Blue / Dark Grey  
Hinge ■ Dark Gun  
Lenses Demo



# SP 2422

NEW MODEL

■ SPINE ACTIVE – 4.5 RIMELESS



SIZE /  
56 • 19 • 145

MATERIAL /  
Injected

■ SP 2422/900



Front ■ Dark Gun  
Temples ■ Black  
Hinge ■ Dark Gun  
Lenses Demo

■ SP 2422/905



Front ■ Dark Gun  
Temples ■ Black / Yellow  
Hinge ■ Dark Gun  
Lenses Demo

■ SP 2422/985



Front ■ Dark Gun  
Temples ■ Red  
Hinge ■ Dark Gun  
Lenses Demo

# SP — 2423

NEW MODEL

■ SPINE ACTIVE – 4.5 RIMELESS



SIZE /  
59 • 15 • 145

MATERIAL /  
Injected

■ SP 2423/103



■ SP 2423/811



■ SP 2423/955



Front	■ Dark Brown
Temples	■ Brown / Orange
Hinge	■ Dark Brown
Lenses	Demo

Front	■ Silver
Temples	■ Silver
Hinge	■ Silver
Lenses	Demo

Front	■ Dark Gun
Temples	■ Black/Navy
Hinge	■ Dark Gun
Lenses	Demo

# SP — 2420

NEW MODEL

■ SPINE ACTIVE – 4.5 METAL



SIZE /  
55•17•145

MATERIAL /  
Metal

■ SP 2420/002



Front	■ Black
Temples	■ Black/Yellow
Hinge	■ Black
Lenses	Demo

■ SP 2420/906



Front	■ Gun
Temples	■ Navy / Grey
Hinge	■ Gun
Lenses	Demo

■ SP 2420/909



Front	■ Dark Gun
Temples	■ Grey / Orange
Hinge	■ Dark Gun
Lenses	Demo

# SP — 2421

NEW MODEL

■ SPINE ACTIVE – 4.5 METAL



SIZE /  
58•16•145

MATERIAL /  
Metal

■ SP 2421/002



Front ■ Black  
Temples ■ Black/Grey  
Hinge ■ Dark Gun  
Lenses Demo

■ SP 2421/906



Front ■ Dark Gun  
Temples ■ Dark Blue / Light Blue  
Hinge ■ Dark Gun  
Lenses Demo

■ SP 2421/909



Front ■ Dark Grey  
Temples ■ Dark Grey / Green  
Hinge ■ Dark Grey  
Lenses Demo

# KEY FEATURES

TEMPLE  
NEW DESIGN



METAL INLAY UNDER  
CLEAR EXPOXY



PRINTED  
LOGO



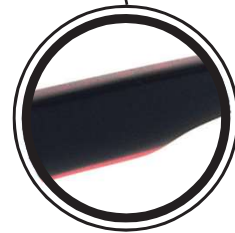
FRONT & TEMPLE  
ACETATE



GALVANIZED  
HINGE



ACETATE  
BEVEL



**OPTICAL \_ 7.5**  
(SPINE LIFESTYLE)



# SP — 1027

NEW MODEL

■ SPINE LIFESTYLE – 7.5 ACETATE



SIZE /  
55•16•145

MATERIAL /  
Acetate

■ SP 1027/002



Front ■ Black  
Temples ■ Crystal Grey  
Hinge ■ Dark Gun  
Lenses Demo

■ SP 1027/411



Front ■ Demi Crystal  
Temples ■ Demi Crystal  
Hinge ■ Dark Gun  
Lenses Demo

■ SP 1027/609



Front ■ Texture Blue  
Temples ■ Texture Blue  
Hinge ■ Gun  
Lenses Demo

# SP — 1028

NEW MODEL

■ SPINE LIFESTYLE – 7.5 ACETATE



SIZE /  
50•20•145

MATERIAL /  
Acetate




■ SP 1028/032



Front  Black Crystal/Red  
Temples  Black/Red  
Hinge  Gun  
Lenses Demo

■ SP 1028/107



Front  Texture Brown  
Temples  Texture Brown  
Hinge  Dark Gun  
Lenses Demo

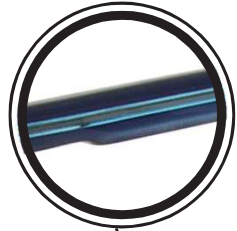
■ SP 1028/164



Front  Brown/Orange  
Temples  Brown/Orange  
Hinge  Dark Gun  
Lenses Demo

# KEY FEATURES

TEMPLE  
NEW DESIGN



METAL INLAY UNDER  
CLEAR EXPOXY



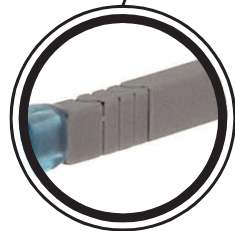
PRINTED  
LOGO



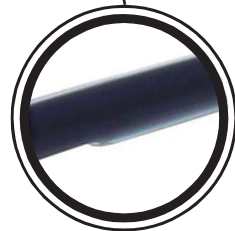
FRONT & TEMPLE  
ACETATE



GALVANIZED  
HINGE



ACETATE  
BEVEL



**OPTICAL \_ 4.5**  
(SPINE LIFESTYLE)

# SP — 1409

NEW MODEL

■ SPINE LIFESTYLE- 4.5 ACETATE






SIZE /  
50•19•145

MATERIAL /  
Acetate

■ SP 1409/478



Front  Demi  
Temples  Demi  
Hinge  Gun  
Lenses Demo




■ SP 1409/671



Front  Blue Crystal  
Temples  Blue Crystal  
Hinge  Gun  
Lenses Demo

■ SP 1409/960



Front  Grey/Green  
Temples  Grey/Green  
Hinge  Gun  
Lenses Demo

# SP — 1410

NEW MODEL

■ SPINE LIFESTYLE – 4.5 ACETATE






SIZE /  
56 • 16 • 145

MATERIAL /  
Acetate


■ SP 1410/046



Front  Black/ Crystal light Grey  
Temples  Black/ Crystal light Grey  
Hinge  Dark Gun  
Lenses Demo

■ SP 1410/404



Front  Demi  
Temples  Demi  
Hinge  Dark Gun  
Lenses Demo

■ SP 1410/906



Front  Grey  
Temples  Red  
Hinge  Dark Gun  
Lenses Demo

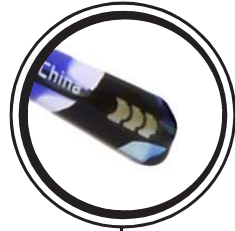


# KEY FEATURES

TEMPLE  
NEW DESIGN



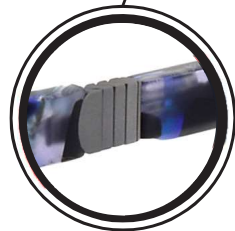
METAL INLAY UNDER  
CLEAR EXPOXY



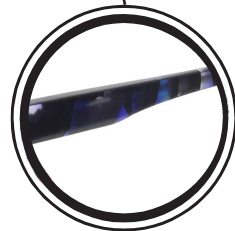
PRINTED  
LOGO



FRONT & TEMPLE  
ACETATE



GALVANIZED  
HINGE



ACETATE  
BEVEL



**SUN**  
(SPINE LIFESTYLE)

# SP — 3019

NEW MODEL

■ SPINE LIFESTYLE – 7.5 ACETATE




SIZE /  
55•18•140

MATERIAL /  
Acetate





■ SP 3019/414



Front  Demi  
Temples  Demi  
Hinge  Light Gold  
Lenses  Grey /Gold Mirror  
Cat. 03





■ SP3019/602



Front  Blue Block  
Temples  Blue Block  
Hinge  Gun  
Lenses  Grey / Blue Mirror  
Cat. 03

■ SP 3019/986



Front  Grey Horn  
Temples  Grey Horn  
Hinge  Dark Gun  
Lenses  Brown Mirror  
Cat. 03

# SP — 3020

NEW MODEL

■ SPINE LIFESTYLE— 7.5 ACETATE




SIZE /  
56•16•140

MATERIAL /  
Acetate


■ SP 3020/001



Front ■ Black  
Temples ■ Black  
Hinge ■ Gun  
Lenses  Green Solid  
Cat. 03

■ SP 3020/402



Front  Demi  
Temples  Demi  
Hinge ■ Light Gun  
Lenses  Brown  
Cat. 03

■ SP 3020/917



Front ■ Grey Horn  
Temples ■ Grey Horn  
Hinge ■ Light Gun  
Lenses  Brown with Argent  
Cat. 03

# SP — 3406

NEW MODEL

■ SPINE LIFESTYLE – 4.5 ACETATE







SIZE /  
51•19•140

MATERIAL /  
Acetate





■ SP 3406/140



Front  Brown Crystal  
Temples  Brown Crystal  
Hinge  Light Gold  
Lenses  Brown Gradient  
Cat. 03





■ SP 3406/490



Front  Demi  
Temples  Demi  
Hinge  Light Gold  
Lenses  Grey Gradient  
Cat. 02

■ SP 3406/668



Front  Navy  
Temples  Navy  
Hinge  Gun  
Lenses  Grey Gradient  
Cat. 03

# SP — 3407

NEW MODEL

■ SPINE LIFESTYLE – 4.5 ACETATE



SIZE /  
56•15•140

MATERIAL /  
Acetate

■ SP 3407/002



Front ■ Black  
Temples ■ Black  
Hinge ■ Gun  
Lenses ■ Green  
Cat. 03

■ SP 3407/655



Front ■ Navy  
Temples ■ Navy  
Hinge ■ Light Gun  
Lenses ■ Blue  
Cat. 03

■ SP 3407/965



Front ■ Grey Horn  
Temples ■ Grey Horn  
Hinge ■ Dark Gun  
Lenses ■ Brown Gradient  
Cat. 03



# NEW SUN LENS TECHNOLOGY

GEL LENS

Our amazing “anti-scratch” gel filling sun lenses are being introduced into the Spine sun collection



SPINE  
GET A GRIP

SPINE®

THANKS FOLKS!

TECHNOLOGY

Constant pushing of our technical achievements and awareness through blogs and publications to the public.