



IT'S EVERYTHING ZOObUG

MIDO 2019

Jonathan van Blerk 22/02/2019

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BRAND ESSENCE



‘Our mission is to help children see well and look great’

Dr Julie Diem Le, Founder

Because we know that kids want to have fun, our products are technical & comfortable.



Trendy & individualistic styling!

CUSTOMER PROFILE



Boys & Girls



0-3 years



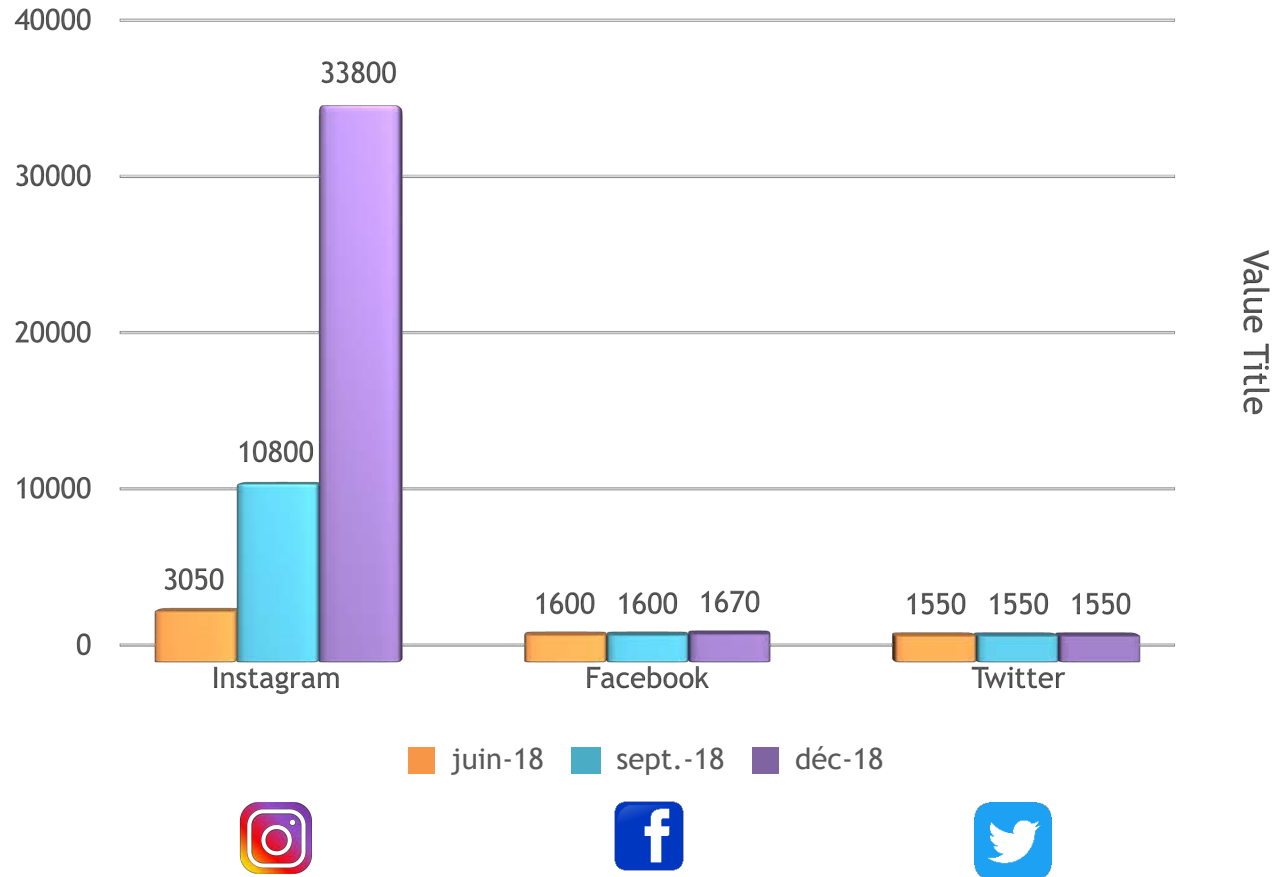
4 & more



COMMUNICATION

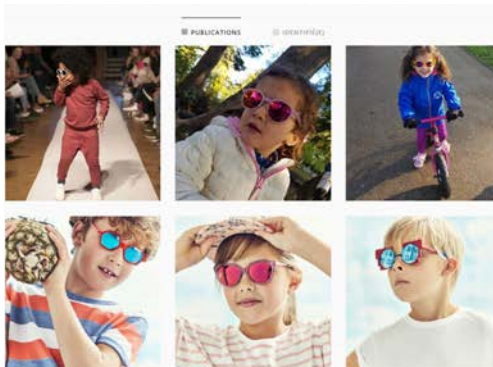
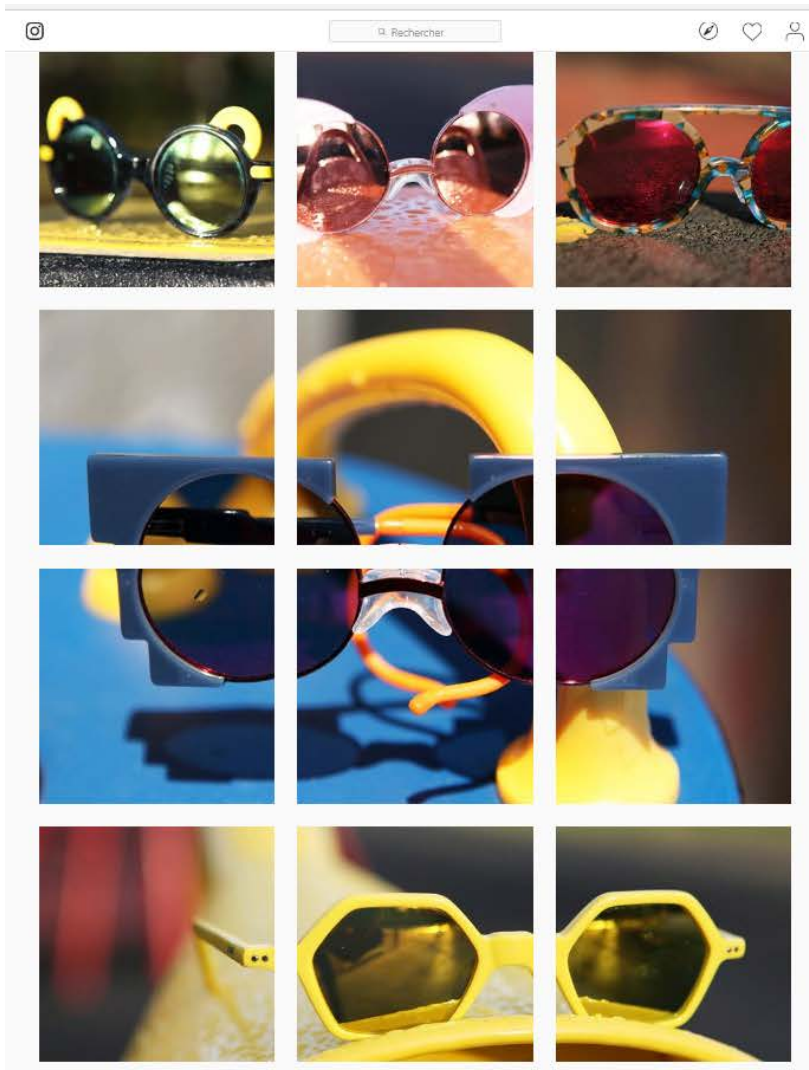


AWARENESS EVOLUTION



- Steep increase in Instagram, which is actually the most popular, and now grown well into 40k followers.

SOCIAL MEDIA - 2019



 zoobuglondon



405 J'aime

zoobuglondon We are looking to our 2019 @zoobuglondon to lead the way in children's eyewear plus

Afficher les 7 commentaires

thegearreport @clodagh.london always a pleasure

jasmiesandersonofficial Gorgeous picture ❤️

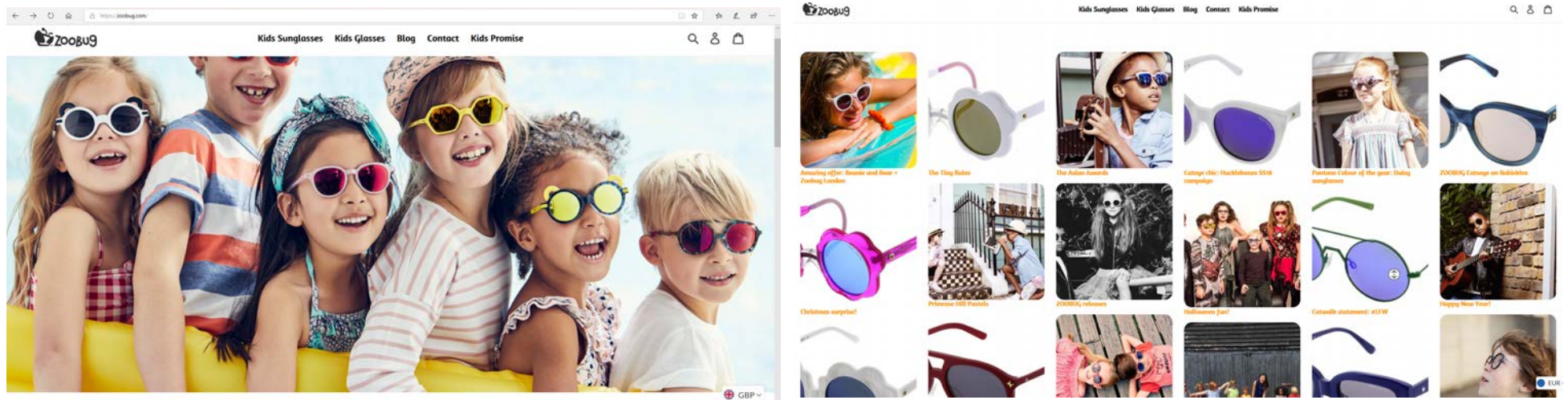
samjo414 Great photo! 💙💙

optiekdumont Are You at 100%optical in London ?

IL Y A 17 HEURES

WEBSITE

NEW WEBSITE LIVE SINCE DECEMBER 2018



Do One Thing Great

Zoobug is a specialist kids glasses and kids sunglasses brand from London, founded by ophthalmologist Dr Julie Dawn Le in 2006 to help children see well and look great!

ZB5032 CATSEYE
£60.00

ZB5028 AVIATOR
£60.00

ZB5029 DAISY
£60.00

Make one Thing Better

Zoobug donates it's sunglasses and glasses to eye charity Orlis to help children in Africa, Asia and

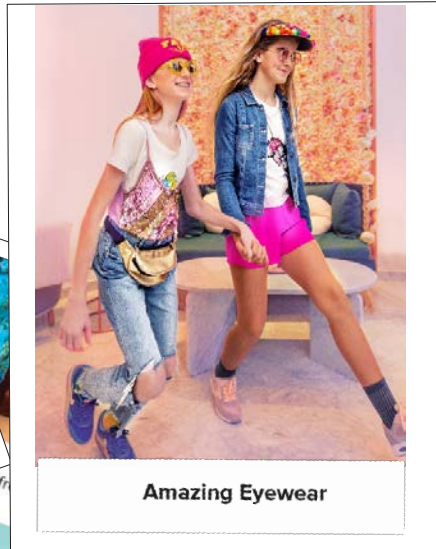
GBP EUR

SOCIAL MEDIA - PR CAMPAIGN SUMMER 2019

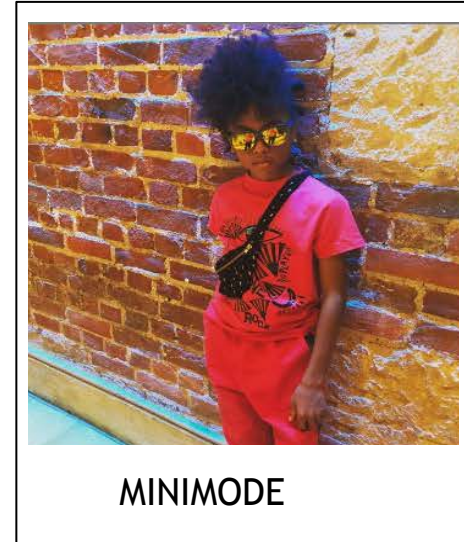
BLOGS - TRADE - COLLABORATION



Lunamag.com



Amazing Eyewear



MINIMODE



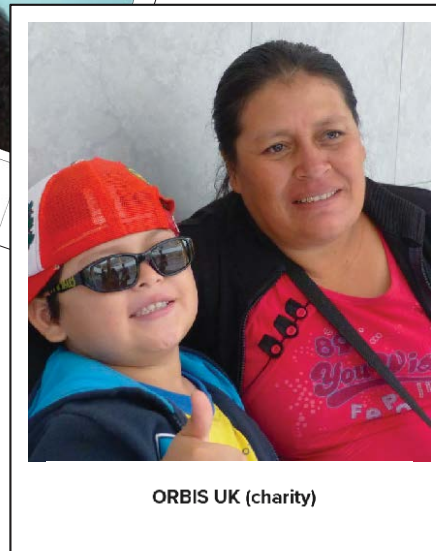
MINIMODE



Alegre Media



Les enfants Paris



ORBIS UK (charity)



MINIMODE



MINIMODE



POS 2018 - 2019



A4 SHOWCARD

REF. TBC
ZOOBUG SHOWCARD A4
OPTICAL ONE PIECE RUBBER



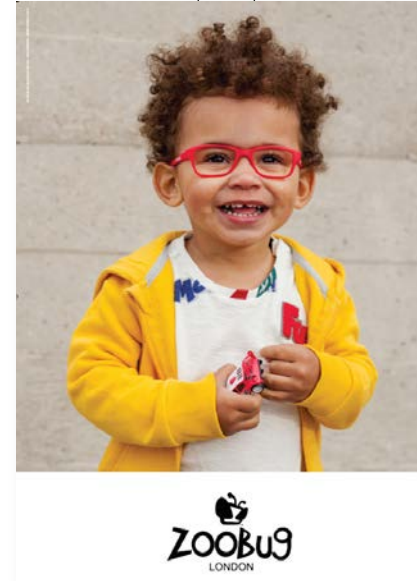
A4 SHOWCARD

REF. ZBSCV1SS18
ZOOBUG SUNGLASS
SHOWCARD A4SS18



WINDOW BANNER DOUBLE SIDED

REF. ZBWBVSS18
ZOOBUG DOUBLE SIDED
OPTICAL/SUN A1 WINDOW BANNER



**10 PIECES COUNTER
TOP DISPLAY**

REF. ZBDS517091549



LOGO BLOCK

REF. ZBLB17091548
150 x 150 x 30 mm



ORANGE EVA CASE

REF. ZB2016 case
WITH CLOTH & INSERTS



WINDOW STICKER

REF. ZBWSAW15





KEY FEATURES



BRAND COLLECTION - KEY FEATURES

SENSATIONAL FUN STYLE

..INNOVATIVE DESIGN ADVENTUROUS DETAILS

Outstanding design and comprehensive choice of stylish, fashionable products with trendy details



PERFECT FIT & COMFORT

LENS SUNGLASSES

Gorgeous statement polarized lenses

COLOURS FUN & TRENDY

Strong punchy palette of colours

BRAND COLLECTION - KEY FEATURES

BABIES

Zoobug Eyewear combines beautiful design that is practical and functional for young wearers, boys and girls, of all different ethnicities. The new frames offer a special fitting for the youngest frame wearers - a built-up silicone nose pad which supports an underdeveloped bridge offering the best comfort and fit on small faces.

HEADBAND / EARLOCK

Detachable, to prevent the frame lipping forward



ONE PIECE RUBBER

No joint or metal part, to avoid to hurt the face of the baby

TEMPLE LENGTH

Adjustable temple lengths



SILICONE NOSE PADS

Built up silicone nose-pads to support babies underdeveloped bridge

BRAND COLLECTION - KEY FEATURES

KIDS

It is not enough to just scale down an adult frame to obtain a child version. The dimensions are all different and therefore the fit will be all wrong. «Parents need to be reassured, the wearing of glasses should be a positive experience for all children and the parent's reaction will play an important part in helping to boost their child's confidence.»



OBE GERMAN FLEX UNO HINGES

Instant repair – no spare temple parts needed

••• TEMPLE: DOUBLE INJECTION RUBBER
Soft and flexible fit












PRODUCT MAPPING



PRODUCT MAPPING - 2019

OPTICAL RANGE

<p>One Piece Rubber</p>	 <p>8 models</p>		
<p>TR90</p>	 <p>2 models</p>	 <p>8 models</p>	
<p>Acetate</p>	 <p>NEW</p> <p>3 models</p>	 <p>15 models</p> <p>NEW</p>	 <p>NEW</p>
<p>Metal</p>			 <p>2 models</p>














0-3 YEARS

4 YEARS & MORE

PRODUCT MAPPING - 2019

SUN RANGE

My ZOObu9

 <p>4 models</p>		
 <p>2 models</p>   <p>4 models</p>	      <p>9 models</p> <p>NEW</p>	  <p>NEW</p>
<p>Metal</p>	 <p>2 models</p>	

0-3 YEARS

4 YEARS & MORE



PRODUCT



NEW MODELS - 2019



A brilliant hexagonal design - a shape of the moment

ZB1039

REF...

228

COLOURS...

● ● Red

SIZE...

44 • 17 • 120

MATERIAL...

Acetate



REF...

451

COLOURS...

● ● Yellow



REF...

643

COLOURS...

● ● Navy



NEW MODELS - 2019



One of the funky ZOOBUG looks in the new collection.
The oval shape has a flattened lower rim and is great on boys or girls

ZB1040

REF ●●●

277

COLOURS ●●●

● ● Red

SIZE ●●●

44 • 17 • 120

MATERIAL ●●●

Acetate



REF ●●●

643

COLOURS ●●●

● ● Navy



REF ●●●

800

COLOURS ●●●

● ● Matt Crystal



NEW MODELS - 2019



A super modern classic for 6-9 years. Choose from three strong blocked colours of Red, Yellow or Blue.

ZB1041

REF...

228

COLOURS...



Red

SIZE...

47 • 17 • 120

MATERIAL...

Acetate



REF...

426

COLOURS...



Yellow



REF...

695

COLOURS...



Blue



NEW MODELS - 2019



A panto-inspired shape in acetate. Age profile is 5-9.

ZB1042

REF ●●●

264

COLOURS ●●●

●● Pink

SIZE ●●●

44 • 17 • 120

MATERIAL ●●●

Acetate



REF ●●●

295

COLOURS ●●●

●● Raspberry



REF ●●●

327

COLOURS ●●●

●● Orange



NEW MODELS - 2019



A gentle butterfly inspired design in acetate for girls, with three translucent colour choices, suited to 7-9 year olds.

ZB1043

REF ●●●

249

COLOURS ●●●

●● Purple

SIZE ●●●

46 • 15 • 120

MATERIAL ●●●

Acetate



REF ●●●

348

COLOURS ●●●

●● Brown



REF ●●●

778

COLOURS ●●●

●● lilac



NEW MODELS - 2019



Designed for 5-8 years, the ZB 1034 is a fresh take on the classic cats eye, with a slightly deeper eye shape and pretty two-tone effect created with the small metal side piece.

ZB1034

REF ●●●

242

COLOURS ●●●

●● Milky Pink / Violet

SIZE ●●●

46 • 15 • 120

MATERIAL ●●●

Acetate

REF ●●●

318

COLOURS ●●●

●● Milky Peach / Blue



REF ●●●

322

COLOURS ●●●

●● Brown Tortoise / Brown



NEW MODELS - 2019



A classic in the making, the ZB 1035 is for youngsters of approximately 6-9 yrs old. A traditional shape is updated in beautiful brights colours.

ZB1035

REF...

277

COLOURS...

● ● Red / Silver

SIZE...

47 • 15 • 120

MATERIAL...

Acetate



REF...

523

COLOURS...

● ● Green Tortoise / Green



REF...

601

COLOURS...

● ● Navy Blue / Blue



NEW MODELS - 2019



A unisex model fitted with the silicone bridge for small faces and silicone curl sides. This model comes with proportions suited to little ones of 2-4 years.

ZB1036

REF...

150

COLOURS...

 Brown Tortoise / Turquoise

SIZE...

41 • 24 • 96

MATERIAL...

Acetate



REF...

617

COLOURS...

 Blue Tortoise / Red



REF...

646

COLOURS...

 Navy Tortoise / Red



NEW MODELS - 2019



A modern flattering rounded shape for 3-5 years

ZB1037

REF ●●●

207

COLOURS ●●●

 Pink Tortoise / Pink

SIZE ●●●

42 • 24 • 96

MATERIAL ●●●

Acetate

SRP € ●●● : 129€



REF ●●●

614

COLOURS ●●●

 Red Tortoise / Turquoise



REF ●●●

322

COLOURS ●●●

 Brown Tortoise / Turquoise



NEW MODELS - 2019



An unusual, fun and quirky shape, created in acetate on a metal rim. Available for kids of approximately 3-6 years, this style features the silicone bridge and silicone curl sides for an exceptional fit. Choose from three super colour combos!

ZB1038

REF...

276

COLOURS...

● ● Red / Turquoise

SIZE...

43 • 17 • 96

MATERIAL...

Acetate & Metal



REF...

641

COLOURS...

● ● Blue / Orange



REF...

657

COLOURS...

● ● Blue / Red





NEW MODELS - 2019





SUNGLASSES COLLECTION - SPRING SUMMER

NEW MODELS - 2019



Hexagon : This terrific kid-friendly shape is on-trend for the season. The adults will be wearing it - and the kids who do will show them how it's done! Colours are bright. Age 5-9.

ZB5039

REF...	COLOURS...	LENSES...	CAT...	SIZE...	MATERIAL...
228	 Red	 Blue White Mirror	3	44 • 17 • 120	Acetate



REF...	COLOURS...	LENSES...	CAT...
451	 Yellow	 Yellow Gold Mirror	3



REF...	COLOURS...	LENSES...	CAT...
643	 Navy	 Grey	3



NEW MODELS - 2019



Ringo : An unusual flattened oval shape - it's bang on trend for its good-looking yet different shaping. For boys or girls of 5-9 years.



ZB5040

REF...	COLOURS...	LENSES...	CAT...	SIZE...	MATERIAL...
277	 Red	 Ice Blue Mirror	3	44 • 17 • 120	Acetate



REF...	COLOURS...	LENSES...	CAT...
643	 Navy	 Grey	3



REF...	COLOURS...	LENSES...	CAT...
800	 Matt Crystal	 Grey	3





NEW MODELS - 2019



Amy : A modified unisex square shape in bright transparent colours red, neon yellow and blue. The gorgeous statement polarized lenses combine UV protection and an uber cool flash effect. 5-9 years.

ZB5041

REF...	COLOURS...	LENSES...	CAT...	SIZE...	MATERIAL...
228	 Red	 Blue White Mirror	3	47 • 17 • 120	Acetate



REF...	COLOURS...	LENSES...	CAT...
426	  Yellow	 Ice Blue Mirror	3



REF...	COLOURS...	LENSES...	CAT...
695	  Blue	 Red Mirror	3



NEW MODELS - 2019



ZB5042

REF...	COLOURS...	LENSES...	CAT...	SIZE...
264	 Pink	 Red Mirror	3	44 • 17 • 120

MATERIAL...
Acetate



REF...	COLOURS...	LENSES...	CAT...
295	 Raspberry	 Pink Gold Mirror	3



REF...	COLOURS...	LENSES...	CAT...
327	 Orange	 Purple mirror	3



NEW MODELS - 2019



ZB5043

REF...	COLOURS...	LENSES...	CAT...	SIZE...
249	 Purple	 Red Mirror	3	46 • 15 • 120

MATERIAL...
Acetate



REF...	COLOURS...	LENSES...	CAT...
348	 Brown	 Grey	3



REF...	COLOURS...	LENSES...	CAT...
778	 Lilac	 Ice Blue Mirror	3



NEW MODELS - 2019



This year, it's the Panda that highlights unique and fun styling, typical of ZOOBUG LONDON. The round shape converts to a cute animal silhouette with ears - bringing fun and enjoyment to wearing sunglasses - with the ultimate UV protection and carefully created shape + fit. Fitted with classic FLEX hinge. Age 3-6.

ZB5034

REF... COLOURS... LENSES... CAT... SIZE...



REF... COLOURS... LENSES... CAT...

647 ●● Blue Leopard / Yellow ●● Gold Mirror 3



REF... COLOURS... LENSES... CAT...

805 ○● White / Black ●● Grey 3





NEW MODELS - 2019



Elvis : Acutely-shaped aviator shape that looks adorable on little ones. The combination of patterned acetate with brightly colored curved temple tips offers cool looks and excellent comfort. Age 3-6.

ZB5035

REF...	COLOURS...	LENSES...	CAT...	SIZE...	MATERIAL...
158	 Tortoise / Orange	 Gold Mirror	3	44 • 18 • 96	Acetate



REF...	COLOURS...	LENSES...	CAT...
655	 Petrol Blue / Red	 Red Mirror	3



REF...	COLOURS...	LENSES...	CAT...
956	 Grey Tortoise / Turquoise	 Blue Mirror	3



NEW MODELS - 2019



Pixel : Sci-fi and the 1980s inspired this original unisex design with angular shape and daring colour combos - choose from red/navy, blue tortoise/orange and brown tortoise/red patterned acetate matched with bold, flash polarized lenses. Age 3-6.

ZB5036

REF...	COLOURS...	LENSES...	CAT...	SIZE...
277	 Red / Blue	 Ice Blue Mirror	3	44 • 17 • 96

MATERIAL...
Acetate + Metal



REF...	COLOURS...	LENSES...	CAT...
601	 Navy / Orange	 Red Mirror	3



REF...	COLOURS...	LENSES...	CAT...
655	 Brown Tortoise / Red	 Red Mirror	3





NEW MODELS - 2019



Hook : Playing with the small oval, in line with adult trends, this easy-to-wear design combines metal and acetate in a dramatic way. Age 3-6.

ZB5037

REF...	COLOURS...	LENSES...	CAT...	SIZE...	MATERIAL...
276	 Red / Blue	 Red Mirror	3	43 • 17 • 96	Acetate & Metal



REF...	COLOURS...	LENSES...	CAT...
641	 Blue Tartan / Orange	 Yellow Gold Mirror	3



REF...	COLOURS...	LENSES...	CAT...
657	 Blue - Diamond / Red	 Ice Blue Mirror	3



NEW MODELS - 2019



Butterfly : A classic ZOOBUG design, reworked in a modern metal/acetate combination. The quirky feminine shape is distinctly ZOOBUG in pastel milky pink, milky peach or purple heart. Age 2-5 years.

ZB5038

REF...	COLOURS...	LENSES...	CAT...	SIZE...
264	 Milky Pink / Pink	 Pink Gold Mirror	3	43 • 17 • 96

MATERIAL...
Acetate & Metal



REF...	COLOURS...	LENSES...	CAT...
339	 Milky Peach / Orange	 Yellow Gold Mirror	3



REF...	COLOURS...	LENSES...	CAT...
730	 Purple Heart / Pink	 Purple Mirror	3



NEW MODELS - 2019



A second tech version of the fab new Panda design benefits from the 4.5mm patented SPINE hinge, a technical design by Spine Optics that ensures an excellent fit and optimum comfort. The Panda footprint is engraved in coloured epoxy resin on the temple ends.

ZB5033

REF ●●●	COLOURS ●●●	LENSES ●●●	CAT ●●●	SIZE ●●●
805	○ ● White / Black	● Grey	3	43 • 21 • 120
MATERIAL ●●● Acetate				



ZOOBUG PANDA MODEL

This year, it's the Panda that highlights unique and fun styling, typical of ZOOBUG LONDON.

The round shape converts to a cute animal silhouette with ears - bringing fun and enjoyment to wearing sunglasses - with the ultimate UV protection and carefully created shape + fit. Benefits from the 4.5mm patented SPINE hinge, a technical design by Spine Optics that ensures an excellent fit and optimum comfort.



IT'S EVERYTHING ZOOBUG