

July 2010

SUMMER '10 SUNGLASS INDENT

Dear Valued Customer,

Please find attached our SUMMER '10 SUNGLASS INDENT offer, I know many of you have been waiting for it. Again this year, there are a number of new styles being added to the range. We have made one small change in our Unisex category. Unisex is now broken into 3 new sub-category Unisex Classic, Unisex Contemporary and Unisex Retro.

This season in eyewear we are seeing a return to more sophisticated styling and colour. Our ladies and exotic and plastic ranges have a subtle use of colour with highlighted temples in stones or metal trim. This year summer prints are feminine and in particular we see the return of liberty prints. Prints are being used as highlights on the inside of temples and on some leading edges in particularly across the top of retro styles. As was last year, youth (unisex) is all about bright colours and fun styling. Many new styles are in stock now, so take advantage of this indent offer to be the first in your area with these new styles along with the Black Ice classics.

The best way to take advantage of this offer is to order 70% of last year's purchases. If you would like a history of your purchases last year just call Customer Service on 02 6495 6835. Once you know last years purchases, simply order 70% on indent and SAVE!

You can also split your order into two, three or four delivery months. To take advantage of this offer you must reply by August 15th 2010.

All the best for summer . Regards William

Some hot new and classic styles in stock now!



Exotic



Exotic



Ladies



Retro



Unisex



Polarised



Kids

THE OFFER

PACK A	200 sunglasses	10% Discount to list prices
PACK B	500 sunglasses	12% Discount to list prices
PACK C	1,000 sunglasses	15% Discount to list prices

Our suggested mix is; 25% Unisex, 25% Ladies, 15% Exotics, 10% Wires, 5% Retro, 10% Polarised and 10% Kids

Shop Name: _____

Date: _____

Telephone: _____

SELECT PACK	CATEGORY MIX	DELIVERY MONTH
Pack A _____	As above _____	Aug _____
Pack B _____	or mix your own	Sep _____
Pack C _____	Exotics _____	Oct _____
	Ladies _____	Nov _____
	Polarised _____	Dec _____
	Wires _____	
	Kids _____	
	Unisex Classic _____	
	Unisex Contemporary _____	
	Unisex Retro _____	



Fax Back 02 6495 6991

Offer closes 15th August 2010.