

A BRAND THAT'S  
BEGGING  
TO BE EXPLOITED



BAIN de SOLEIL™

# Bain de Soleil™

## SUNGLASSES LICENSING PITCH



A timeless icon of sun-kissed glamour, Bain de Soleil is synonymous with luxurious elegance by the sea.

The brand offers a unique opportunity in the high-end sunglasses market.

# Introduction

**BAIN de SOLEIL™** —the name that once defined the essence of Riviera luxury— expands its heritage into high-end eyewear. These sunglasses should embody glamour, sophistication, and a lifestyle of radiant confidence. This guide outlines design direction, licensing opportunities, and brand potential for Bain de Soleil Sunglasses.

# The Market Opportunity

- Global eye wear market exceeds \$150 billion annually
- Luxury sunglasses segment continues to expand
- Consumers crave heritage brands with strong lifestyle storytelling
- Bain de Soleil<sup>TM</sup> offers instant brand equity with nostalgic recognition and modern appeal

# Lifestyle Inspiration: On the Water



BAIN de SOLEIL™

Bain de Soleil™ sunglasses are at home on luxury yachts, where sun, sea, and style converge. This imagery highlights effortless elegance, appealing to discerning consumers seeking exclusivity.

# Lifestyle Inspiration: On the Road



From the French Riviera to California's Pacific Coast Highway, Bain de Soleil™ sunglasses capture the thrill of open-air luxury. The convertible lifestyle reinforces boldness, youth, and aspirational glamour.

# SUNGLASS DESIGN CONCEPTS

- Men's line: Strong frames, bold cuts, gold, and bronze accents
- Women's line: Elegant curves, oversized glamour, jewelry-like details
- Logo elegantly affixed to arms/lenses
- Distinctive yet timeless—worthy of a global luxury revival

# MOCK-UP DESIGNS



WHAT'S OLD IS NEW AGAIN...  
AND HOTTER THAN THE SUN!



BAIN de SOLEIL™

PACKAGING  
CONCEPTS

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# Intellectual Property

## LICENSING OFFER

Exclusive rights to use the  
**BAIN de SOLEIL™**  
Trademark for Sunglasses and  
Prescription Eyewear for the United  
States, its Possessions, Territories and  
Military bases Worldwide

# NEXT STEPS

**Do your due diligence to assess the demand for what you want to bring to market**

**Contact us for Licensing proposal**

**CONTACT**

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