

A BRAND THAT'S
BEGGING
TO BE EXPLOITED



BAIN de SOLEIL™

Bain de SoleilTM

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 SOLEILTM —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 SoleilTM offers instant brand equity with nostalgic recognition and modern appeal**

Lifestyle Inspiration: On the Water



Bain de SoleilTM 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

BAIN_{de}SOLEIL™

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Intellectual Property

LICENSING OFFER

Exclusive rights to use the

BAIN de SOLEILTM

**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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