



THE PRIVATE LABEL  
ADVANTAGE

# LOOKBOOK

Elevate your practice brand





*Confidence,  
identity,  
profitability*

Model 523: Onyx

# Welcome to the Future of Eyewear

## Elevate Your Practice Brand with Private Labeling

In a landscape where designer labels dominate and online retailers race to the bottom, independent eyecare professionals are often left competing with shrinking margins and rising patient expectations.

Your Brand Eyewear offers a bold alternative: your own brand. A label that represents your expertise, your vision, and your practice—not someone else's.

Private labeling isn't just about eyewear. It's about:

- Control – over your product mix and pricing.
- Exclusivity – no one else can carry your brand.
- Profitability – with margins that rival even the best insurance reimbursements.
- Patient Loyalty – when your brand is on the frame, it's your name they remember.

## Our mission is simple:


To level the playing field and empower independent eyecare with beautiful, brandable, retail-ready frames—backed by decades of optical design expertise.

A handwritten signature in black ink that reads "Mark Graham". The script is fluid and cursive, with the first letters of "Mark" and "Graham" being capitalized and prominent.

Welcome to Your Brand Eyewear.

Welcome to the future.





*Let Warby Parker spend  
millions chasing him. You  
just need your name on  
the frame.*

Model 374 Blonde

# Why Private Label?



*Because Your Name  
Should Be On It*

ADVANTAGE	PRIVATE LABEL	DESIGNER FRAMES
Brand Loyalty	✓ Practice-branded	✗ Promotes other companies
Profit Margins	✓ 9-10x Markup	✗ 2.7-3x Markup
Exclusivity	✓ Only you carry it	✗ Available at big chains
Reimbursement	✓ VSP pays from wholesale price	✗ Smaller margin per sale
Perceptions	✓ Shop and support local	✗ I can get these at Lens Crafters, Costco
Competition	✓ Can't be shopped online. You're the brand	✗ Warby Parker, Zenni, chain stores

# You've been selling other people's brands long enough

It's time to flip the frame game in your favor.

With private labeling, your dispensary becomes your retail empire, not a showroom for someone else's.

## Here's what private branding unlocks:

- **RETAIL-LEVEL PROFIT MARGINS**  
No reps. No royalties. No distributor middlemen. Just your own brand, with margins that make sense—even with managed care.
- **PRACTICE DIFFERENTIATION**  
Anyone can sell Ray-Ban. Only you can offer Dr. Taylor Eyewear.
- **PATIENT STICKINESS**  
When they love your frame, they come back to you. Not a chain store.
- **FREEDOM FROM SUPPLIER GAMES**  
No closeouts, no buybacks, no pressure to hit quotas. Just freedom to choose styles that suit your patient base.

*“Designer frames build their brand.  
Private label builds yours.”*







*Branded by you.  
Not by Milan.*

Model 529 Argenta



A portrait of a woman with long, dark, wavy hair, wearing black-rimmed glasses with tortoiseshell temples. She is looking directly at the camera with a neutral expression. She is wearing a green, button-up top and a thin gold chain necklace. The background is a dark, solid color.

Model 424 Black Tortoise

*She could wear any  
brand in the world.  
But she chose yours.*





*Signature style with your signature.*

Model 420 Havana Bone

# *Not made for the masses. Made for your name.*

Crafted for bold clarity and timeless confidence, Model 420 combines architectural lines with sculpted depth. The broad, rectangular front is balanced by thick temples featuring an embedded inlay core—adding both structure and luxury. Available in rich, practice-defining colors, this frame commands attention without chasing trends.





A close-up portrait of a woman with short, wavy reddish-brown hair. She is wearing red-rimmed glasses and a red blazer over a red top. The background is blurred with warm, bokeh light spots.

*Lightweight metal.  
Acetate temples.  
Quietly iconic.*

Model 390 Wine



# *Designed for Her. Branded by You.*

Delicately structured with a classic almond silhouette, Model 390 is femininity refined. The ultra-light stainless steel front features sculpted nose pads and pin detailing, while richly patterned acetate temples add warmth and contrast. Available in a spectrum of softly bold hues, it's a frame that elevates—without overpowering.







*Trends expire.  
Brands endure.*

Model 419 Bark



**WE DON'T FOLLOW TRENDS.**

We design for the long game, frames that feel relevant today, and just as right ten years from now.

Like navy blazers, blue jeans, black dresses, and clean white sneakers, these silhouettes stay in style because they never tried too hard in the first place.

Private labeling is no different. It's not about hype. It's about building something enduring—with your name on it.



*Modern clarity.  
Timeless confidence.*

Model 530 Argenta



## Mod 530



Onyx

Classic black, sharpened. This pure, deep acetate feels architectural and bold—designed for the wearer who appreciates restraint, but never fades into the background.



Havana

Rich, golden tortoise with Havana soul. It's warm, inviting, and effortlessly cool—perfect for those who want their frames to feel timeless, but far from typical.



Argenta

Smoky gray fades into soft silver at the base, like graphite dissolving into fog. It's sleek, tonal, and quietly modern—a versatile neutral for those who live in grayscale.



Sandstone

Layered earth tones transition from caramel to stone in a gentle gradient. This colorway feels rooted in nature, polished by light. Unconventional, but easy to wear.





*Style that speaks volumes—  
without saying a word.*

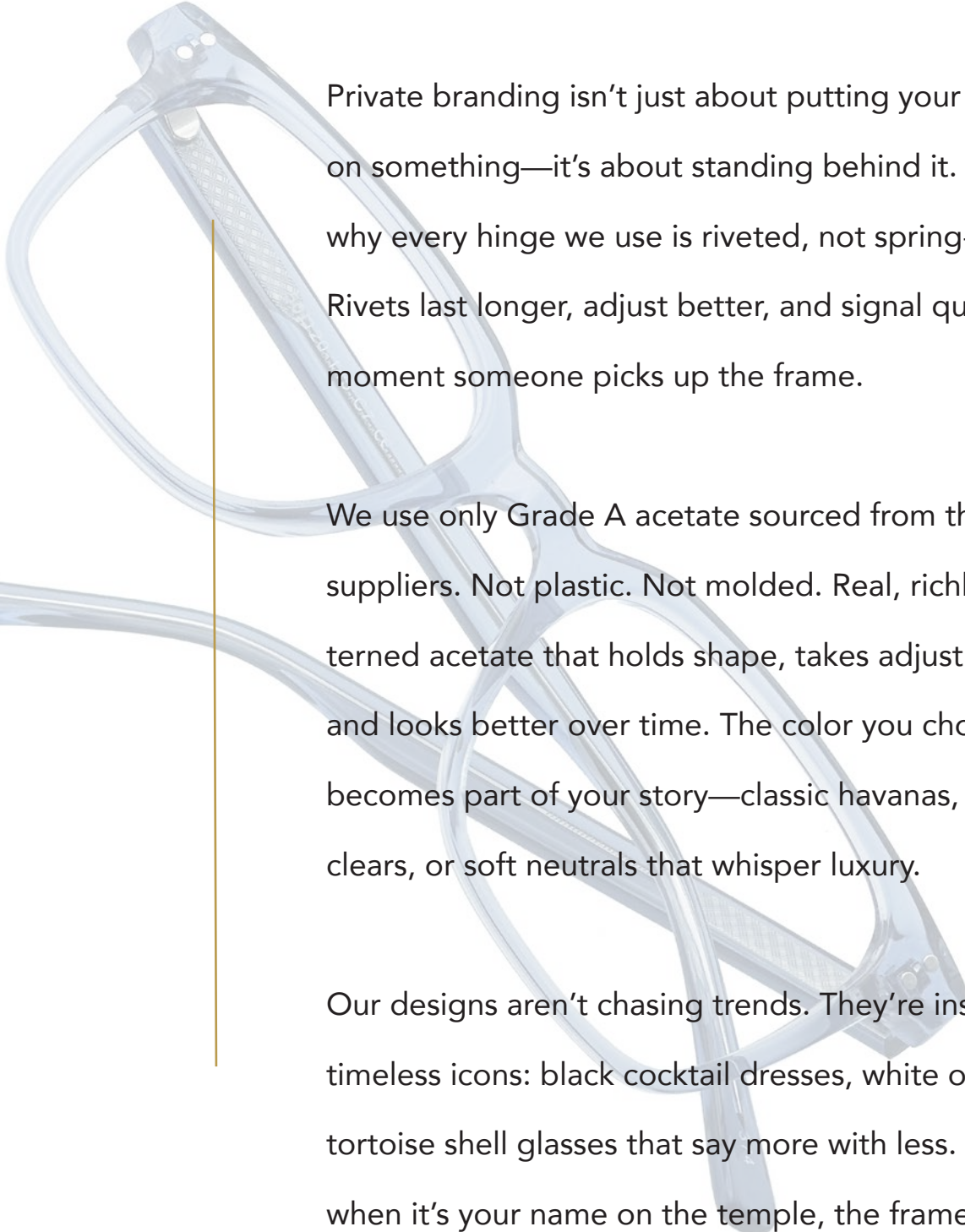
Model 364 Crystal



*Details define  
the brand.*



# *And the brand should be yours*



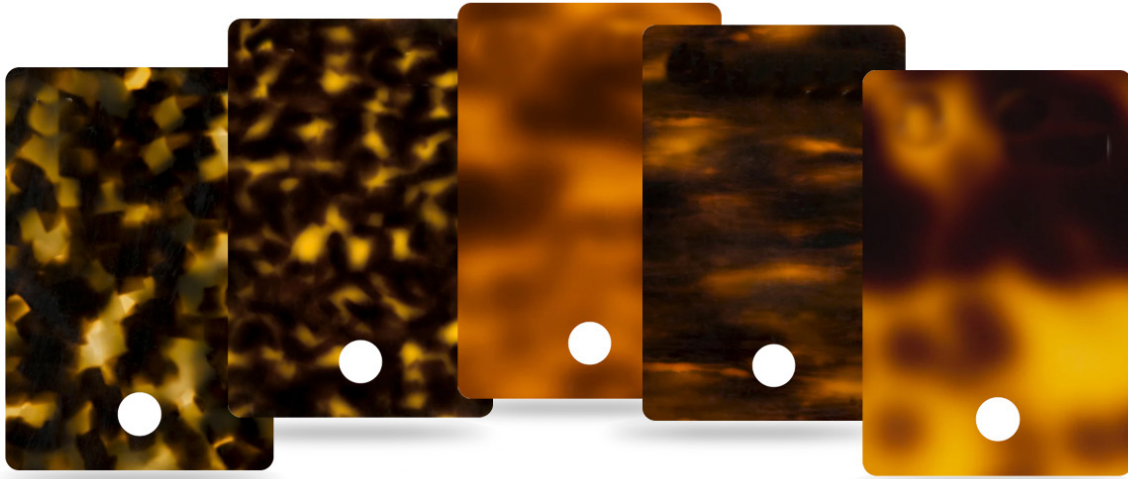
Private branding isn't just about putting your name on something—it's about standing behind it. That's why every hinge we use is riveted, not spring-loaded. Rivets last longer, adjust better, and signal quality the moment someone picks up the frame.

We use only Grade A acetate sourced from the finest suppliers. Not plastic. Not molded. Real, richly patterned acetate that holds shape, takes adjustment, and looks better over time. The color you choose becomes part of your story—classic havanas, modern clears, or soft neutrals that whisper luxury.

Our designs aren't chasing trends. They're inspired by timeless icons: black cocktail dresses, white oxfords, tortoise shell glasses that say more with less. Because when it's your name on the temple, the frame should speak with quiet confidence.




# *An Ode to Havana*



Few colors in eyewear carry the soul of Havana. Layered like aged tobacco and rich like amber rum, Havana acetate is more than a shade, it's a mood. A swirl of golden browns and honeyed tones that feel warm, familiar, and undeniably timeless.

We source our Havana acetate from the world's top producers, including Mazzucchelli (Italy), Laes, and Takiron (Japan). Each sheet is Grade A quality, ensuring the depth, polish, and durability your brand deserves. No two patterns are ever the same, and that's the beauty of it. When your name is on the temple, every detail matters.



*Confidence isn't loud.  
It's knowing your  
name belongs on the  
frame.*

Model 524 Mahogany



## Mod 524



Cocoa Velvet

A deep, red-brown acetate with a velvet undertone that softens the silhouette. Bold yet understated, designed for everyday distinction.



Onyx Tortoise

Classic black layered with tortoise shell depth—built for those who move effortlessly between edge and elegance.



Tobacco

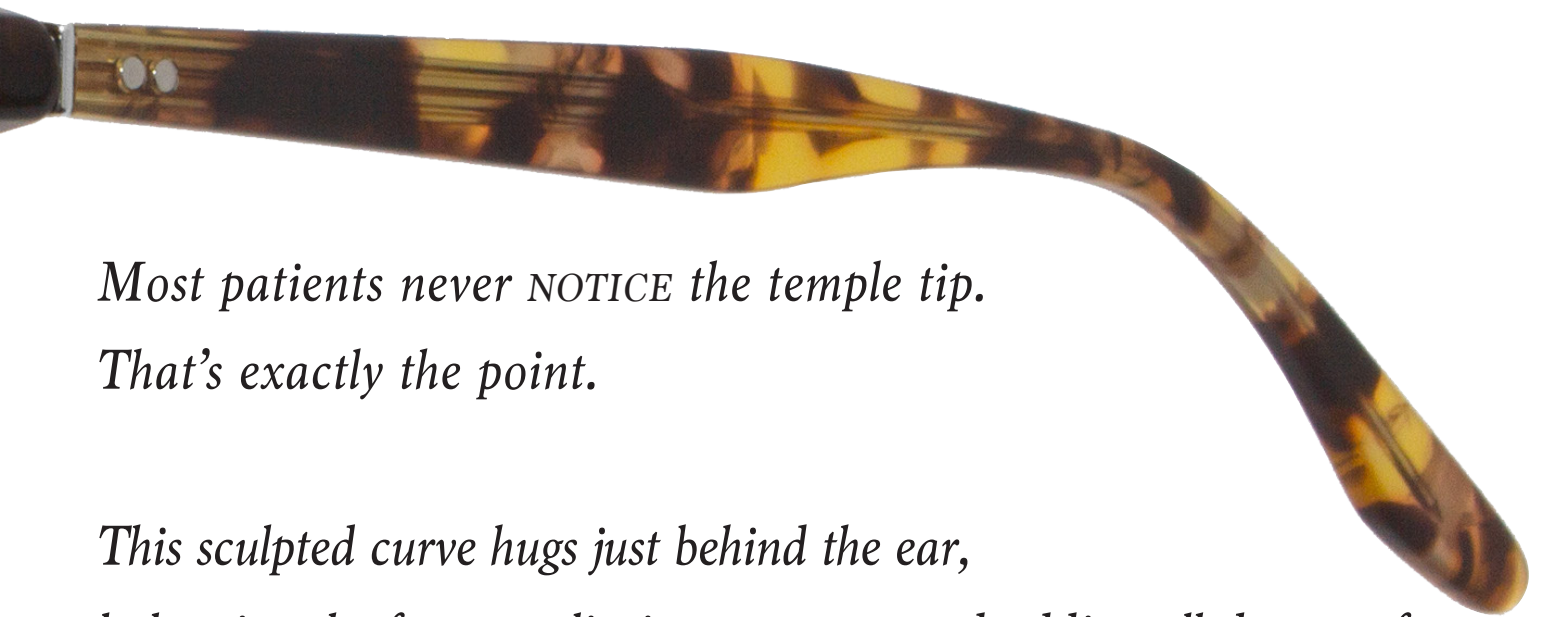
Warm and timeless. This golden-brown hue captures vintage spirit with a refined, modern profile.



Sandstone

Translucent earth tones meet clean geometry. Lightweight, airy, and quietly luxurious.

# *Design doesn't stop at the front*



*Most patients never NOTICE the temple tip.  
That's exactly the point.*

*This sculpted curve hugs just behind the ear,  
balancing the frame, relieving pressure, and adding all-day comfort.*

*We design it to disappear.*

*YOUR BRAND STAYS UNFORGETTABLE.*



*Over one-hundred styles.  
Three collections. One chance  
to redefine how patients see  
your practice.*





*Elegant. Feminine.  
Unbranded—until  
you make it yours.*

Model 207 Café Tort



## Mod 207



Café Tortoise

Soft, modern, and undeniably feminine. This sheer café hue brings warmth and lift to the face, while tortoise temples anchor the look in classic sophistication. Effortless elegance for every skin tone.




Tortoise

An essential. This timeless tortoise front is deep and dimensional, offering richness without excess. The matching temples create a seamless silhouette that's equal parts heritage and polish.



Gray Tortoise

Cool without trying. The smoky gray front offers quiet confidence, while the tortoise temples add subtle contrast and character. It's minimalism—refined, not sterile.



Model 412 Black Tort

*This is what success looks like when  
your eyewear carries your name.*



## Mod 423



Painted Desert

Sunset tones sweep through this multicolor acetate—burnt orange, rosewood, and golden sand blending into a palette inspired by the American West. Warm, expressive, and artfully bold.



Coral Reef

A vibrant aqua front with depth and movement. The tortoise temples add contrast and grounding, like coral branches beneath tropical waters. Fun and fearless, with just enough edge.



Gray Tortoise

A cooler take on neutral. This gray acetate reads soft and sleek, while the tortoise temples offer an unexpected pop of pattern. For those who like their style low-key—but never boring.



Model 362

*The frame says focus.  
The logo says it's yours.*



## Mod 362



Tortoise

A timeless staple redefined. Deep amber and espresso tones swirl through this iconic pattern, offering a frame that's familiar—but never forgettable. Confident and grounded.



Gray Striate

Bold, urban, and layered with tone. The striated gray pattern creates movement without distraction, giving this frame a distinct personality—one that holds its own without raising its voice.



Moss

Earthy with a refined twist. This translucent olive-gray tone shifts in light, offering a natural elegance that feels at home anywhere—from trail to boardroom.



Striated

A warm, golden tortoise pattern with streaks of copper and smoke. The subtle texture gives it energy and depth—like a polished woodgrain or hand-finished leather.

A close-up portrait of a woman with dark hair pulled back, wearing tortoiseshell-rimmed glasses. She is looking slightly to the left. In the background, a large, out-of-focus Starbucks Siren logo is visible. The lighting is warm and soft.

Model 417 Canary Wood

*Your brand belongs everywhere  
your patients go. Even here.*



## Mod 417



Canary Wood

Light, golden, and finely grained—this warm amber acetate channels the richness of hand-finished hardwood. Sophisticated without shouting, it brings a refined naturalism to any face shape.



Smoke Mist

Softly structured with a hint of mystery. This smoky brown transitions into a translucent blush base, like fog drifting over wood grain. Subtle, elegant, and quietly expressive.



Havana

The definitive tortoise—deep brown layered with ochre and caramel, evoking vintage Cuban style. Classic yet vibrant, this colorway has depth, movement, and undeniable charisma.



*Where timeless design  
meets your name.*

Model 432 Silver





*Your shades*  
*Your rules*

Model 493-S

*Where your brand  
goes to vacation*





# *Let's skip the eye clip art.*

MOST OPTOMETRISTS default to logos with eyeballs, glasses, or vision puns. But the strongest brands in the world don't show what they sell. Starbucks doesn't use a coffee cup, Apple has no computer, McDonalds has no burger and Warby Parker doesn't use eyeglasses.

A great logo doesn't describe your product. It signals your identity.

Think beyond your zipcode:

**Geographically** – Is there a local landmark, cultural reference, or nickname tied to your city or region?

**Emotionally** – What feeling should your name evoke? Calm? Confidence? Precision?

**Aspirationally** – Where is your brand going? Would your logo still work if you opened 5 more locations?

# *We're here to help.*

Our team has created logos for hundreds of independent practices, some modern and sleek, some timeless and classic. What they all have in common is that they make the practice the hero, not the product.



WARBY  
PARKER



# *Your logo can take many forms: Icons, wordmark, lettermark, combos.*

## 1. Keep the icon simple

If you want a logo with a brandmark, remember that it needs to be clear, impactful, and work at smaller sizes. Think of the brands you know - Nike, Target, Apple - who are able to achieve recognition with simple shapes and one color. Avoid gradients, detailed linework, and too many elements.



## 2. A wordmark goes a long way

Your brand doesn't always need a brandmark. A lot can be communicated through a wordmark alone. Including some attributes you'd like your brand to have can help us get to a wordmark that works well. Is it fun like RayBan? Maybe a script type would work. Is it high end like Prada? Then we will probably choose a more luxurious serif.

TIFFANY & CO.

BRAUN

Ray-Ban

## 3. Make it scalable

You may not want to limit your brand name or mark to glasses alone. If your brand grows, you'll want the logo to be scalable with it. Think of a mark with more broad appeal that will look good on not just frames, but also cases, accessories, shirts, and more.

GUCCI



OAKLEY

Persol



# WORDMARKS

CAPE  EYELANDS



WINK



**vue**



# WORDMARK SCRIPT LETTERING

*California*  
EYEWEAR



Calvert  
BOUTIQUE

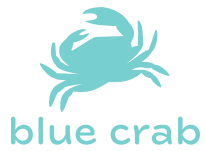


*kindred*





# WORDMARK + LOGOMARK



# LETTERMARK LOGOS

H2O



ECG



Af





LET'S BUILD YOUR BRAND

[YOURBRANDEYEWEAR.COM](http://YOURBRANDEYEWEAR.COM)