



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. The background is a dark, solid color. The entire image is framed by a thin gold border.

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.







*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.





A black and white portrait of a man with light-colored, wavy hair, wearing dark-rimmed glasses. He is looking slightly to the left with a thoughtful expression. The background is blurred, showing what appears to be a bookshelf.

*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.*

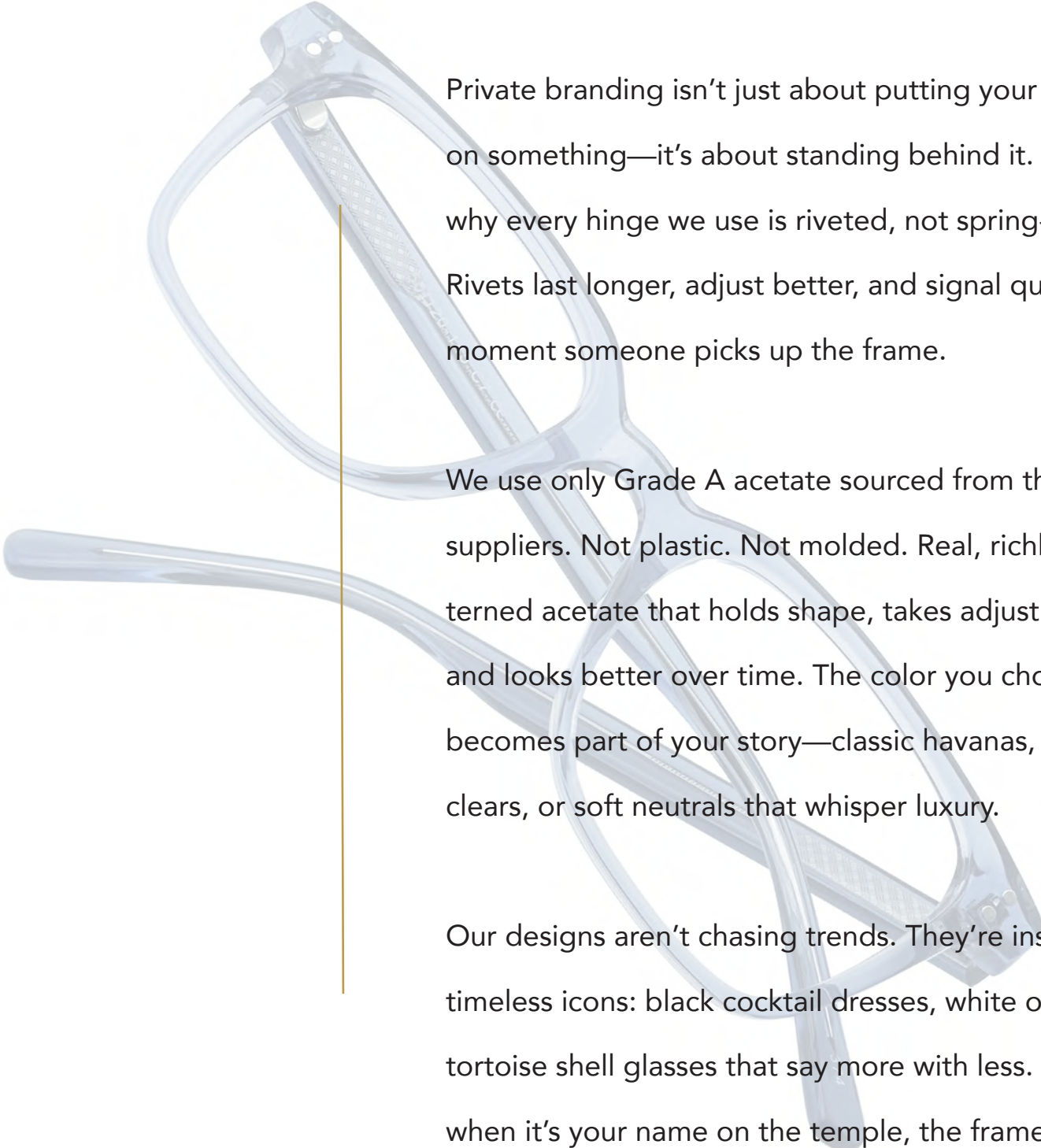
Model 364 Crystal



*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.



# *Classic, refined, enduring.*

## **TIMELESS PRECISION, SUBTLE LUXURY**

A frame where every detail whispers refinement. The cloisonné-colored rim adds depth and artistry, while the hidden rimlock keeps the design seamless and uninterrupted. Its perfectly balanced, classic round silhouette ensures enduring style, untouched by trends. Available in four elegant, time-tested colors, this piece isn't just eyewear — it's a quiet statement of sophistication.



Model 535

## Mod 535



Onyx Tort

Sleek and timeless in deep black metal, grounded with tortoise temples — a perfect harmony of bold and classic



Antique Gold Tort

A soft golden hue with a vintage patina, paired with warm tortoise temples — like sunlight filtered through aged amber.



Gun Tortoise

A smoky charcoal-metal finish, understated and refined, balanced by tortoise temples that add a whisper of warmth.

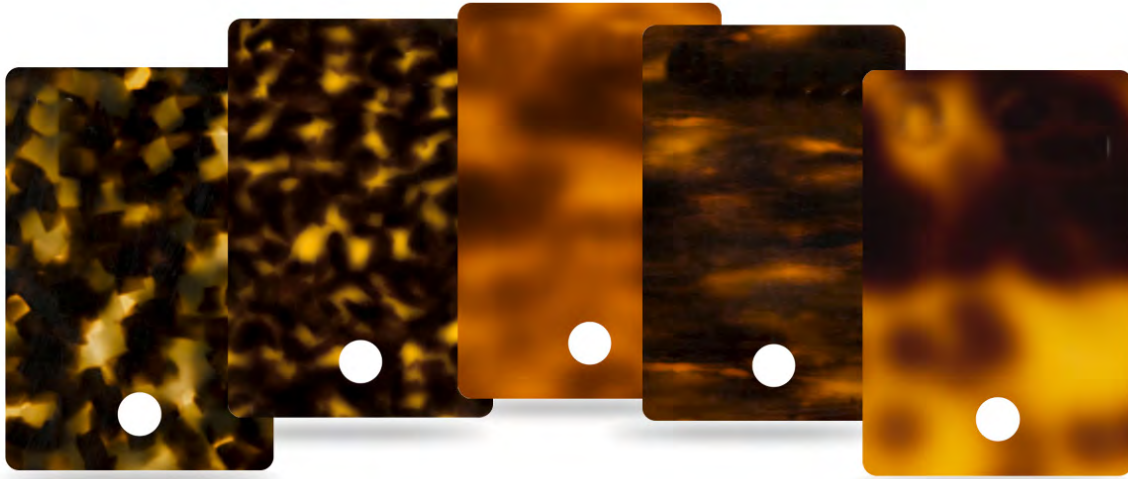


Gold Tortoise

Radiant polished gold, gleaming with modern brilliance, softened by tortoise temples for an effortless touch of elegance.



# *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.



Model 610 Crimson Luxe



## Mod 610



Black

Timeless and commanding, Black is the color of sophistication. Bold in its simplicity, it frames the face with strength and effortless style.



Amber Luxe

A golden swirl of warmth and richness, Amber Luxe radiates luxury. The depth of tortoise infused with glowing amber undertones creates a finish that feels both classic and rare.




Midnight Frost

A modern neutral with a cool edge, Grayish Blue whispers refinement. Its soft, smoky undertones make it versatile yet distinct — the color of quiet confidence.



Crimson Luxe

A deep red with the richness of fine velvet, Crimson Luxe is bold yet elegant. Its warm undertones and polished depth evoke confidence, passion, and timeless luxury.



*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.



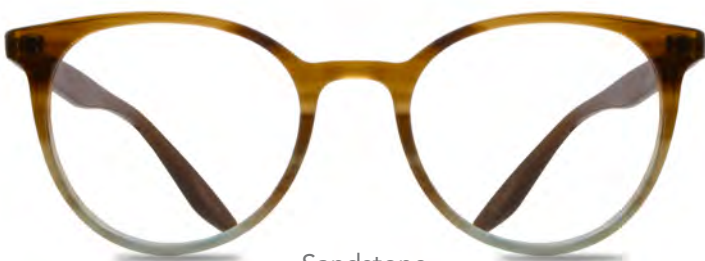
Onyx Tortoise

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



Tobacco

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



Sandstone

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

A woman with long, dark, wavy hair is shown from the chest up. She is wearing tortoiseshell-rimmed glasses and a green, ribbed, button-down tank top. She is looking slightly to her left with a soft expression. The background is a dark, solid color.

Model 320 Peach Tort

*Private Label. The  
look is theirs. The  
profit is yours.*

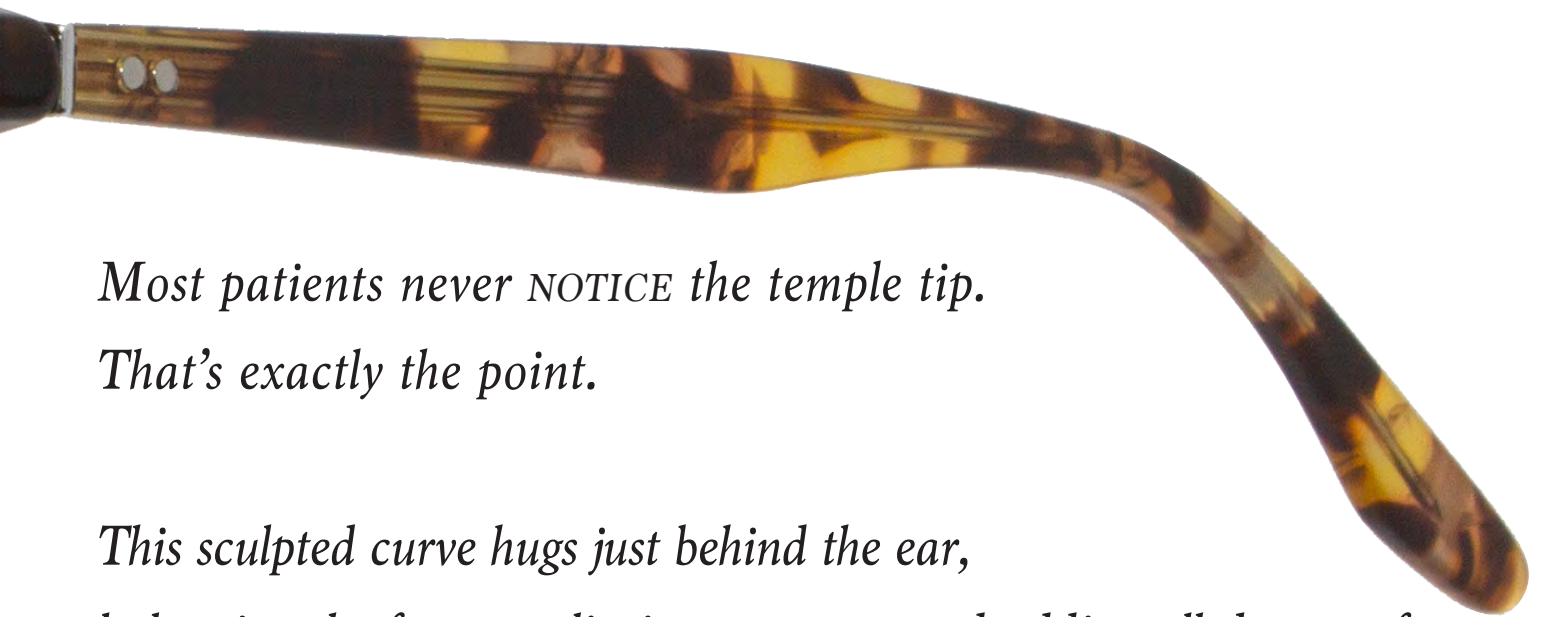


Mod 424

*Depth meets vibrance: rich  
havana fused with saturated  
hues for a look that's timeless  
yet unexpected.*



# *Good 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.*



# *The classics belong to you*

Leave fleeting trends to designers. Build your brand on the shapes and colors patients return to year after year.



Private label thrives on the timeless, not the trendy. Just as wardrobes are built around blue jeans, crisp white shirts, black cocktail dresses, and navy blazers, your private label collection should be grounded in enduring styles. Leave the fleeting trends to designer brands — your strength lies in owning the classics. These are the shapes and colors patients return to year after year, the frames that carry your name and keep loyalty in your practice.

# *The classics of private-label*



*Never trendy or fashion forward.  
Like timeless fashion, the right  
frames never fade — they define  
your brand.*



*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 604 Quartz



## Mod 604



Quartz

A delicate, translucent blush with gemstone clarity — elegant, feminine, and glowing with a soft rose light.



Crystal Sand

A pale, sunlit neutral with sheer transparency — soft as beach glass, glowing with effortless elegance.



Ashwood

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 deep, transparent blue that whispers sophistication — classic and confident, like midnight light on water.

A portrait of a woman with dark skin and short, curly dark hair, wearing black-rimmed glasses and a dark blue blazer over a white top. She is looking directly at the camera with a slight smile. The background is a blurred bookshelf filled with books.

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, wearing tortoiseshell-rimmed glasses and a purple knit sweater. 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.



# *Expanding What Works*

Your patients already know what they like — and when they find it, they don't want to settle. That's why we've taken our best-selling shapes and reintroduced them in larger sizes and new colors.



## Mod 606



Pine

A luminous shade of emerald — clear, vibrant, and alive with depth. Sophisticated yet bold, it catches the light like fine crystal.



Indigo Toffee

A serene wash of translucent blue balanced with warm toffee temples — a modern contrast of cool clarity and rich comfort.



Rouge

A deep, transparent ruby that glows with quiet intensity. Elegant, rare, and impossible to overlook.



*Where timeless design  
meets your name.*

Model 432 Silver





*Your shades*  
*Your rules*

Model 493-S



*Where your brand  
goes to vacation*







*Better quality than the  
brand you're still paying  
more than double for.*

529 S Onyx

## Mod 529 S

Designed without a name, but built to outshine them all. This frame isn't about paying for a label — it's about wearing timeless style, crafted with quality that rivals and surpasses designer brands.



Onyx

A bold classic. Deep, polished onyx acetate that delivers timeless sophistication and everyday versatility.



Tortoise


Rich, warm Havana tones with natural striations that bring depth and a refined, vintage-inspired feel.



Argenta

Modern and understated. A smoky gray striated finish with subtle texture that stands out without trying too hard.





*Luxury margins  
don't belong to  
Luxottica. They  
belong to you.*

Model 610 S Midnight Frost

## Mod 610 S

A modern cat-eye with subtle lift, this frame strikes the perfect balance between elegance and edge. Its silhouette flatters without exaggeration, offering timeless glamour in a confident, contemporary form. As a sunglass, it transforms into a statement piece — chic, refined, and effortlessly commanding.



Black

A bold classic. Deep, polished black crystal acetate that delivers timeless sophistication and everyday versatility.



Amber Luxe


Rich, warm tobacco tones with luxurious swirls that bring depth and a refined, vintage-inspired feel.



Midnight Frost

Midnight Frost is the color of still waters at dusk. Paired with a blue-to-rose gradient lens, the sunglass transforms into pure fashion — a twilight horizon captured in glass. It's bold yet soft, mysterious yet inviting, a statement of modern elegance.



A close-up portrait of a woman with dark, curly hair, wearing dark sunglasses and a peach-colored top. She is looking slightly to the side. The background is a blurred outdoor setting with tables and chairs. The text is overlaid on the right side of the image.

*Why compete with  
big chains on their  
turf? Own the  
brand they can't.*

Model 610 S Amber Luxe





*Don't be fooled  
by designer  
brands*

# The 4 Myths of Private Labeling

**Myth 1:** Only designers make beautiful frames.

*Truth: Private label frames are exactly the same. Your patients can't tell the difference — except your margin is bigger.*

**Myth 2:** Private label is difficult.

*Truth: We do the hard work — you just add your name.*

**Myth 3:** Designer = higher profits.

*Truth: Private label margins are much bigger — and you keep loyalty among your patients.*

**Myth 4:** Waiting will fix things and my capture rates will grow.

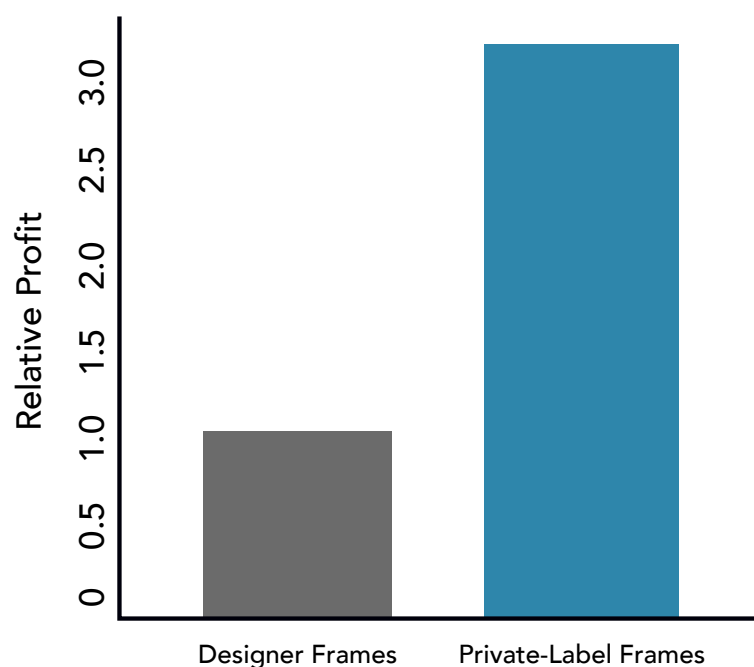
*Truth: Every day you delay, patients buy elsewhere.*

*Private label isn't a risk — it's your competitive edge.*



# The Numbers Don't Lie

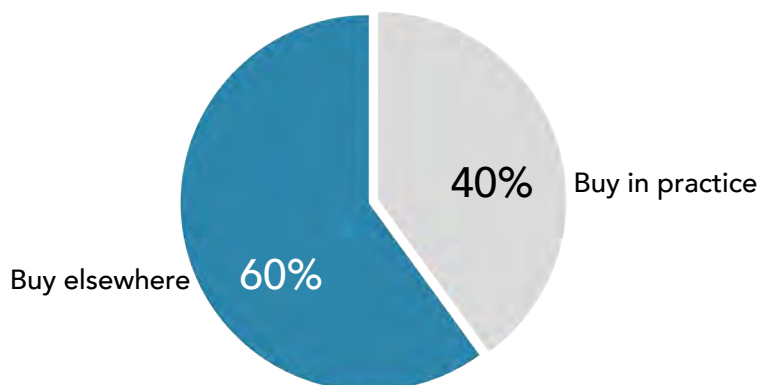
## Designer vs Private Label Profits



*Designer frames deliver prestige — but not profit. Private label flips the equation: same quality, higher margins, and patients who trust your name over someone else's.*

*60% of patients who don't find what they want in your practice... buy somewhere else. What most are looking for are NOT designer brands. Every walkout is lost revenue — and lost loyalty. Private labeling keeps them in your chair and in your brand."*

## Patients who don't find what they want in your practice




# *What Optometrists are saying*

*"I started private labeling 5 years ago. Today, patients know my brand — not just the one on the frame temple. The margins speak for themselves."*

*— A.B., OD*



# *What Opticians are saying*



*"Private labeling turned my optical into a destination. Patients trust what we recommend, and we're no longer competing with online chains."*

**— J.S., LDO, ABOC**

# *Let's skip the eyeball clipart.*

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 within and 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.





# *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



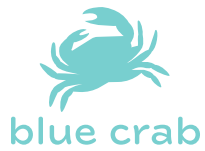
Calvert  
BOUTIQUE



*kindred*



# WORDMARK + LOGOMARK





# LETTERMARK LOGOS

H2O



ECG



Af



LET'S BUILD YOUR BRAND

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