



Learn more about private branding

<https://yourbrandeyewear.com/get-started>



YB
YOUR BRAND
EYEWEAR
2026

Private Branding Eyewear Collection

This isn't a catalog

It's a private-label system





A New Era Demands New Thinking

"The greatest danger in times of turbulence is not the turbulence—it is to act with yesterday's logic."

— Peter Drucker

"In optical, yesterday's logic was relying on designer brands. Today's reality rewards practices that build their own."

— Mark Graham

Thank you for being part of our story.

To our loyal customers, your trust is what drives us to create eyewear worthy of your brand. Every frame in this collection reflects our commitment to quality, craftsmanship, and the independent spirit that defines your practice.

For those exploring private labeling for the first time, this book is your invitation to see what's possible. Inside, you'll find the timeless shapes, modern materials, and proven best-sellers that deserve to carry your name — not someone else's. These are frames designed to elevate your optical, strengthen your margins, and give your patients a reason to choose you over the endless options online and in big retail.

This is your collection.

Your style.

Your brand.

Model: 601 55•20–155

L



Black (01)

It anchors every collection with quiet confidence and pairs with anything, yet needs nothing to stand out.



Black Tortoise (02)

Classic sophistication with a modern edge — where timeless meets bold. Classic black anchored by rich tortoise shell.



Crystal Sand (03)

A translucent warmth that catches the light like sunlit glass on the shore.



Demi-Blonde (04)

Soft, golden tones that whisper confidence and effortless charm.

Model: 602 59•20–155

XL



Black (01)

You’d think there isn’t much to say about black, but that’s the point. It doesn’t need to shout — it defines everything around it.



Havavan Bone (02)

A sophisticated two-tone blend where warm Havana brown drifts into a soft bone underlayer, creating a subtle contrast that feels both modern and timeless.



Gray Striate (03)

A cool, linear gray with faint tonal streaks that echo brushed metal or stone — sleek, balanced, and quietly refined.



Bark (04)

A rich, striated brown with subtle woodgrain depth, capturing the organic texture and warmth of natural timber.

Model: 603 59•20–155

XL



A deep, polished black with a modern edge, commanding attention through quiet strength and minimalism.



Sleek and industrial, balancing cool ray tones with a subtle metallic sheen that feels precise and modern.



A bronze-brown with warm undertones, sophisticated and unexpectedly rich in depth.



Bright, crisp, and reflective — a clean metallic that catches light and complements every look.

Model: 604 52•19–145



A soft pink-brown hue with a translucent warmth, refined and quietly radiant like polished stone.



A gentle, neutral blend of brown and gold with a hint of natural grain, grounded and effortlessly modern.



A translucent warmth that catches the light like sunlit glass on the shore.



Bold and confident, this rich blue acetate delivers striking clarity and depth without losing its elegance.

EFFORTLESS SOPHISTICATION

Style YB602 — a confident silhouette that adapts to every personality. Available in four refined colorways — Black, Havana Bone, Gray Striate, and Bark — each tone adds its own mood and texture to this timeless design. From deep, polished black to the layered warmth of Havana Bone, YB602 captures modern sophistication in every finish.

The beauty of this frame is that it doesn't need a designer name to define it. Like a great pair of blue jeans, its appeal lies in its shape, fit, and familiarity — making it the perfect canvas for your private branding.



Model: 605 54•17-140

L



A deep, modern red with a touch of warmth — confident, expressive, and undeniably stylish.



Golden caramel acetate meets ocean-blue temples, a relaxed balance of warmth and cool sophistication.



A translucent gray with a soft, airy elegance — subtle, lightweight, and effortlessly refined.



A rich forest green with natural depth and quiet strength, grounded yet refreshingly unexpected.

Model: 606 51•20-145



A deep, modern red with a touch of warmth — confident, expressive, and undeniably stylish.



A gentle, neutral blend of brown and gold with a hint of natural grain, grounded and effortlessly modern.



A rich forest green with natural depth and quiet strength, grounded yet refreshingly unexpected.



A striking mix of deep indigo blue and warm toffee temples, blending cool confidence with inviting warmth.



YB 610

Model: 610 51•20–145

The modern cat-eye in its purest form. Bold, sculpted, and effortlessly chic — the color of confidence that never needs an introduction.



A rich caramel tortoise with unmistakable London sophistication — warm, refined, and quietly glamorous.



A deep translucent blue that feels both mysterious and serene, like city lights reflected on winter glass.



A lavish, velvety red with timeless allure — bold enough to stand out, refined enough to stay classic.



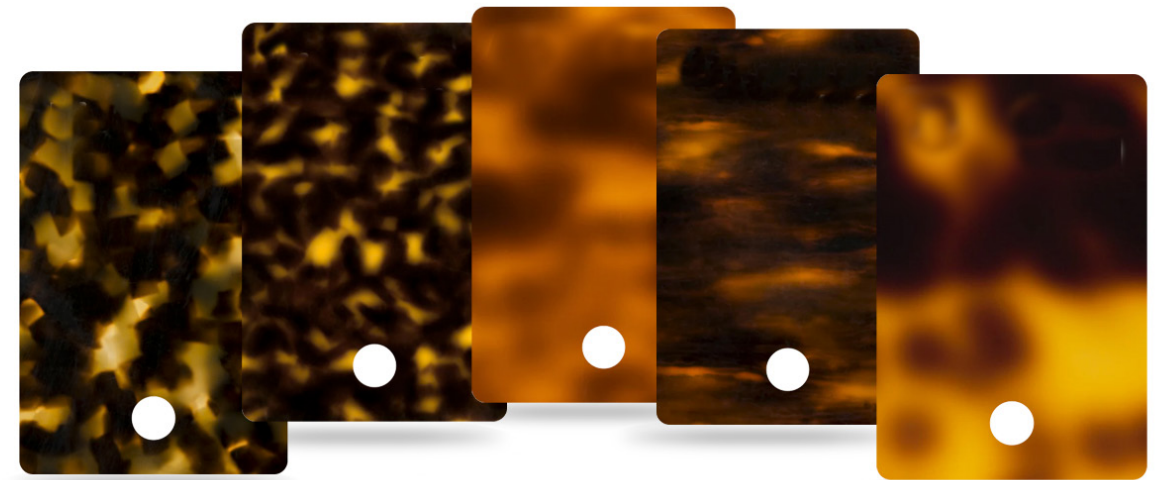
Details define the brand

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.

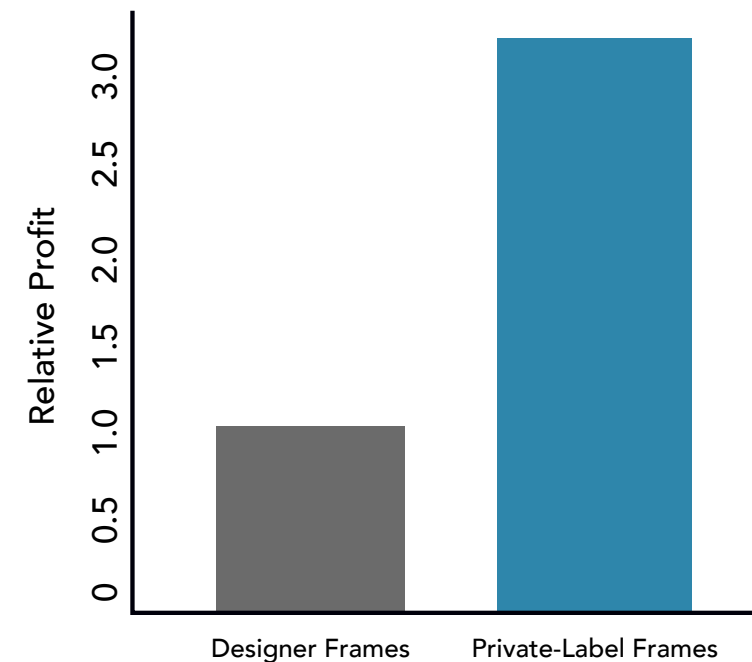
We source our Havana acetate from the world's top producers, including Mazzucchelli (Italy), Laes, and Takiron (Japan). Each sheet is Grade A quality, ensuring the depth, polish, and durability your brand deserves. No two patterns are ever the same, and that's the beauty of it. When your name is on the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



YB 604

The Numbers Don't Lie

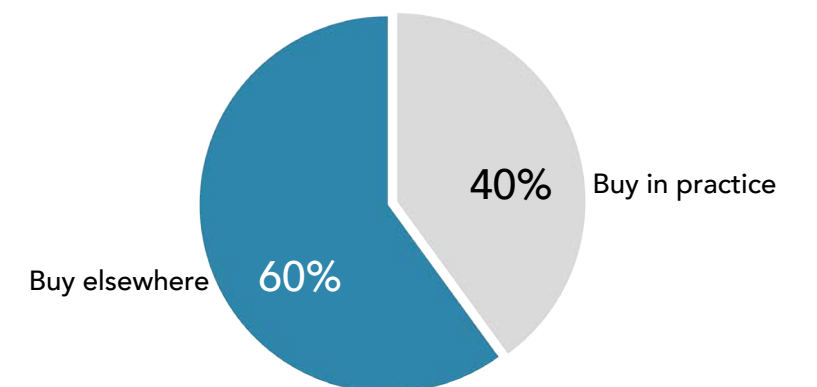
Designer vs Private Label Profits



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



Model: 611 50•21-145



Black (01)



Amber Luxe (02)



Crystal Sand (03)



Indigo (04)

611

A confident, modern classic that blurs the line between masculine and feminine. Its bold lines and balanced proportions create a silhouette that feels substantial yet refined. Designed for versatility, it's the frame that looks equally at home on him or her — timeless, understated, and effortlessly confident.



YB 611



YB 612

Model: 612 50•21–143

612

Sculptural and softly as-
sertive. This frame rede-
fines structure with ease,
its geometry refined by
delicate curves that frame
the face like a tailored
accessory. There’s a quiet
confidence in its simplicity
— the kind of beauty that
doesn’t compete with the
wearer, it completes him
or her.



Quality Begins Where Craftsmanship Lives

Every frame we make starts with the materials that define true luxury—premium acetate milled for clarity and depth, riveted hinges engineered for longevity, and surfaces polished by hand until they glow with a glass-smooth finish.

Because we own our factory, nothing is outsourced, rushed, or left to chance. Our team controls every step—cutting, shaping, tumbling, beveling, assembly, and final inspection—ensuring each piece reflects the precision and pride of a single, unified process. No mixed suppliers. No inconsistent standards. No compromises.

This is eyewear built the way it should be: thoughtfully crafted, meticulously finished, and made with the same care you expect your own brand to stand for. When your name goes on the temple, the quality behind it matters.

Details define the brand.





Every Frame, Thoughtfully Presented

Great eyewear deserves an unforgettable presentation. Every frame arrives with a branded soft pouch case and cleaning cloth—refined touches that elevate your patient experience and extend your brand beyond the exam room.

For the YBE Black collection, the moment becomes truly premium. Each piece includes a luxury consumer box and matching shopping bag, creating a keepsake unboxing experience that reinforces the value and sophistication of your private brand long after the eyewear leaves your office.



YB 524

Model: 204 54•17-142



Black (01)



Dark Tortoise (02)



Gray Striate (03)



Crystal (04)

204

A clean, masculine rectangle in a rich tortoise finish—one of the very first designs we ever released, and still one of our top sellers. Its balanced shape, lightweight construction, and generous lens area make it both stylish and clinically versatile, proving its timeless appeal year after year.

Model: 207 50•17-142



Black Crystal (01)



Tortoise (02)



Gray Tortoise (03)



Gray Tortoise (04)

207

A timeless women’s silhouette with soft, graceful curves and a flattering upswept design. This style blends modern transparency with classic tortoise temples, giving it a fresh yet familiar look that works effortlessly for every day. Lightweight, comfortable, and universally flattering, it’s the perfect go-to frame for women who want something elegant, easy to wear, and stylish without trying too hard.

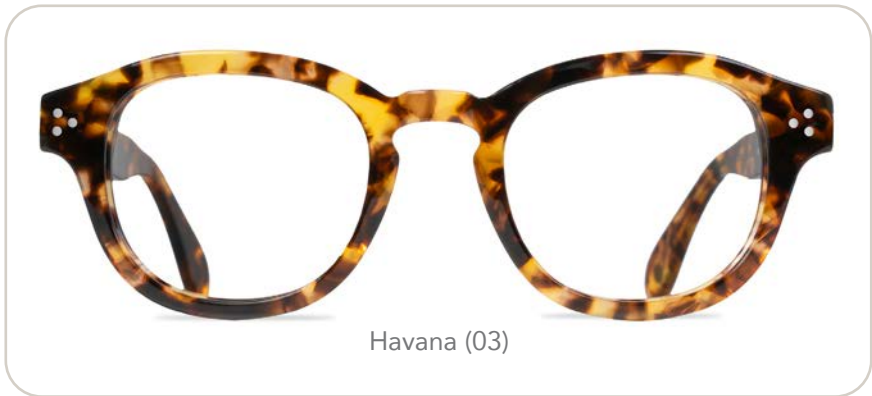
Model: 425 47•23-143



Tortoise (01)



Bark (02)



Havana (03)



Moss (04)

425

This iconic shape has been a favorite of actors and artists for decades — the kind of frame you’ll spot on Johnny Depp and other style originals. Bold, timeless, and unmistakably cool.



YB 425



Canary Wood (01)



Havana (02)



Smoke Mist (03)

417

This is the frame shape that sells everywhere, year after year. Classic P-3 with a keyhole bridge. It anchors every designer lineup and resonates with every demographic. That’s exactly why it should carry your brand—because nothing builds a private label like a guaranteed classic.



YB 417

Model: 389 53•20-145



Black (01)



Brown (02)



Silverl (03)



Navy (04)

389

A refined semi-rimless design with classic lines that flatters most face shapes. The semi-rimless construction keeps it light and modern, while the lower frame line is versatile enough to accommodate subtle lens-shape adjustments without losing its balanced, timeless look. Available in today's four most popular men's colors.



YB 389

Model: 219 51•18-142



Black



Dark Tortoise



Gray Striate



Crystal

219

A classic men’s silhouette with subtle angles, a versatile keyhole bridge, and a palette that hits every popular hue — from black to tortoise, modern grays, and even crystal clear.

Model: 320 51•18-142



Peach Tortoise (01)



Sage Tortoise (02)



Rose (03)



Wine (04)

320

A soft, modern cateye with just enough lift to flatter every face. The curves are elegant, the angles discreet, and the peach-tortoise acetate gives it a warm, effortless sophistication. It’s feminine without trying, expressive without shouting — the kind of shape that feels instantly at home on anyone who wants classic style with a graceful edge.



YB 418

Model: 418 51•20–142

418

A clean, confident classic with modern edges. The double-laminated Havana Bone and Smoke Mist Fade bring a refined warmth to a silhouette that works effortlessly for men who want standout style without the noise





YB 419

Model: 419 56•17-145 L

419

A refined shallow rectangle with clean lines and a low-profile silhouette that delivers sharp, contemporary style.



Elevated modern silhouette



Canary Wood (01)

A warm blend of honey, amber, and soft woodgrain, inspired by natural canary wood.



Havana Bone (02)

A warm Havana tortoise exterior paired with a smooth, bone-toned interior for a refined contrast.



Smoke Mist (03)

A smooth brown woodgrain that fades cleanly into a soft misted ivory for a modern, airy look.

A fresh, sun-washed aqua with a soft translucence that catches light beautifully. The subtle warmth in the acetate gives it a beach-glass vibe — airy, modern, and quietly confident.



Coral Sand (01)

A rich, jewel-toned violet with a polished, feminine edge. Its crystal-clear depth and lively undertone make it a standout color without ever feeling loud.



Grape Fantasy (02)

A warm café-au-lait crystal with tortoise undertones, refined and understated. This shade brings a natural elegance — clean, earthy, and endlessly wearable.



Cafe Tobacco (03)

A graceful, softly upswept silhouette designed to flatter effortlessly. This classic women’s shape blends gentle curves with modern clarity, striking the perfect balance between timeless sophistication and everyday ease.

Model: 491 55•18-143

Elegant. Feminine. Iconic.



Black Tortoise (01)



Havana (02)



Cabernet (03)

Model: 493 55•18-143



Black (01)



Havana (02)



Crystal (03)

This pilot shape has always lived in the world of metal sunglasses — bold, iconic, unmistakably cool. But in acetate it becomes something entirely new. The lines are richer, the silhouette softer, and the personality unmistakably modern. A timeless aviator reimagined for everyday wear, with the warmth, depth, and presence only acetate can deliver.

This Is Your Brand

Every frame in this catalog is designed
to carry your name, not ours.

Your Logo.

Your Practice.

Your Identity.

What you're looking
at isn't a collection.

It's a private label system.

If your name isn't on the frame, you're building someone
else's brand.





YB 437

437

This men’s style pairs a sleek, top bar with a minimalist rimless bottom for a clean, lightweight profile. The sharp geometry adds structure. It’s understated, comfortable, and effortlessly executive — the kind of frame that signals confidence without trying.





YB 433

Model: 432 55•20–145 **L**

432

A modern take on the classic men’s rectangle, this metal frame keeps things familiar but adds a subtle top facade for extra structure and style. The clean lines, balanced proportions, and timeless colors make it an easy, everyday choice—light-weight, understated, and confident without needing to try.





*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.

Model: 433

55•20–145

L

433

A modern take on the classic men's rectangle, this metal frame keeps things familiar but adds a subtle top facade for extra structure and style. The clean lines, balanced proportions, and timeless colors make it an easy, everyday choice—light-weight, understated, and confident without needing to try.



Black (01)



Espresso (02)



Silver (03)

Silver (04)

Soft. Feminine. Contemporary.



Cabernet (01)

A deep, wine-rich hue with subtle clarity that keeps it vibrant, not heavy. It has that polished, confident look — bold enough to stand out, refined enough for everyday wear.



Coral Reef (02)

A bright, refreshing aqua with a clear, sunlit glow. The patterned temples bring in warm accents, giving the color depth and a breezy, coastal feel.



Amethyst (03)

A luminous violet with soft transparency that catches the light beautifully. The temples feature a multi-tone pattern that adds a quiet touch of artistry without overwhelming the frame.

A warm, gradient blend inspired by desert light — soft rose, sienna, and amber tones layered through the acetate like a sunset shifting across sandstone. The color feels natural, elevated, and quietly artistic.



Painted Desert (01)

A bright, refreshing aqua with a clear, sunlit glow. The patterned temples bring in warm accents, giving the color depth and a breezy, coastal feel.



Coral Reef (02)

A cool, smoky gray base with subtle tortoise striations for dimension. It's understated but never flat — the perfect neutral with just enough pattern to keep it interesting and luxurious.



Gray Tortoise (03)

A refined, modern butterfly silhouette with soft curves, flattering lift, and a lightweight feel. It's feminine without being fussy — a versatile shape that flatters nearly every face while giving just enough presence to feel polished and intentional.

The classics of private-label



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

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.



Tortoise (04)



Crystal (05)



Striated Tortoise (06)

352

A modern classic with softened edges, this shape blends crisp lines with gently rounded corners for a look that's both polished and easy to wear. Its subtle curves flatter a wide range of faces, giving it a timeless versatility that works effortlessly in any collection.



Gray Tortoise (04)

YB 352

Model: 365 54•17-145



Black Crystal (01)



Tortoise (02)



Sage Tortoise (03)



Clear Rose (04)

365

A refined take on a modern classic. This frame blends a soft rectangular shape with gentle cat-eye lift, giving it just the right amount of elegance without trying too hard. The rich tortoise, sage and rose acetates add warmth and depth, making it an easy everyday choice that still feels polished and confident.

Model: 368 50•17-145



Black (01)



Tortoise (02)



Tortoise Blue (03)



Tortoise Rose (03)

368

A classic keyhole bridge and timeless silhouette form the backbone of this style—elegant, familiar, and universally flattering. But the soft rose-to-blue gradient woven into the tortoise adds a modern splash of flair, giving the frame just enough personality to stand out while staying effortlessly wearable. A refined classic with a fresh twist.

Model: 391 54•17-145



Gold Tortoise



Silver Black (02)



All Black (03)



Silver Crystal

391

A frame with history and confidence in its design. This classic browline has been worn by cultural shapers, thinkers, and icons for generations. Its balanced mix of bold acetate up top and refined metal below creates a look that has never drifted out of style—an unmistakable blend of strength, intellect, and quiet cool.

Timeless then. Timeless now.



Model: 368 50•17-145

An Ode to Crystal



Crystal is the quiet standout—pure, modern, and effortlessly cool. It blends with every skin tone, every wardrobe, every moment. There's nothing to hide behind, which is exactly the point: crystal frames put the focus back where it belongs—on the person wearing them. Light, versatile, and undeniably fresh, this is the color for those who want style without trying too hard. Crystal doesn't compete. It elevates.





YB 368

Model: 369 52•19–145

369

A bold, Hollywood director-style silhouette with clean, angular lines and a thicker profile that makes a statement. The smoky-gray-to-clear gradient gives it a modern, architectural edge, while the structured bridge adds sharpness and confidence. Black, tortoise and straité are necessary classics. Artistic, refined, and unmistakably cool.





YB 390

Model: 390 53•16-140

Brown (02)

Champagne (04)

Red (03)

Violet (01)



The 390 blends bold personality with everyday wearability, using soft curves and a modern round silhouette to flatter a wide range of faces. The acetate colors are rich and expressive—from earthy neutrals to vibrant fashion tones—highlighting the handcrafted feel of the design. Lightweight, comfortable, and effortlessly stylish, it’s the kind of statement piece that becomes a signature look for anyone who wears it.



Black Crystal (01)



Tortoise (02)



Striated (03)

372

A true essential, this uni-sex keyhole-bridge design is the blue jeans of eye-wear—timeless, effortless, and universally flattering. Its classic lines work on any face and in any collection, making it a must-have cornerstone for every brand.



Gray Fade (04)



Crystal (05)



Peach (06)



Havana (07)



Black (01)



Tortoise (02)



Striated (03)

374

A timeless unisex classic with modern confidence. On a woman, it's effortlessly sexy and stylish; on a man, it reads sharp, focused, and serious. The bold square shape and rich color patterns make it one of those rare frames that elevates anyone who puts it on.



Gray Fade (04)



Blonde (05)



Indigo (06)

Model: 376 53•18-145



Black (01)



Tortoise (02)



Striated (03)

Model: 376 53•18-145



Striated Gray (04)



Crystal (05)

A modern spin on the classic Wayfarer. This frame softens the traditional angles and opens up the lens area for a more contemporary, wearable look on a wide range of faces. It keeps the bold, confident lines patients love, but with a slimmer profile that feels lighter, cleaner, and easy to style from office to weekend.



YB 320

Model: 413 53•16–140

413

A soft cat-inspired rectangle with just the right lift, this frame flatters almost every face it touches. The tortoise front is kissed with light, transparent tones that keep it feminine and the linen and champagne airy instead of heavy, while the slim profile makes it an easy all-day, every-outfit favorite.



Red Tortoise (01)



Havana (02)



Linen (03)



Champagne (04)

Model: 309 56•17–145



Shiny Gold



Shiny Silver



Bronze



Black

309

A refined modern aviator with classic roots. The slim double-bridge, lightweight metal construction, and balanced proportions give this style universal appeal for both men and women. Subtle coin-edge detailing along the temples adds just the right amount of distinction—quietly elevating the look without trying too hard. Comfortable, confident, and effortlessly cool, it's the aviator that never goes out of style.

The Refined Pilot



Aviation shapes are everywhere — but this one isn't built to blend in. The precision-cut coin edge detailing along the temples gives this pilot a level of craftsmanship rarely seen in modern metals. It adds texture, character, and a subtle luxury you can see even from the side profile.

While most pilots rely on the same tired formula, this design stands apart with its sculpted bridge, clean lines, and meticulous finishing. It's familiar in shape, but elevated in execution — a classic reimagined for patients who want something timeless and truly distinctive.



YB 394

Model: 394 50•18-140

394

A timeless style with a modern twist. This classic pantos acetate front is paired with thin, sculpted metal temples that instantly elevate the look. Light, dressy, and refined, it's the kind of frame that moves effortlessly from day to night — understated from a distance, but unmistakably sophisticated up close.



Crystal Gray (01)



Tortoise (02)



Crystal (03)



Sage (04)

Model: 405 50•17-135



Gray Tortoise (01)



Striate (02)



Demi Purple (03)



Topaz (04)

405

A modern feminine classic with soft, flattering curves. Offered in traditional gray and striated the 405 adds rich purple or warm topaz acetate. This style adds subtle color while staying effortless for everyday wear.

Model: 412 51•18-142



Black/Blonde (01)



Striated Bark (02)



Havana (03)

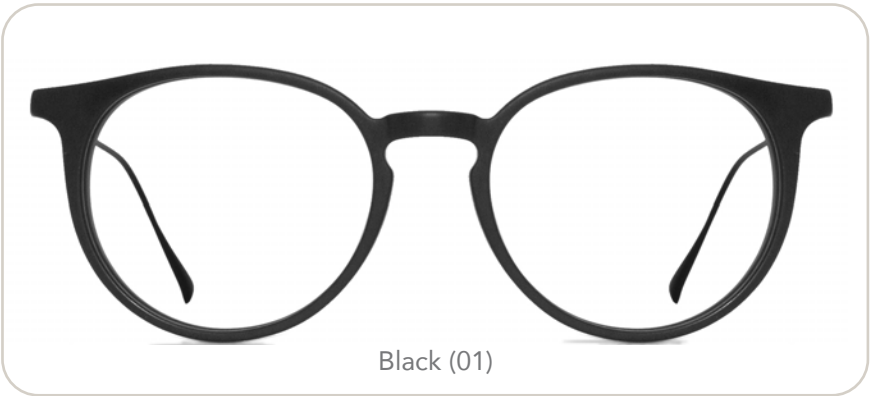


Champagne (04)

412

A slightly deeper silhouette that adds sophistication without feeling heavy. The warm colors gives it a classic, easygoing look, making this an effortless everyday frame with a touch of polish.

Model: 414 50•20–145



Black (01)



Bark (02)



Havana (03)



Crystal (04)

*Steel sharpens
acetate*

414

A refined round shape paired with metal temples—the perfect balance of warmth, precision, and everyday wearability.

Model: 415 54•17–145



Red Tortoise (01)



Tobacco (02)



Moss (03)



Champagne (03)

415

A modern butterfly silhouette paired with metal temples for added balance and stability. The acetate front offers presence; the metal temples keep it lightweight and streamlined.

XL Styles — Made for Real People

Most eyewear manufacturers overlook the needs of larger men and women, leaving them squeezed into frames that don't fit and never feel right. Our XL collection exists for one reason: to give every face a proper fit. Wider fronts, longer temples, balanced proportions—designed intentionally, not as an after-thought. Because comfort, confidence, and style should never stop at a standard size.

408

Part of our XL collection, this semi-rimless frame is built for the customers who need larger sizes than most manufacturers produce for. A larger eye size and extended temples ensure a secure, comfortable fit, while classic men's colors keep the look sharp and versatile.



Black (01)



Brown (02)



Gun (03)



Navy (04)



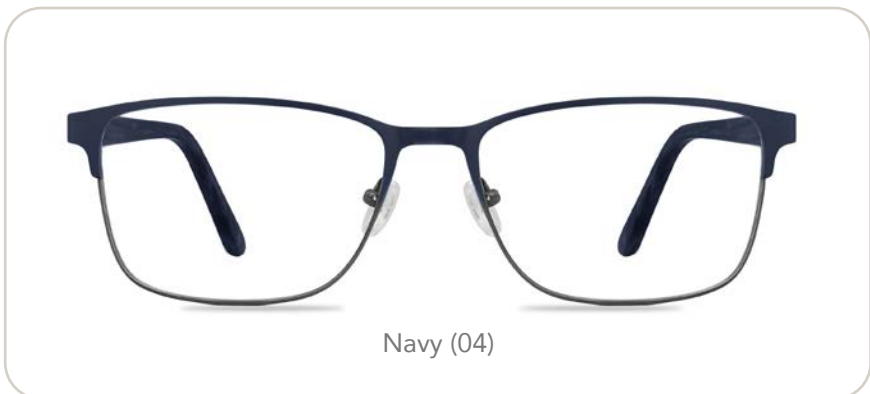
Black (01)



Brown (02)



Gun (03)



Navy (04)

409

A bold XL men’s metal with a twist: the colored top bar adds a sharp accent, while the slim silver rimwire keeps the overall profile light, clean, and easy to wear on larger faces. Acetate temples round out the styling for the most comfortable, masculine fit.



Model: 8025 54•16-145

Titanium



Shiny Titan (02)



Black (05)



Matt Titan (22)

8025

Precision-cut titanium. Light on the face, strong where it matters. A refined semi-rimless design built for all-day wear.



Lightweight, strong, refined



A full-metal titanium frame with a balanced rectangular shape—lightweight, precise, and built for everyday confidence.

