

ENGLISH



SPRING SUMMER  
2018

**IZIPIZI**<sup>®</sup>  
PARIS

PRESS  
KIT



  
**IZIPIZI**<sup>®</sup>  
 PARIS

SPRING / SUMMER 2018

# THE SMILE MANIFESTO

---

IZIPIZI

it's everyday glasses that put a smile on your face  
colorful collections, no limit to your taste  
classics reinvented, designed to fit  
for reading and for screens  
for the sun and just for fun  
all made easy, for you, me, everybody  
it's IZIPIZI





## IT ALL STARTED AS A FRIENDSHIP...

-



**IZIPIZI is the brainchild of three long-time friends: Charles Brun, Xavier Aguera and Quentin Couturier.**

The three millennials grew up in Lyon, where they attended high school together. Having gone on to complete business school, they all shared a common ambition: **to launch a joint business venture.**

It was 2010 and they were 24 years old. The inspiration came in the form of their long-sighted parents' repeated refrain: "Can I borrow your eyes?" Thus were born their glasses on a stick, inspired by the upright counter pens found in banks. Like magnifying glasses, the creation was an easy-to-use, everyday object with a minimalist design.

It was an immediate success. They dubbed the product "**See Up**" While their first clients were banks – Société Générale in particular – more and more private customers began asking for a home-use version of the product.

This led to the launch of two new collections: **See Home**, a revisited version of **See Up** for at-home use; and **See Magnet**, a magnetized version that can be affixed to one's refrigerator. At that time, the two collections were sold under the company name See Concept.



## THE ADVENTURE BEGINS

-



It was time to start thinking bigger and further – globally. In 2013 the trio developed a line of reading glasses that was a sleek reimagining of the spare reading specs for sale in pharmacies. A line of sunglasses and reading sunglasses followed. Boasting clean, simple frames and **high quality** at an **affordable price**, the line was sold over an **ultra-exclusive distribution network.**

Very quickly, IZIPIZI glasses (See Concept from 2013 to 2016) gained a

reputation as chic eyewear essentials to proudly show off and **even collect.**

Beyond fashion, IZIPIZI offers its customers a lifestyle. Within five years of launching their glasses on a stick, a team of 35 employees were hard at work developing the product lines of the dynamic start-up.



# A FRESH NEW NAME

---

## 1 SEE CONCEPT IS BECOMING IZIPIZI

Since its creation in 2010, See Concept has never stopped innovating and reinventing itself, by offering new collections and collaborations for every generation and every moment in life.

In keeping with its international development and in order to better express the brand's positioning and personality, See Concept has taken a big step by deciding to change its name 10th January 2017:

« **See Concept is becoming IZIPIZI** ».

## 2 WHY?

To reflect its values, its personality, its style.

A fresh, simple and fun name for a benchmark brand, a must-have basic around the whole world.

IZIPIZI is **universal**,

IZIPIZI is **colourful**,

IZIPIZI is **happy**,

IZIPIZI is... **easy**!

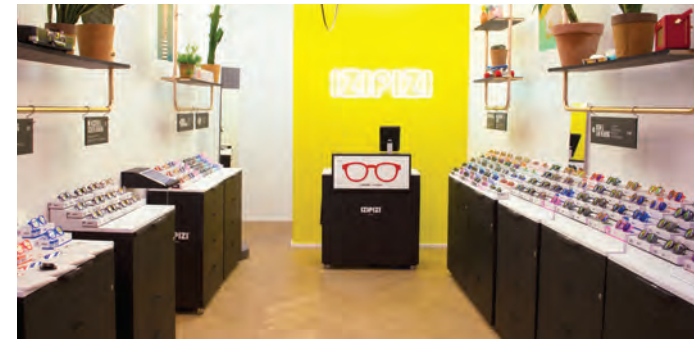
These adjectives are defining the brand's values and the team's state of mind since the start of the adventure.

## 3 HOW IS IT DIFFERENT THAN SEE CONCEPT?

It isn't: the concept, the quality, the packaging, the website, the social networking, the distribution network all stay the same... In short, nothing but the name is changing. A new name to accompany ever more design, innovation, novelty, colours... That's what IZIPIZI is promising you for the future.

# OUR FIRST PARISIAN STORE

---



After 7 years of experience, IZIPIZI opened its first Parisian flagship store in the summer 2017! **Situated in the heart of the Marais district**, the 35m<sup>2</sup> space brings together all of the adult and children collections – from the READING to the SUN not to mention the SUN GLACIER, but also the SUN NAUTIC – and will evolve throughout the seasons, reflecting the universe of the brand: **fresh, dynamic and colourful codes** for a clear and easy to read offering. The storefront and wooden floor, which are typical of the Marais area, are harmonized with

the neon and nude colors of IZIPIZI. The brand's key materials have been carried through our store design ; the felt of the pouch displayed on the walls, and the colors of our furniture refer to the dark wooden colors of the displays. **The packaging becomes emblematic** of the brand, shown either as a flag outside the storefront and larger at checkout. An own-name store that compliments a commercial landscape that is mainly made up of the most beautiful concept stores in the world, covering more than 65 countries.

## THE IZIPIZI PHILOSOPHY



▶ Watch the video

We believe that **beauty should be accessible to all**. Since first arriving on the scene in 2010, IZIPIZI has been breaking the mold with its range of **colorful fashion glasses** with a unique **rubber feel and supple, flexible frame**, perfect for every age and every occasion.

These high-quality glasses have been picked up by some of the most iconic stores in the world, including: **Le Bon Marché** and **Merci** in Paris, **Harrods** and **Selfridges** in London,

the **MoMA**, **Dover Street Market** and **Bloomingdale's** in New York, and **Isetan** in Tokyo. Delivered in IZIPIZI's distinct signature packaging (a hard outer case with a soft felt case inside), these glasses have become a veritable must-have, as chic as they are affordable.



## IZIPIZI BY THE NUMBERS



2010

the year IZIPIZI  
was created



4 000

IZIPIZI  
retail outlets



75%

of revenue generated  
by exports



65 COUNTRIES

distribute IZIPIZI products:  
They are available in France, in the world's most cosmopolitan cities (NYC, London, Milan and Tokyo) – and, more broadly, on nearly every continent: North America, South America, Asia, Africa, Oceania...

## THE PRODUCT

# MODERN  
DESIGN

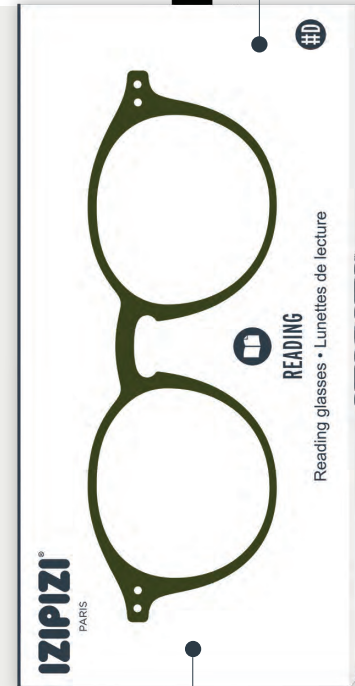
# SOFT  
TOUCH FINISH



# FLEXIBLE  
ARMS

## PACKAGING

# PULL-OUT  
DRAWER



# THE BOX



# FELT  
CASE

## THE COLLECTIONS

In the IZIPIZI catalog you'll find: **reading glasses** in 6 shapes and 11 colors, and **sun reading glasses** in 3 shapes and 3 colors.

But why stop there? IZIPIZI also offers **non-corrective sunglasses** in 5 shapes and 11 colors. A **mirrored glasses** option is also available for this model in 3 shapes and 4 colors.

In late 2015 IZIPIZI added a **screen model**, designed to counter the harmful effects of staring at screens. This line is available in 3 shapes and 6 colors.

In early 2016 the brand launched its **Junior collection**, featuring **sunglasses** in 3 shapes and 6 colors, **mirrored sunglasses** in 3 shapes and 4 colors, and **screen glasses** in 3 shapes and 4 colors.

In September of that same year the **Sun Glacier** line, designed for ski and mountain sports, was unveiled.

And to top it all off IZIPIZI rang in 2017 with the launch of: the **Sun Nautic** collection with polarized lenses and the **Sun Baby & Kids** collection to protect even the youngest eyes.

During the year 2017, two new shapes are launched: the **Reading #F** model (foldable) and the **Sun Glacier Plus**, which expands the Sun Glacier range.

Early 2018, IZIPIZI presents: a new round shape exclusively in sunglasses, the #G, in addition to the #F shape also in sunglasses.

The permanent collections are rounded out by seasonal **limited edition models**.

All glasses are made in Asia by skilled eyewear-manufacturing specialists.



FOLDABLE GLASSES

## FOR ALL THE FAMILY AND ALL MOMENTS OF LIFE



READING



SUN & SUN READING



SCREEN &  
SCREEN READING



SUN GLACIER



SUN NAUTIC



EDITIONS LIMITEES



SUN BABY & KIDS



SUN JUNIOR



SCREEN JUNIOR





## THE EVENTS

### IZIPIZI x LES TRANSATS



Watch the video

### IZIPIZI'S 6TH BIRTHDAY



Watch the video

### IZIPIZI PARTY / MERCI



Watch the video

### SAFARI BOAT / PARIS



## COLLABORATIONS

SS15-COLETTE  
& LOIC PRIGENT



AW17-BUREAU BETAK



AW17-COLETTE



AW18-ZAG



SS17-COLETTE



SS18-MERCI

AW17-LE BON MARCHÉ



SS18-BONPOINT



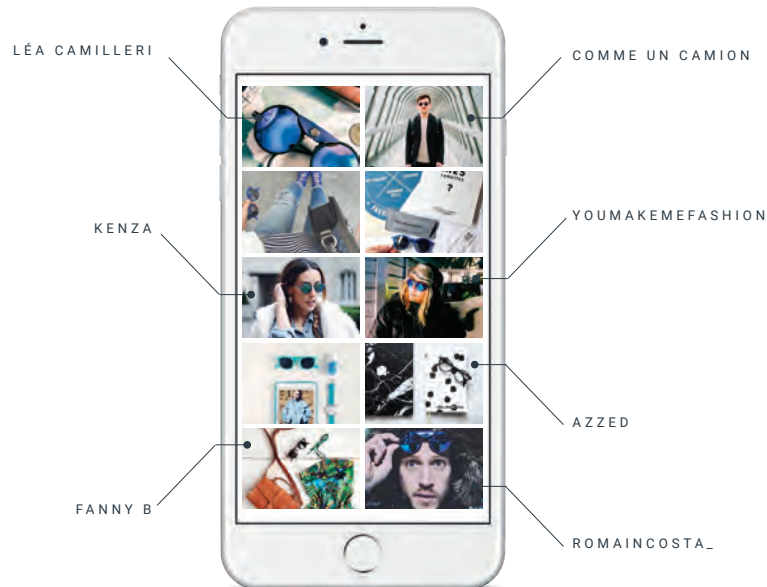
SS17-ATELIER BARTAVELLE



CHECK OUT THESE VIDEOS OF OUR COLLABORATIONS:

- IZIPIZI x Colette
- IZIPIZI x Loïc Prigent

## BLOGGERS & CELEBRITIES



### #THEY ♥ IZIPIZI

VALERIE LEMERCIER  
INES DE LA FRESSANGE  
JUDE LAW  
CHRISTIAN LOUBOUTIN  
ANNE SOPHIE LAPIX  
MICHEL FIELDS  
GERARD DARMON  
MARC LAVOINE  
ROD STEWART

ALESSANDRA SUBLET  
VERONIQUE GENEST  
VALERIE BONNETON  
YVAN LE BOLLOCH  
JEAN PAUL ROUVE  
MARIE-ANNE CHAZEL  
FRANÇOIS CLUZET  
LAURENT KERUSORE  
JEAN-LOUIS AUBERT  
LIAM PAYNE

FIND US AT:



## THE WEBSITE

All IZIPIZI collections are available for purchase on our e-shop!



You can quickly and effortlessly navigate our selection of products by using the **menu** displayed on all pages of our website.



The **Product page** breaks down all of the product features to consider as you choose your perfect pair.



The **Know More** page provides a more detailed look at the specific features of each line of glasses.



And for those who can't make up their mind: each week the IZIPIZI team provides a **selection** of their must-have models.



Secured payment



A close customer service



Shipping within 24h\*



Free delivery for all orders\*



The largest choice of IZIPIZI products

And of course, with IZIPIZI's quality service guarantee, ordering online is **easy, secure and fast!** :-)

# THE CORNERS



Pop up store  
Johannesburg - South Africa



#coletteforever  
Paris - France



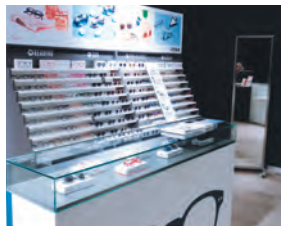
Le BHV / Marais  
Paris - France



Archive 18-20  
Paris - France



Le Bon Marché  
Paris - France



Breuninger  
Freiburg - Germany



Merci  
Paris - France



Selfridges  
London - UK

# WHERE TO BUY

4000 concepts stores and designer opticians in 65 countries



MoMa Design Store  
New York - USA



Adam et Ropé  
Yokohama - Japan



La Rinascente  
Milano - Italy



Another Story Tuk tuk  
Bangkok - Thailand







**CO-FOUNDER //**  
**COMMUNICATIONS DIRECTOR :**

**Quentin Couturier :**  
19 rue Blanche - 75009 Paris  
Tel. +33 (0)1 49 96 55 25  
www.izipizi.com  
q.couturier@izipizi.com

**PRESS CONTACT //**  
**POPANDPARTNERS**

**Alexia Garric & Camille Clance :**  
12 rue de Castiglione - 75001 Paris  
Tel. +33 (0)1 44 54 03 47  
alexia@popandpartners.com  
camille@popandpartners.com

