

# PIRANHA OPTICS™



**DELIVERING THE BEST IN  
QUALITY, STYLE & SERVICE**

# navajo

i n c o r p o r a t e d

est. 1978



40+

Years in  
Business



25+

Years in the eyewear  
business  
Achieving double digit  
annual growth



300+

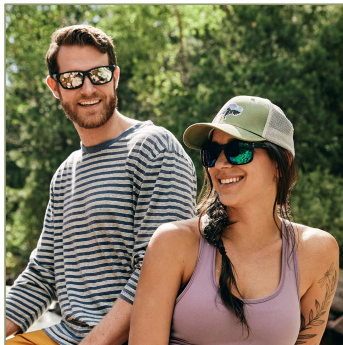
Employees

Ethically Sourced



Over

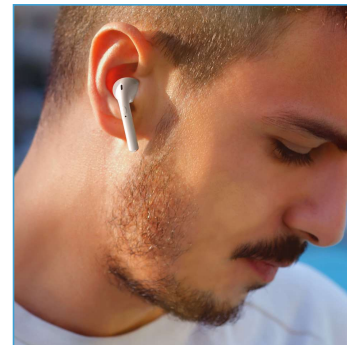
250,000 sq ft



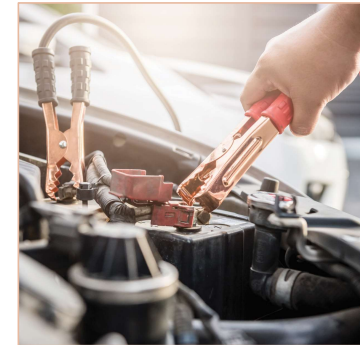
Eyewear



Trial and Travel



Electronic Accessories



General Merchandise



# The Piranha Difference

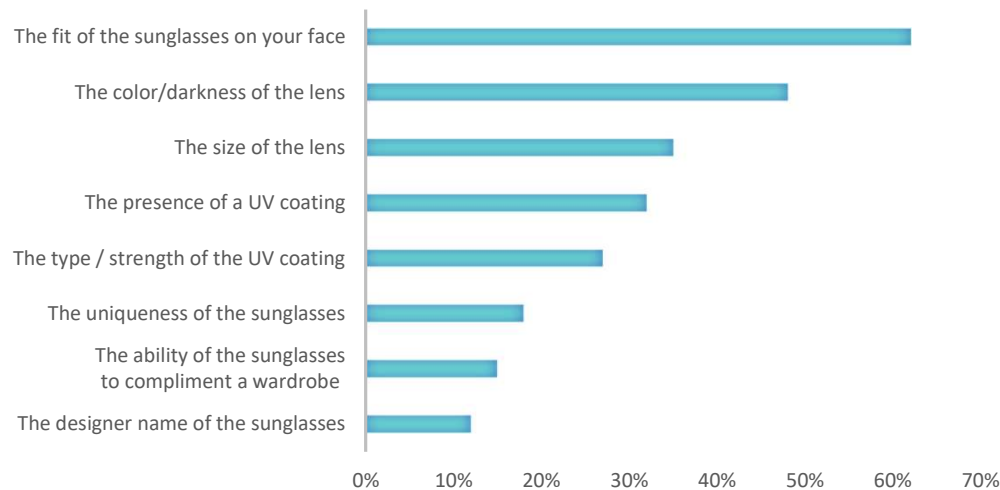
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- Dedicated in house design team
- Data team analyzes largest retailers POS to leverage sales and design
- Owns the proprietary molds for every frame
- Quality control checks in international facilities and Denver to assure quality at every touchpoint
- Ethical sourcing standards followed
- Design team travels to attend domestic and international fashion marketplaces to identify emerging trends (LA, NYC, Milan, Hong Kong, Shanghai, Beijing, etc.)
- Double digit US growth year over year since 2010



# CONSUMER EYEWEAR EVALUATED

## Factors Influential in the Decision to Purchase Sunglasses

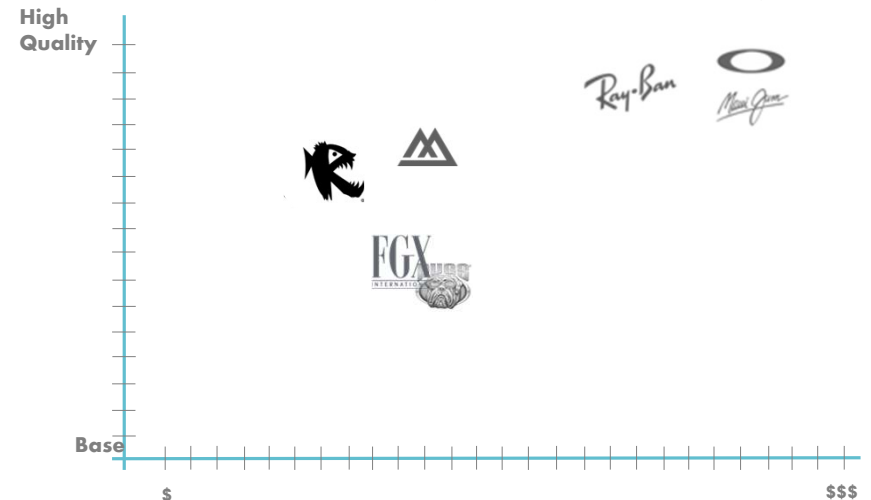


## Factors that make our glasses the most comfortable:

- Optimal distance between temples
- Spring-hinges
- Quality paint job
- High-quality materials
- Quality nose pieces
- Flexibility of temples

## Quality vs Affordability

Comfort and Durability are at the forefront of our designs



- Comfort -** Glasses should form to the face comfortably without pinching or sliding off.
- Style -** Styles are not only current, but varied enough to reach a wide market
- Quality -** Glasses are made to last and protect vision.
- Affordability -** Average retail price is \$17.50. OOP is \$9.99 for adult styles.



# DETAILS & COMFORT FEATURES



## Lenses:

100% UVA/UVB Protection, shatter-resistant polycarbonate, polarized (select styles) & eye-catching mirror-coatings



## Quality:

Full-time associate inspects quality before shipment enters the country. Product is always re-inspected before it ships to stores.



## Treatments:

Rhinestones, studs, rubberized finish, high gloss paint and high spec electro-plating



## Frames:

Exclusive materials retain form and shape comfortable fit is the design foundation excellent paint and plating quality



## Safety:

FDA Approved, drop ball tested & Lead-free





# INNOVATION



## **FLX-T Technology:**

State-of-the-art FLX-T™ Technology allows for flexible, slip-resistant fit on select style **Introduced 2016**



## **Hydrofloat Technology:**

Innovative, lightweight materials allows these glasses to float in all bodies of water. **Introduced 2016**



## **Bamboo:**

Bamboo temples align with consumer desire for an affordable, low-impact material with a fun urban style **Introduced 2018**



## **Re-Vision:**

Our Piranha® Re-Vision™ would be the first in the industry to comply and be certified with GRS (Global Recycle 4.0 Standards) and contain up to 97% recycled plastic from water bottles. **Introduced 2021**



## **NaturalEarth:**

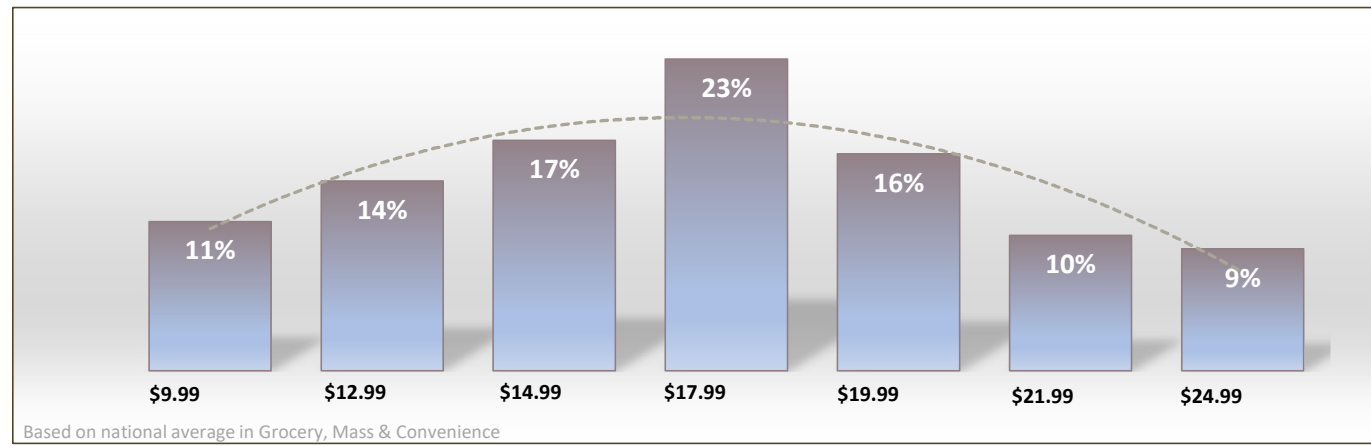
Sustainable plant-based eyewear.

**Introduced 2023**

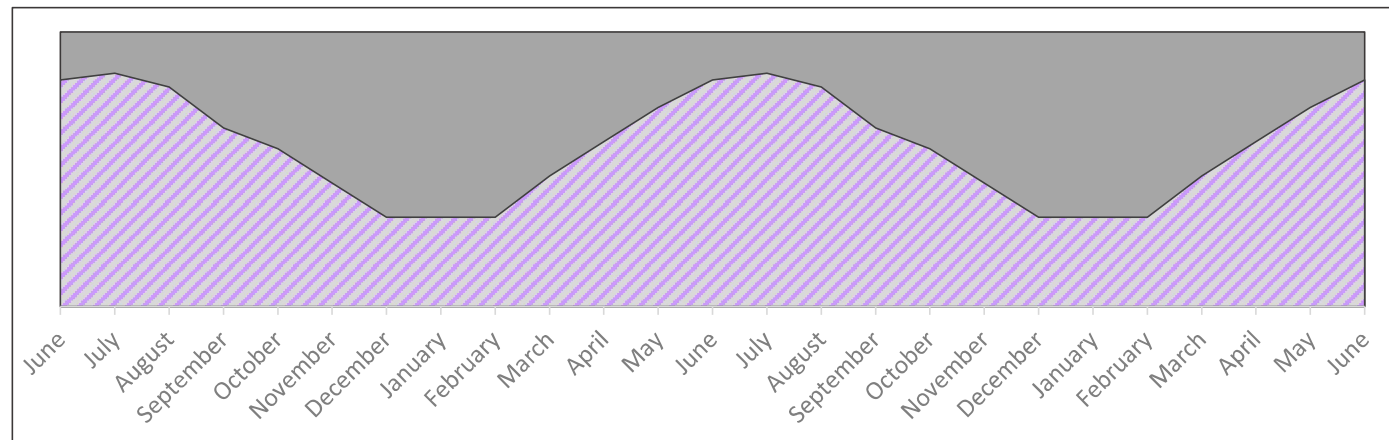




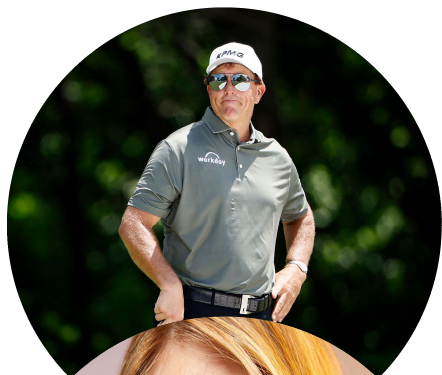
## Retail Pricing Drives Sales And Profitability – meeting each customer's individual budget



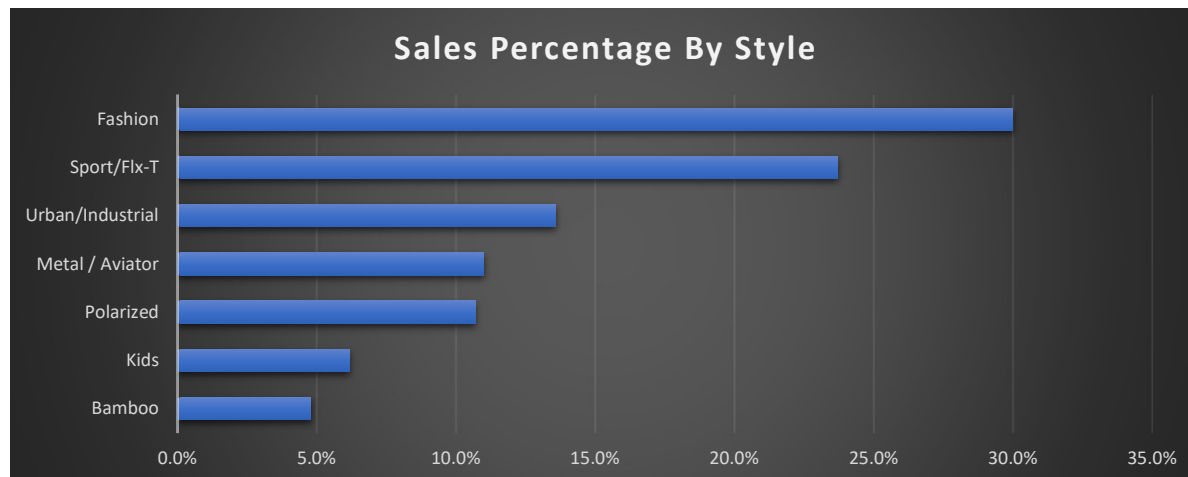
Impulse Purchases at Key Seasonal Periods, Capturing “Value” & “Need” Based Purchase Decisions. Own the Season Peaks And Promote in the Season Valleys



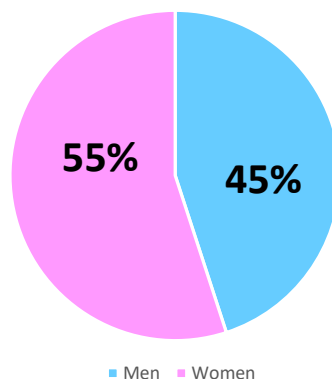




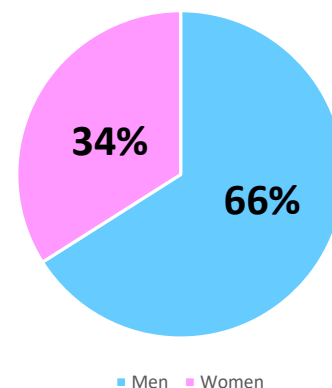
As Fashion trends change Piranha changes. We change up to 35% of styles annually to give customers what they are seeing online, in magazines, or on television



National Gender Purchasing



Convenience Gender Purchasing





## NEW 2024 Sunglass Styles



### Proven Price Points

\$7.99	\$15.99	\$19.99
\$9.99	\$17.99	\$24.99



Designs inspired by trends in Fashion, Sport and Industry

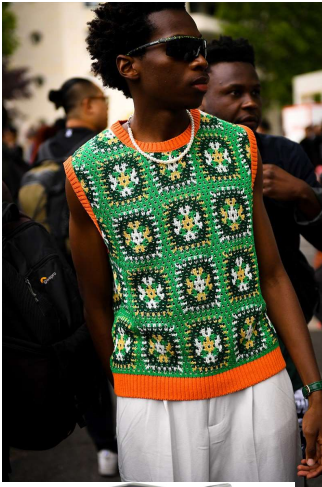


# 2024

## Eyewear Fashion Trends



SHIELD (Gold Lens)

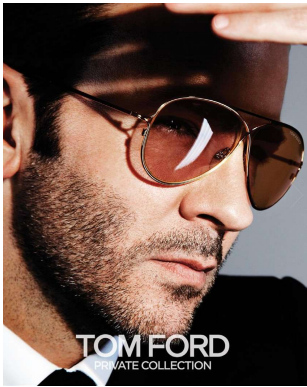


SHIELD



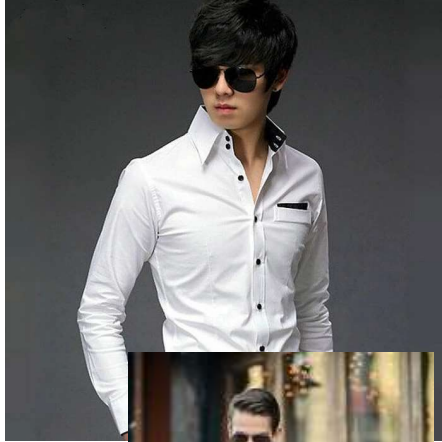


METAL





# URBAN / INDUSTRIAL



# CLEAR & TRANSLUSCENT





## PAPER TREATMENT

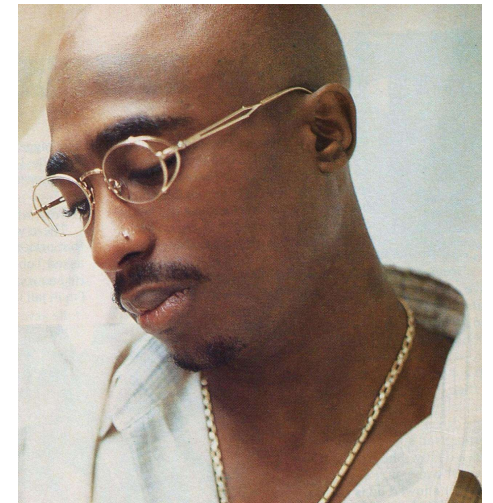




## TIE-DYE



## Cut-out Temple





## MATERIAL - SUSTAINABILITY

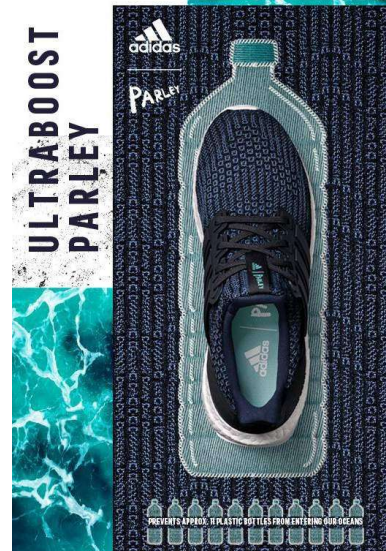


### MICROSILK™

A sustainably-produced textile, spun from the same proteins as a spider's web, and created using biology, fermentation, and traditional textile production.



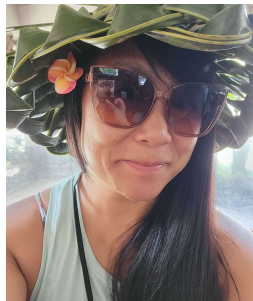
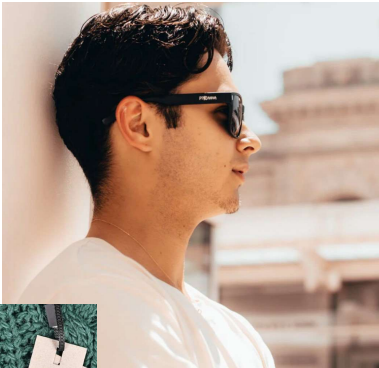
## Material made out of mushrooms



2022 Eyewear Fashion Trends



# SUSTAINABILITY



# PIRANHA OPTICS™

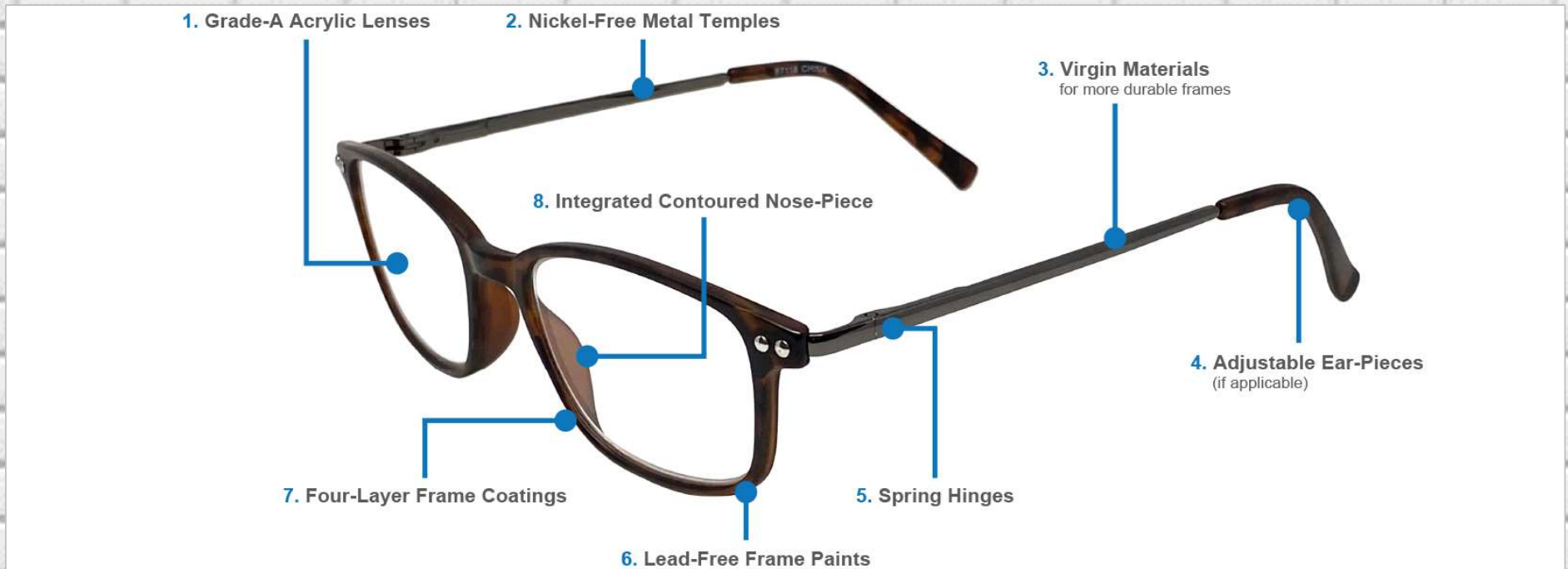
- Competitive Price Points
- Active year around sales momentum
- Meets & exceeds all government and retail standards
- Highest quality available
- Latest technologies and trends
- Annual product “refresh” means higher sales and ROI's
- Designed with a balance between function and fashion





# Quality Matters

## 8 COMPONENTS OF QUALITY



**PIRANHA**  
OPTICS™



# Style & Variety Matter

Price Point	Value Proposition
\$9.99	Basic reading lenes with basic materials
\$12.99	Spring hinges, upgraded materials, designer case
\$15.99	Upgraded materials better quality hinges refined styling & treatments
\$21.99	Unique materials (bamboo) added comfort design
\$24.99	Premium optical quality frames, unique designs exclusive to Piranha optics
\$29.99	Premium multifocal lenses, blue light blocker lens treatments, highest quality frames, unique designs exclusive to Piranha with included lens cleaning case



**PIRANHA**  
OPTICS™

**NEW for 2022 a more comprehensive diopter variety:**

<b>+1.25</b>	<b>+2.00</b>	<b>+2.75</b>
<b>+1.50</b>	<b>+2.50</b>	<b>+3.25</b>

**Consistent sales all year – producing regular turns, sales & profits**



# 2024 READER STYLES



**PIRANHA**  
OPTICS™



# NEW – Progressive Diopter Reader



4 Unique Diopters

**+1.50**

**+2.00**

**+2.50**

**+3.00**

**PIRANHA  
OPTICS™**

ENJOY READING CLEARER

**ADVANCED  
PROGRESSIVE LENS  
TECHNOLOGY**

SEAMLESS TRANSITION FROM NEAR TO FAR



**PLUS** From Digital Devices  
BLOCKS 25%  
OF BLUE LIGHT

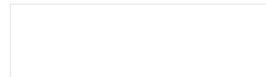
CLEANING CASE INCLUDED



PLEASE RECYCLE

PIRANHA EYEWEAR  
DENVER, CO 80216 USA  
[www.piranhasunglasses.com](http://www.piranhasunglasses.com)

MADE IN CHINA



Reading glasses should not be used  
as a substitute for prescription eyewear.

⚠ WARNING: Cancer—[www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov)



**PIRANHA**  
OPTICS™



## In House Fixture Design and Manufacturing



Your needs can be met with fixtures from 84 units to over 700



# Service

The difference is in the details

Piranha partners exclusively with third party merchandising companies managing every aspect of brand, retail, and consumer interaction

## **Piranha Manages:**

- Program Rollout
- Set-up
- Resets
- Continuity merchandising
- Replenishment ordering
- Custom item mix at each store
- Manage damaged eyewear
- Manage shrink
- Seasonal Promotions
- Maximizing sales & profit



Every week, every stores is monitored by Piranha's internal service operations team. Our team utilizes the merchandisers technology & store photographs searching for problems, before those problems become sales issues.

# PIRANHA OPTICS™

## PROUD RETAIL PARTNERS

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