



bebe

bebe IS THE GO-TO DESTINATION FOR REAL WOMEN SEEKING CHIC, ACCESSIBLE FASHION.

PRODUCT WITH PERSONALITY

Subtle or stand-out, bebe creates strikingly stylish eyewear for women who are keen to emphasize their individual personality. The collection demands high-perceived value with dynamic design and luxury level materials at accessible prices.

bebe embraces all attitudes and personalities and interprets them into three, iconic collections:

Dreamer embraces delicate designs, endearing prints, and ethereal color

Rocker takes center stage with animal prints and edgy metal details

Glamour demands attention with layers of lace and brilliant Swarovski® crystals

TARGET CONSUMER

Appealing to females ages 11-65+, to bebe or not to bebe is not a question of age but a question of lifestyle.

Average age: 39

BRAND VALUES

Modern, Sophisticated,
Confident, Playful,
Original, Fashion-Forward