



# hello.

meet your new BFFs (budget-friendly frames)



**At LENTON & RUSBY**, we believe it's everyone's right to see well and look good without worrying about the price tag. That's why we take the industry's proven, best-selling styles and make them affordable and accessible to almost anyone. Our curated collection of on-trend eyewear features the perfect frames for every person in your family—crafted with quality, functionality and value in mind. Say Hello to Eyewear For All.

#### **TARGET CONSUMER**

Men and Women 18-55+

#### **BRAND VALUES**

Quality, Value, Functionality, Inclusivity

#### **FEATURES AND BENEFITS:**

##### **GOOD THINGS, SMALL PACKAGE**

Our 40pc merchandising box was designed to be compact but impactful. Best of all, there's no up-front cost and no need for board space.

##### **STYLES THAT SELL**

Proven, best-selling, on-trend styles for just about everyone.

##### **NO SKIMPING ON QUALITY**

Crafted with handmade zyl and high-quality metals featured in rich colorations and subtle design elements.

##### **AFFORDABLE TO ALMOST ANYONE**

Competitively priced, fully covered by most VSP insurance plans. Ideal second pair/private pay options.