

BEX[®]

FEBUARY 2025

EVERGREEN (PRODUCTS)

WELCOME

This deck outlines our 2025 evergreen art direction with lifestyle shots. It is intended to help identify what we are looking for in this shoot.

Please reach out to a_norton@bexsunglasses.com for more details or if you have any concerns.

Thanks!



OUR BRAND

WE ARE THE EVERYMAN, WITH A TOUCH OF AN OUTLAW

The Everyman archetype embodies the essence of relatability and universality, making it one of the most recognizable and endearing character types. At its core, the Everyman represents the ordinary individual, the person you might pass on the street without a second glance. Yet, beneath their unassuming exterior lies a profound power-the ability to resonate with people from all walks of life.

The Everyman is the personification of the universal human experience, representing the hopes, fears, and dreams shared by everyone. They navigate life's challenges and joys with a sense of authenticity and humility often serving as the lens through which audiences connect with stories on a deeper emotional level.

The Outlaw archetype embodies the spirit of rebellion, freedom, and independence, marching to the beat of their own drum and challenging the status quo. Outlaws are often seen as nonconformists, refusing to be constrained by society's rules and norms. They can be both charismatic and enigmatic figures, captivating those around them with their daring and adventurous nature.

OUR MISSION

BEX IS A LIFESTYLE BRAND THAT PROVIDES EYEWEAR, APPAREL, AND ACCESSORIES FOR INDIVIDUALS WHO ARE DEDICATED TO HARD WORK AND ENJOY LIVING LIFE TO THE FULLEST.

PURPOSE

**CREATING INNOVATIVE, STYLE CONSCIOUS
PRODUCTS FOR PEOPLE WHO WORK HARD
AND PLAY HARDER.**

VALUES - OUR WAY

**WE CREATE PREMIUM PRODUCTS FOR
HARD-WORKING, ADVENTUROUS
INDIVIDUALS, OFFERING EYEWEAR AND
APPAREL THAT ENHANCE THEIR
ACTIVITIES AND REFLECT BOLD STYLE.**

MANIFESTO

**WE CRAFT HIGH-PERFORMANCE EYEWEAR
AND APPAREL FOR THOSE WHO WORK HARD,
PLAY HARDER, AND EMBRACE AMBITION.**

tone of voice

In our brand's tone of voice, we strike a unique balance between the Everyman and a hint of the Outlaw archetype. Like the Everyman, we aim to be approachable, relatable, and down-to-earth, speaking the language of the everyday person. However, we also embrace the Outlaw's rebellious spirit to challenge the status quo and push boundaries when it's necessary to do so. Our tone is friendly and inviting, yet it carries a subtle edge that adds excitement and a touch of non-conformity to our communications. It's about making our audience feel like they're part of an inclusive community while also empowering them to break free from conventions and embrace their individuality. So, let's speak in a voice that's both comforting and adventurous, embodying the Everyman with a dash of the Outlaw's fearless spirit.

BEX CUSTUMERS

INSPIRATION LIFESTYLE IMAGES

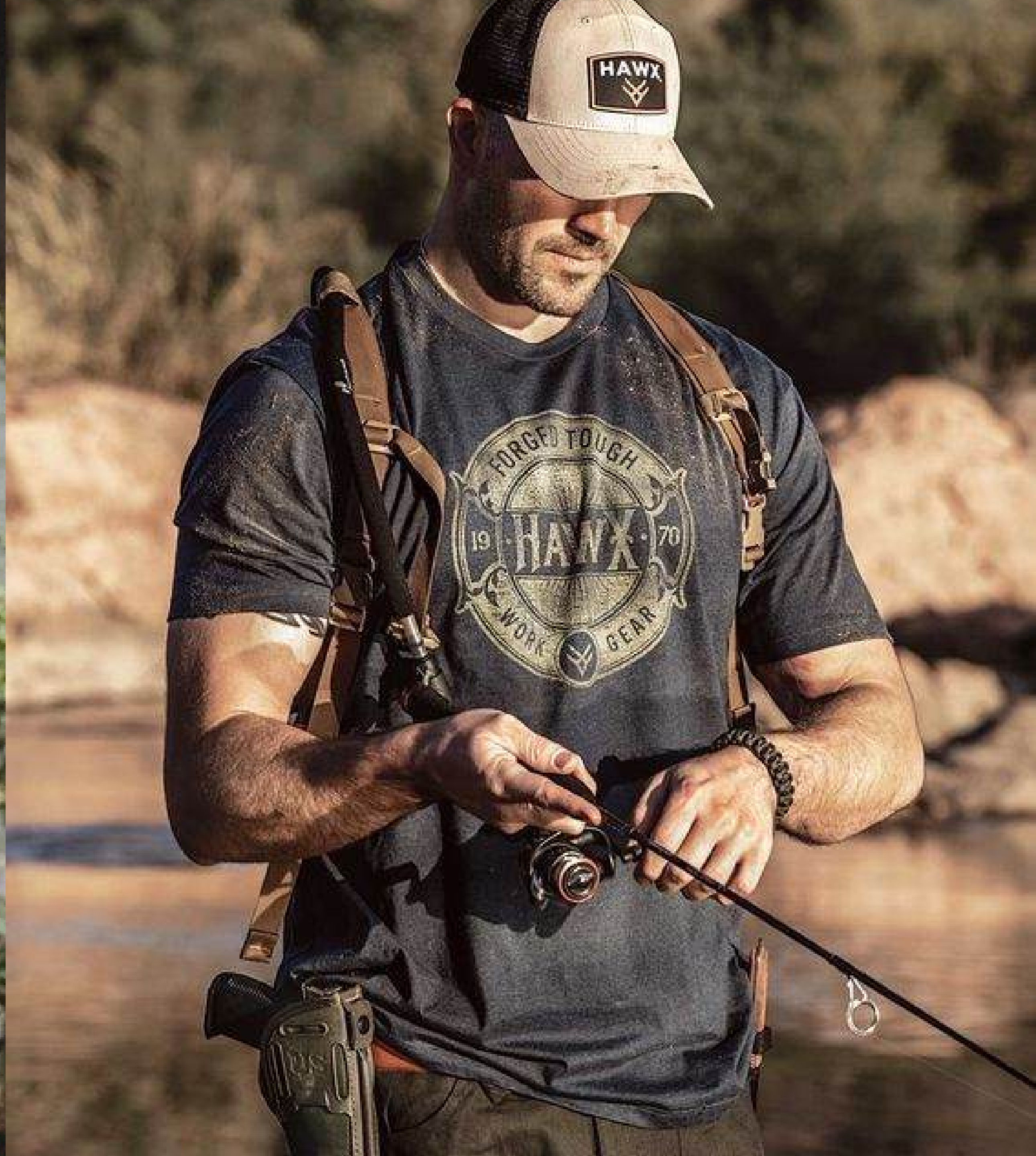
Some of our clients' lifestyle images may help you get a better grasp of our customers.







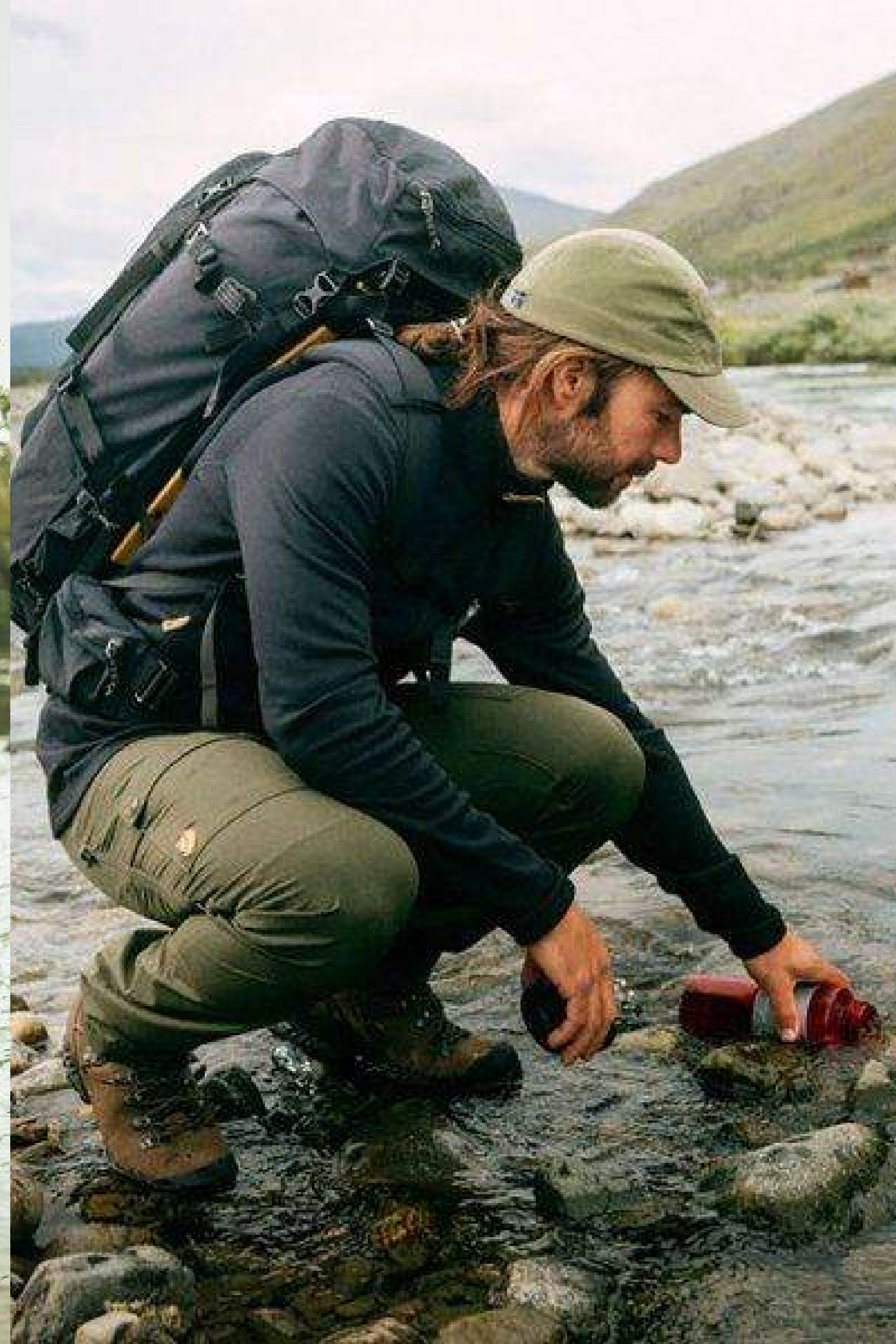
FILSON
SINCE 1897













MOODBOARD







This image is a sample of an angle shot only



DRINK RESPONSIBLY | DRINKIO.COM





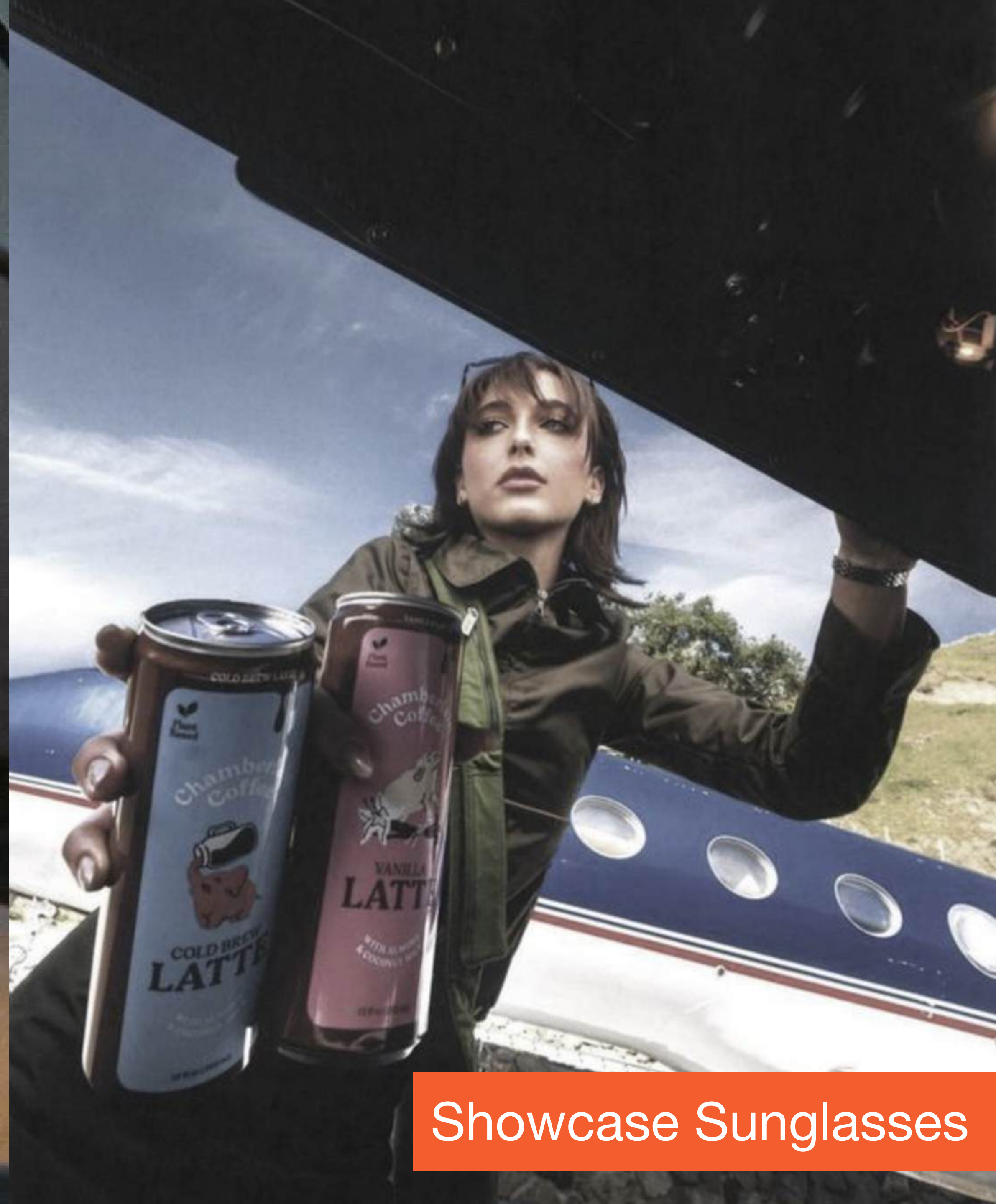






Younger model





Showcase Sunglasses









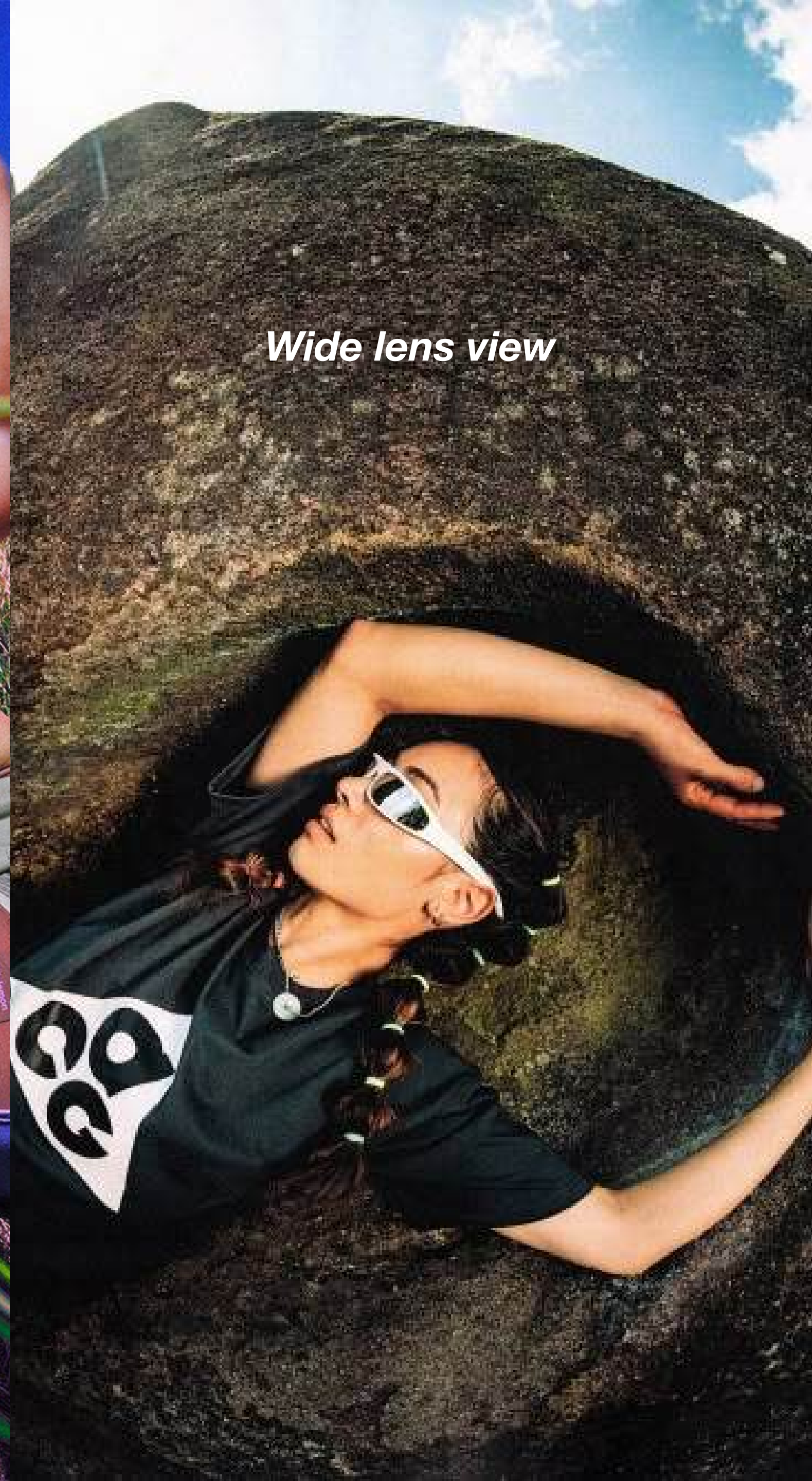












Wide lens view

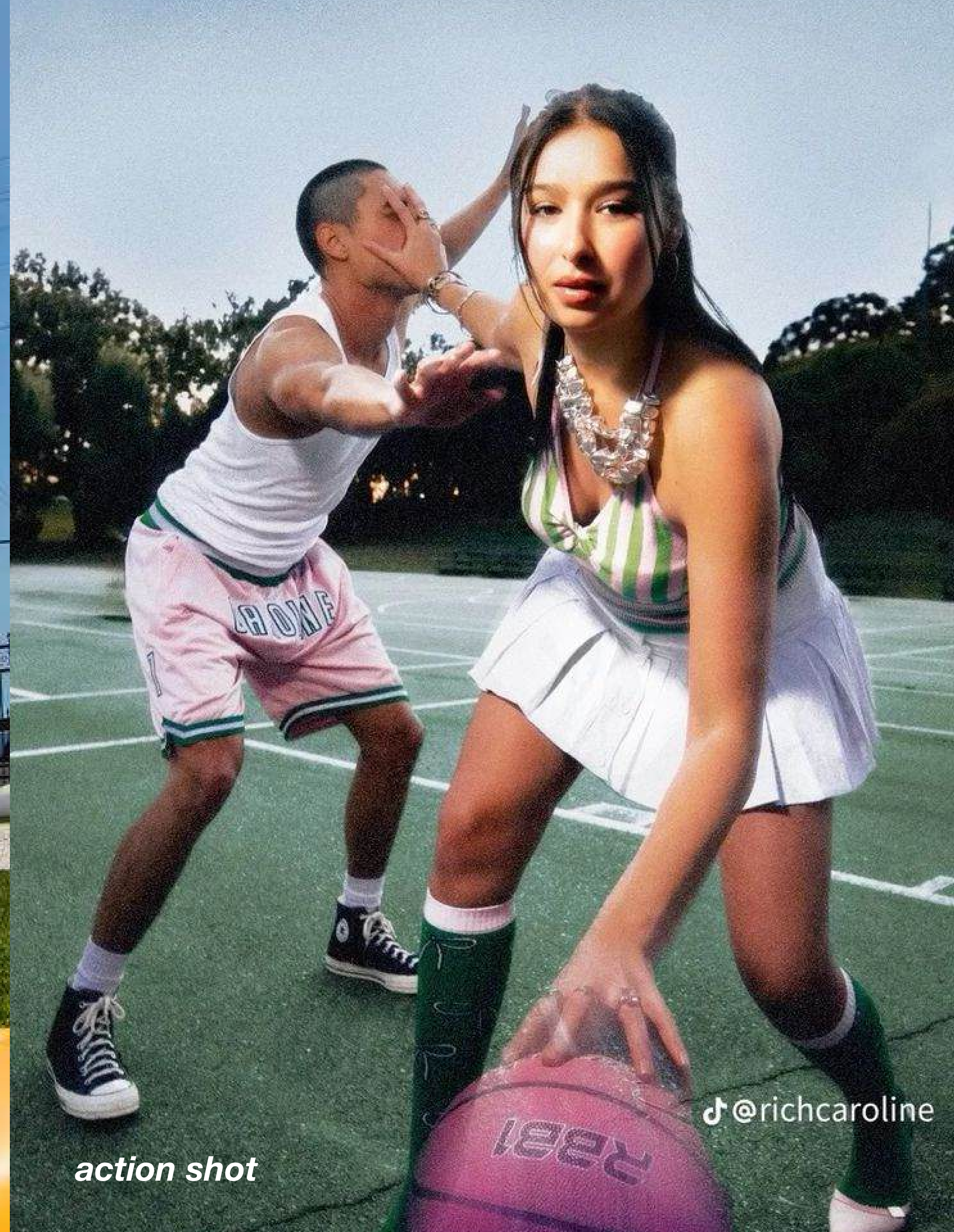








Wide lens view

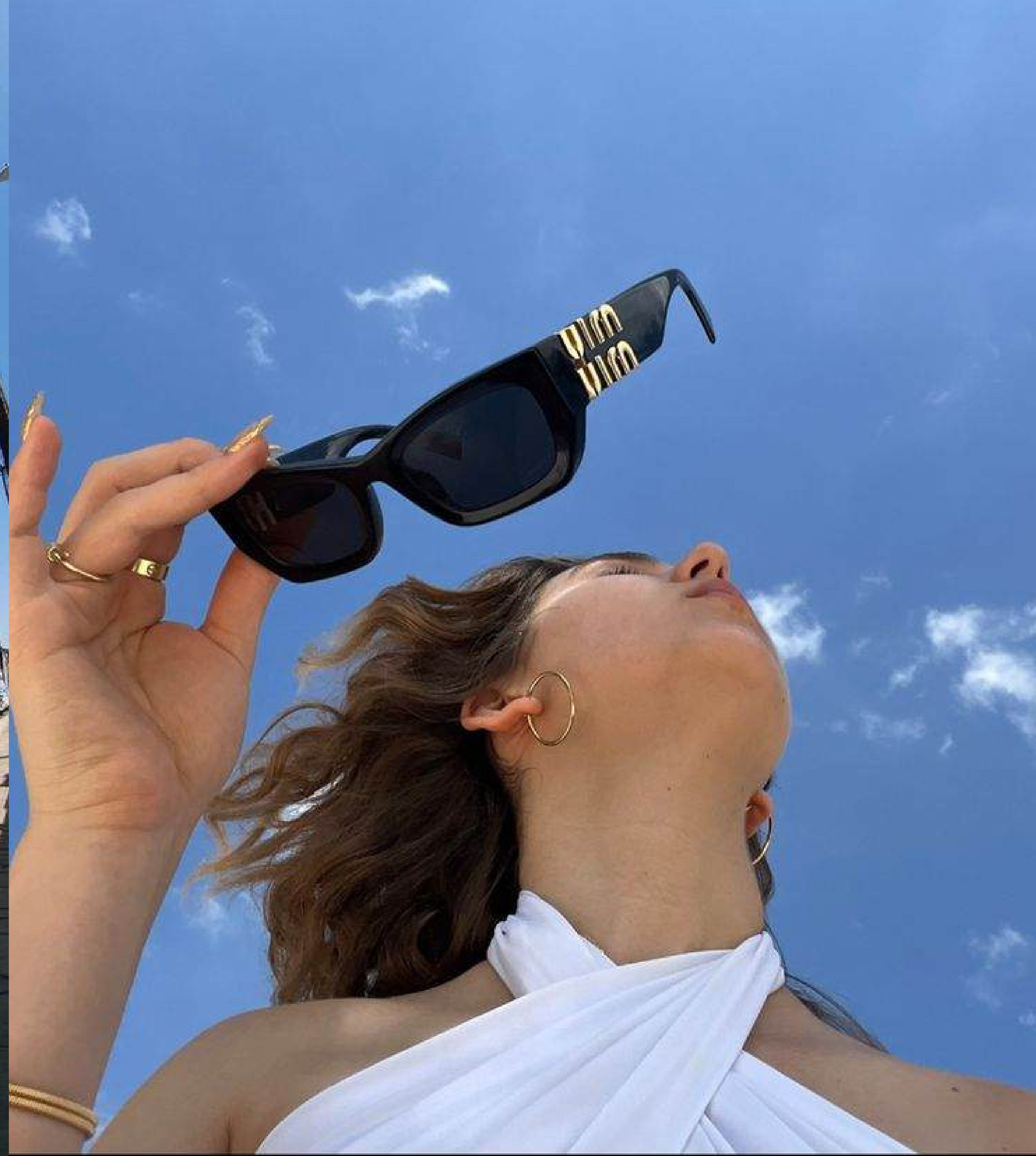


action shot

@richcaroline



Wide lens view



PRODUCTS (TASHA)

SPRING COLLECTION

For the rhythm of everyday life, you need gear that adapts seamlessly to your journey. ***Crafted for the modern explorer who values comfort, versatility, and style,*** our Spring collection—featuring the Ripley, Wildbyrd, and Pillar—are designed to elevate your everyday adventures. Whether strolling through sunlit streets, lounging at a weekend café, or tackling your daily grind, these styles offer lightweight durability and timeless design, ensuring you look and feel your best no matter where life takes you.



RIPLEY
Black / Brown/ Silver



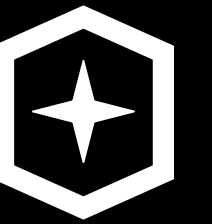
WILDBYRD
Tortoise Brown / Brown / Silver



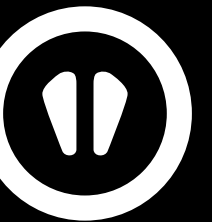
PILLAR
Clear Blue Lake / Brown



PILLAR
Clear Blue Lake / Brown



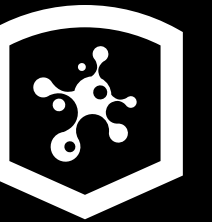
NYPO® TECHNOLOGY



UNIVERSALITY™



RELIALITE™



ANTIMICROBIAL

SUMMER COLLECTION

Tennessee Nights Collection, where the rich heritage of the South meets the boundless freedom of open horizons. This collection is about embracing the spirit of those who thrive under wide, starry skies and find inspiration in the beauty of Tennessee's landscapes. Whether you're chasing dreams under the bright lights of Nashville or soaking in the peaceful glow of a Smoky Mountain sunset, these sunglasses are ***crafted for the storytellers, the rebels, and the dreamers*** who carry the essence of Southern life in their hearts.



DEMI OTG
Gold / Forest



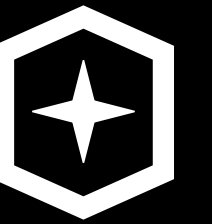
DEMI OTG
Gold / Forest



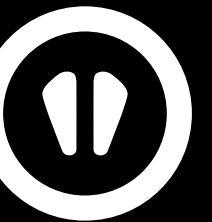
DRAEKLYN OTG
Bronze / Forest



DRAEKLYN OTG
Bronze / Forest



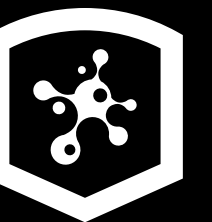
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ANTIMICROBIAL



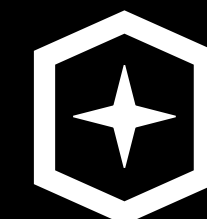
ZION
Black / Gray / Sky



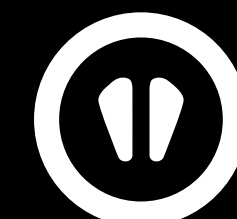
ZION
Black / Gray / Sky



NASHVILLE
Black / Gray



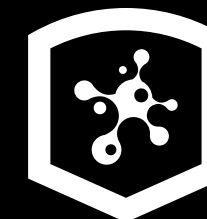
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ANTIMICROBIAL

FALL COLLECTION

Tactical Performance Collection, engineered for those who push their limits in the great outdoors. ***Built for serious hunters and outdoor sports enthusiasts***, each piece combines cutting-edge technology with rugged design to conquer the demands of the most challenging environments. Whether stalking through dense foliage, scouting from high vantage points, or braving unpredictable elements, the Badlands, Swivel, and Harris deliver top-tier performance and protection.



HARRIS
Clear Brown / Brown / Gold



SWIVEL
Black / Brown / Red



BADLANDS
Saddle / Gray



BADLANDS
Black / Gray / Silver



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ANTIMICROBIAL

BEST SELLERS



FYNNDLAND X OTG
Black / Gray / Silver



SABLE
Gunmetal / Gray / Silver



ADAMS
Tortoise Gray / Gray



WESLEY OTG
Black / Gray



PORTER
Matte Black / Gray



ROCKYT LITE
Black / Gray



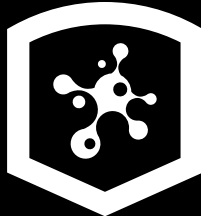
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UNIVERSATILITY™



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ANTIMICROBIAL

CAPS



BLUEFIN
Slate Blue



TOUGH
Black



WYATT
Black



HERITAGE
Bone



SIERRA
Black



SUNDROP
White



SLUGGER
Wheat



RAYS
Black



RUSTLER
Heather Gray



HUDSON
Royal

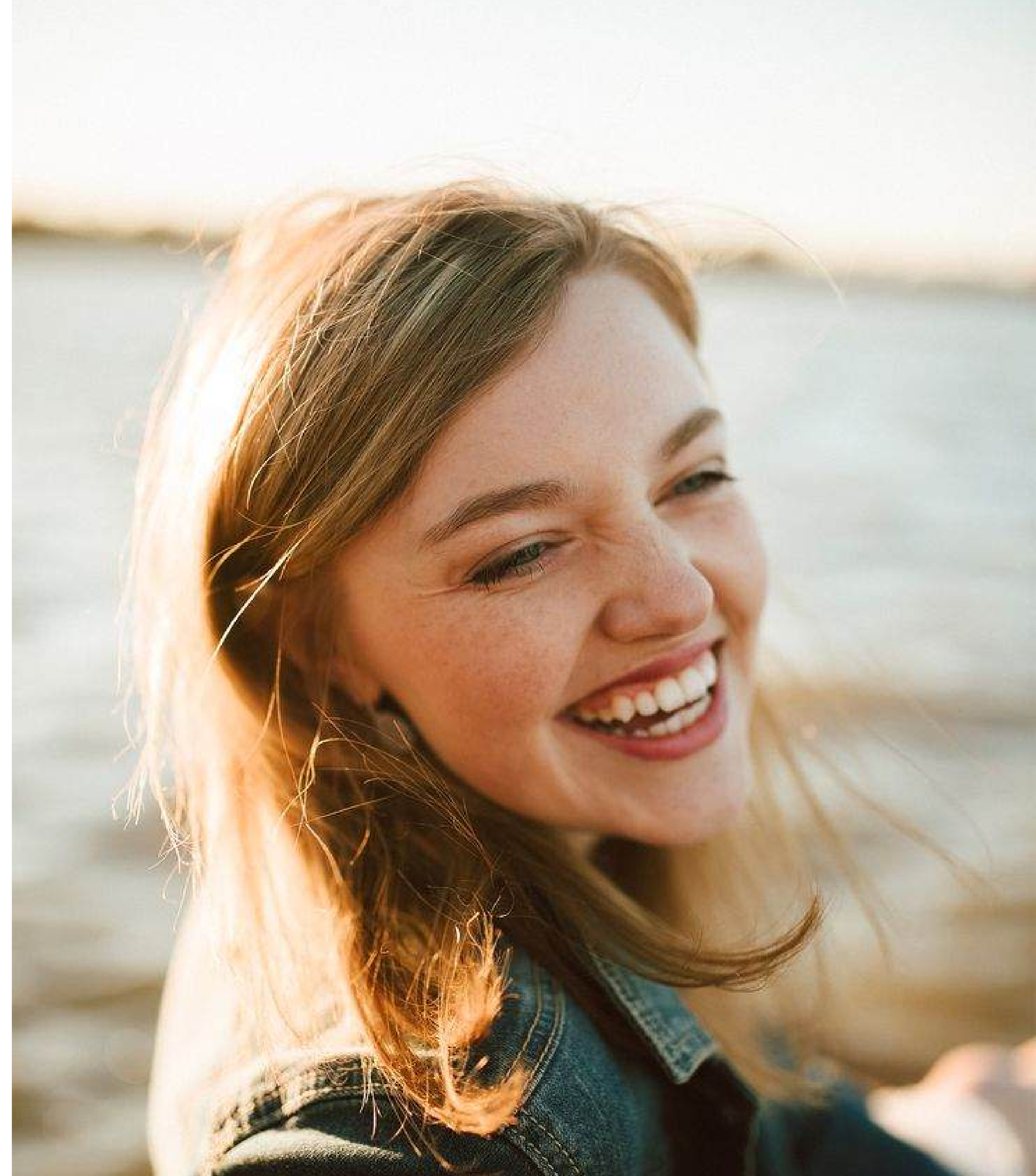
LITGHTING

NATURAL LIGHT

Use only available sunlight, without artificial lights, which often requires skillful positioning and timing to make the most of ambient light.

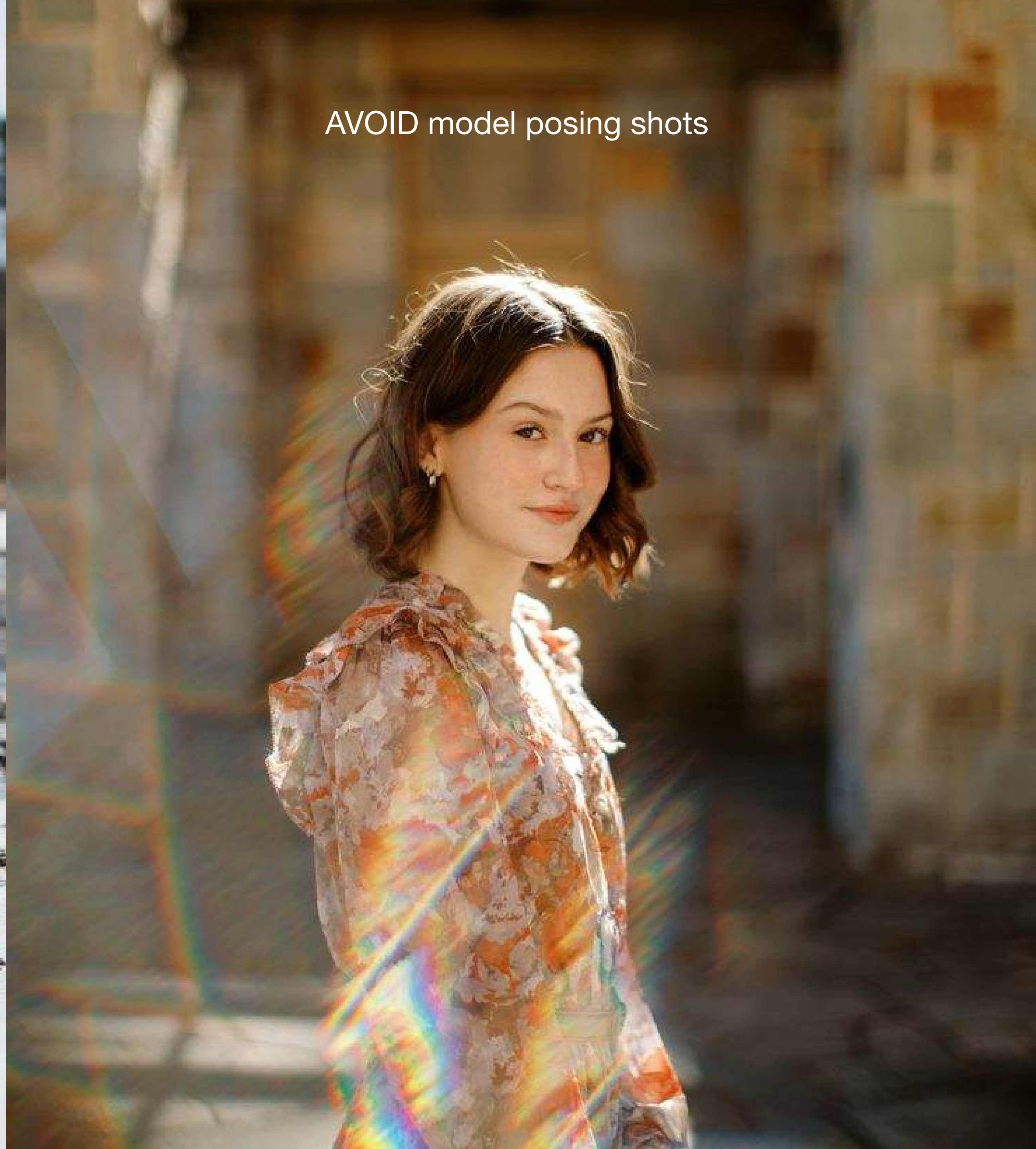
Please stick to natural lighting that is neither too warm nor too cool.

Avoid golden hour, blue hour, reflector light, and backlighting





AVOID model posing shots









MODELS

MODELS

His & Hers

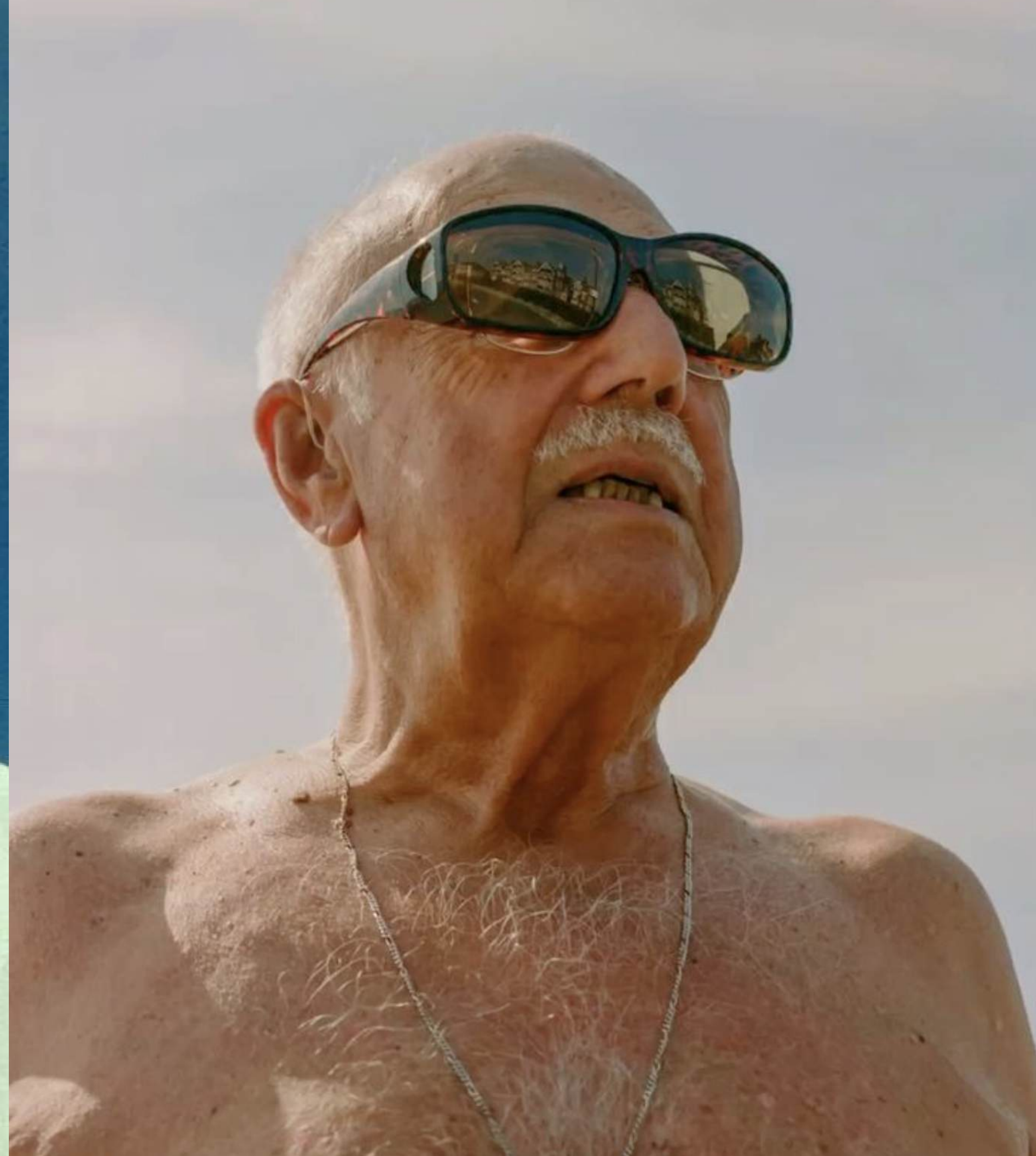
We want to encourage models of all ages (15+ would be ideal) to participate, and we aim to be as inclusive as possible





His & Hers







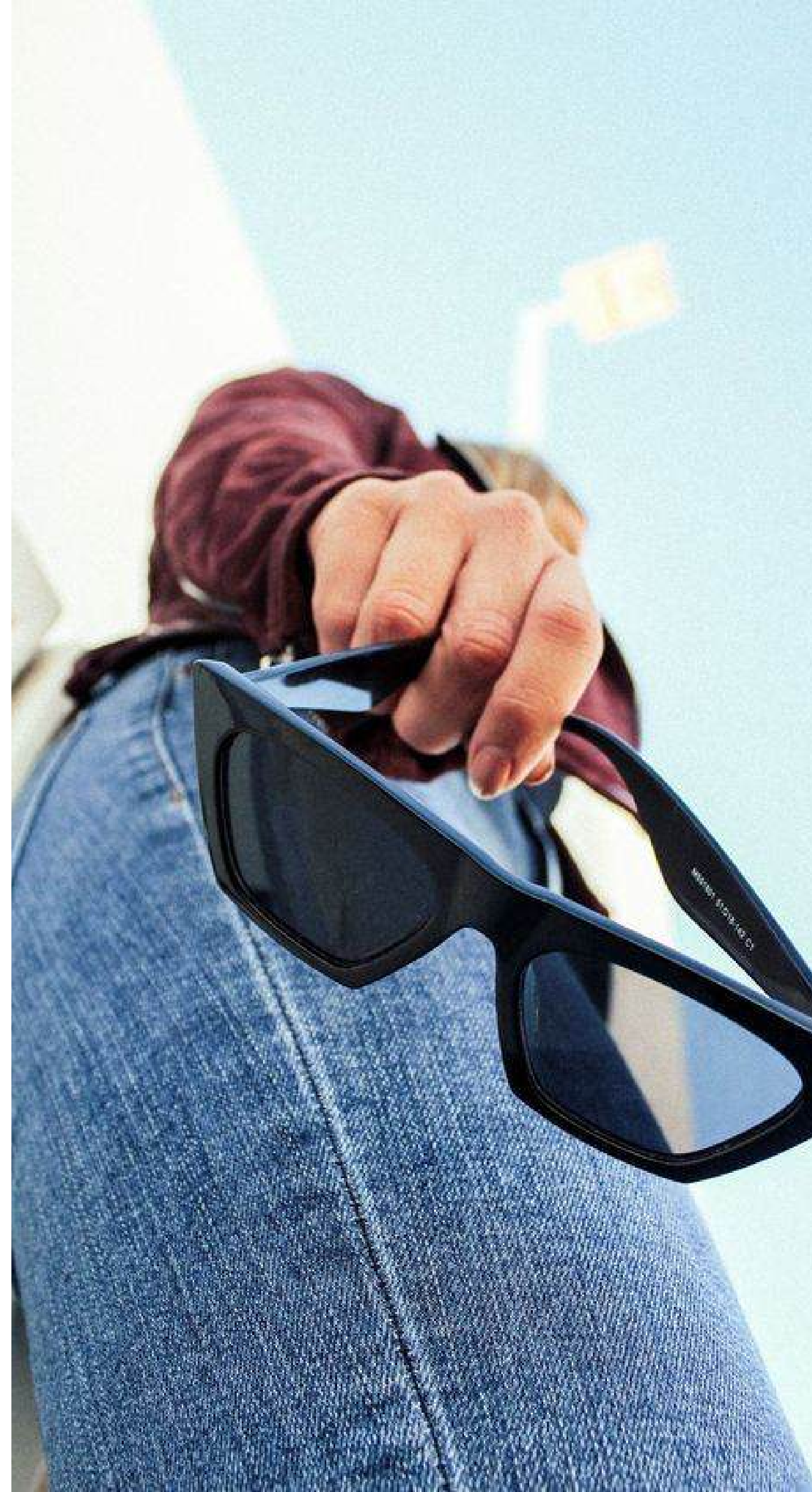
*His & Hers
(Outdoor)*



HANDS

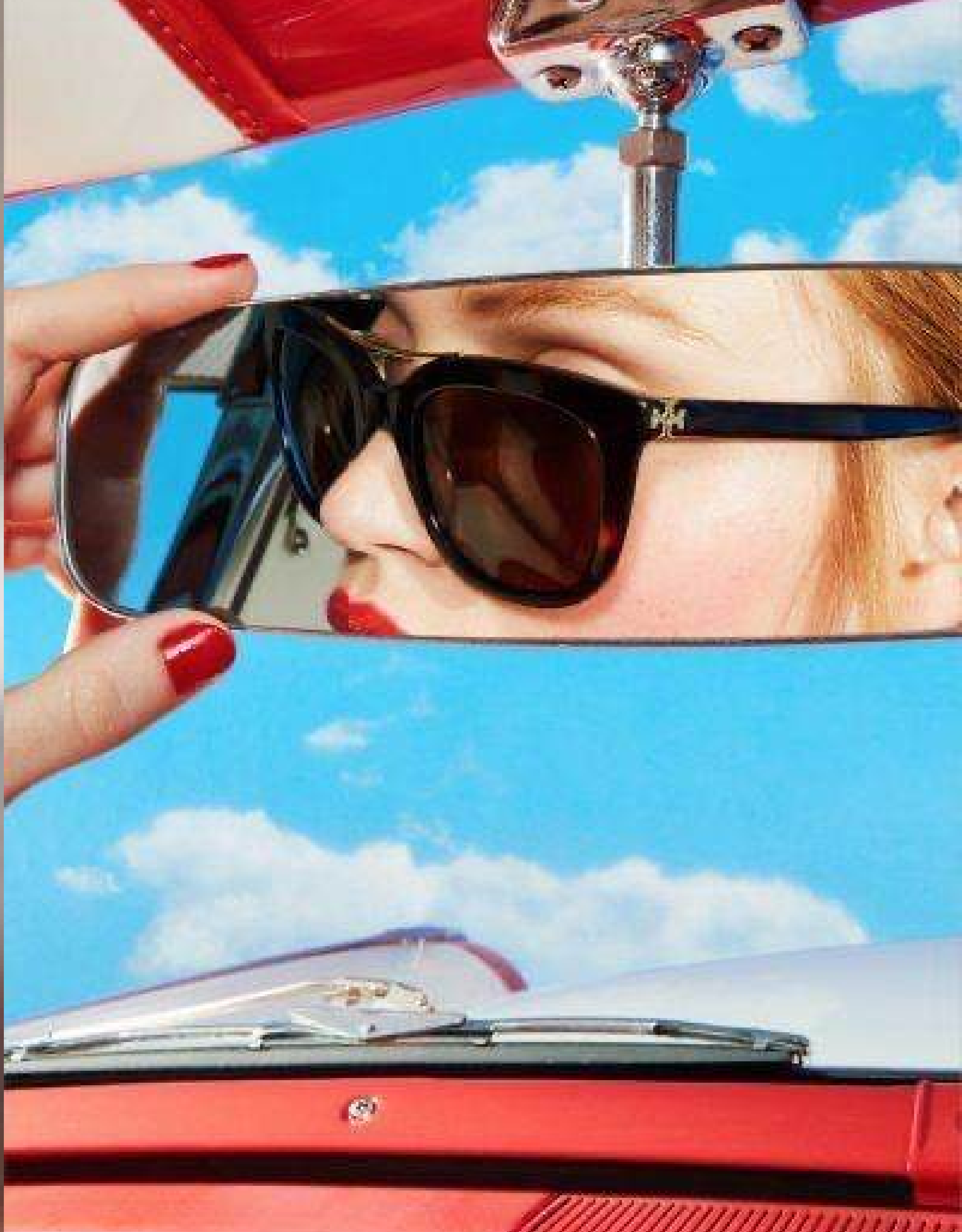
HANDS

Our hand models should keep it clean and minimal—no bold nail polish or excessive jewelry. We want our sunglasses to stand out without getting lost or overshadowed





Mouth closed





WARDROBE

WAREDROBE

The wardrobe should coordinate with the lifestyle event. For example, if the talent is hiking, their outfit should be appropriate for outdoor activities.

Clothing should have **NO** visible brand logos, and the color tones should remain neutral to ensure the focus stays on the eyewear.









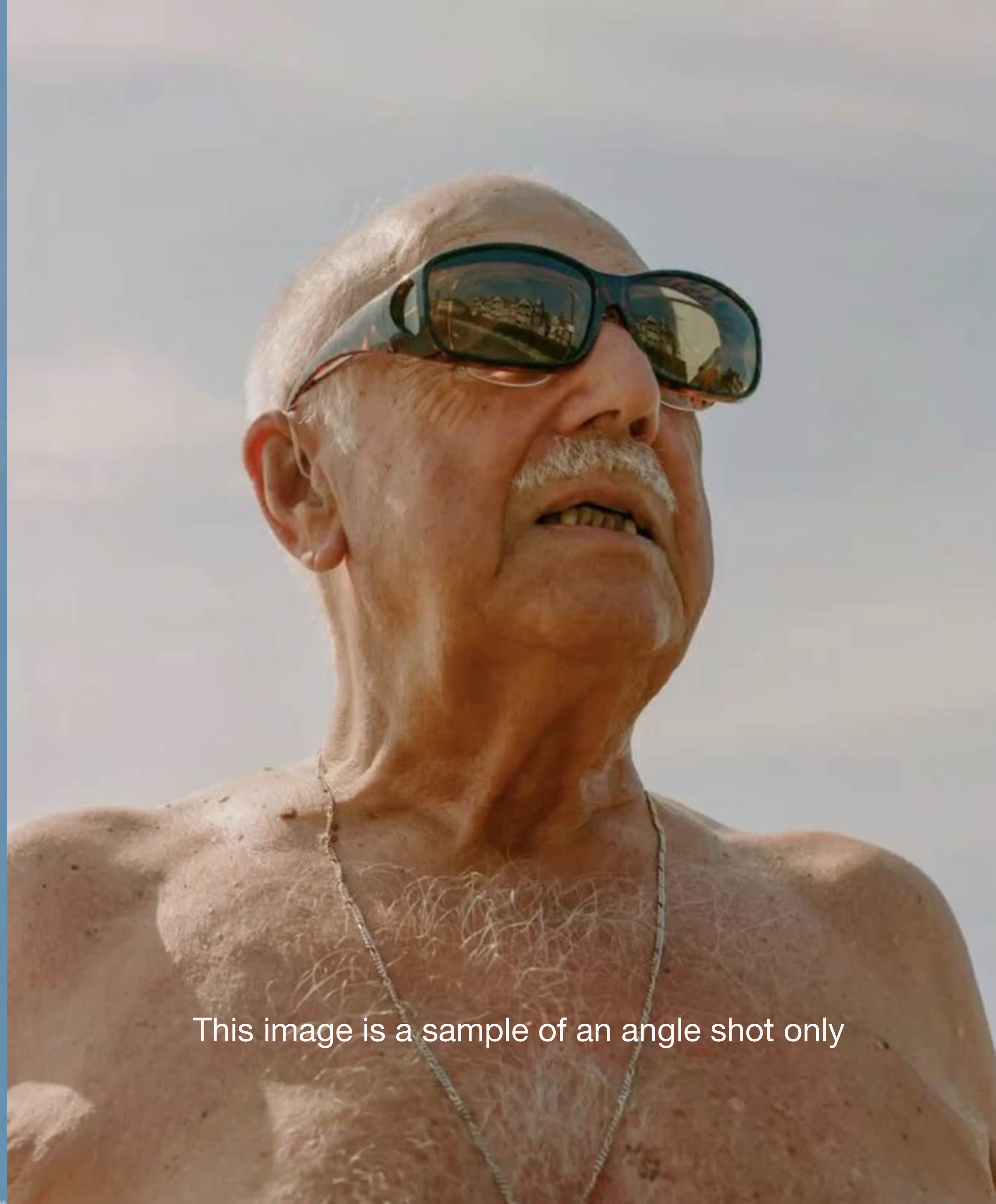
ANGLE

LOW ANGLE

The camera looks up, making the subject appear powerful or dominant. You can also use a POV shot, which is taken from the subject's perspective.

Be sure that our sunglasses are prominent and not too far away. Keep the talent's wardrobe minimal with neutral colors so our product stands out more.





This image is a sample of an angle shot only

WIDE-LENS

Use a wide-lens angle to capture depth and scale, emphasizing the subject within the environment. Keep the sunglasses as the focal point while allowing the background to add context and storytelling. Ensure the shot feels immersive without distortion, maintaining a clean and balanced composition.

Keep in mind that this is not fish-eye lens





HIDDEN/PEEKING

This is an example of a shot we want to showcase for a sneak peek kind of vibe. This is an add-on if possible

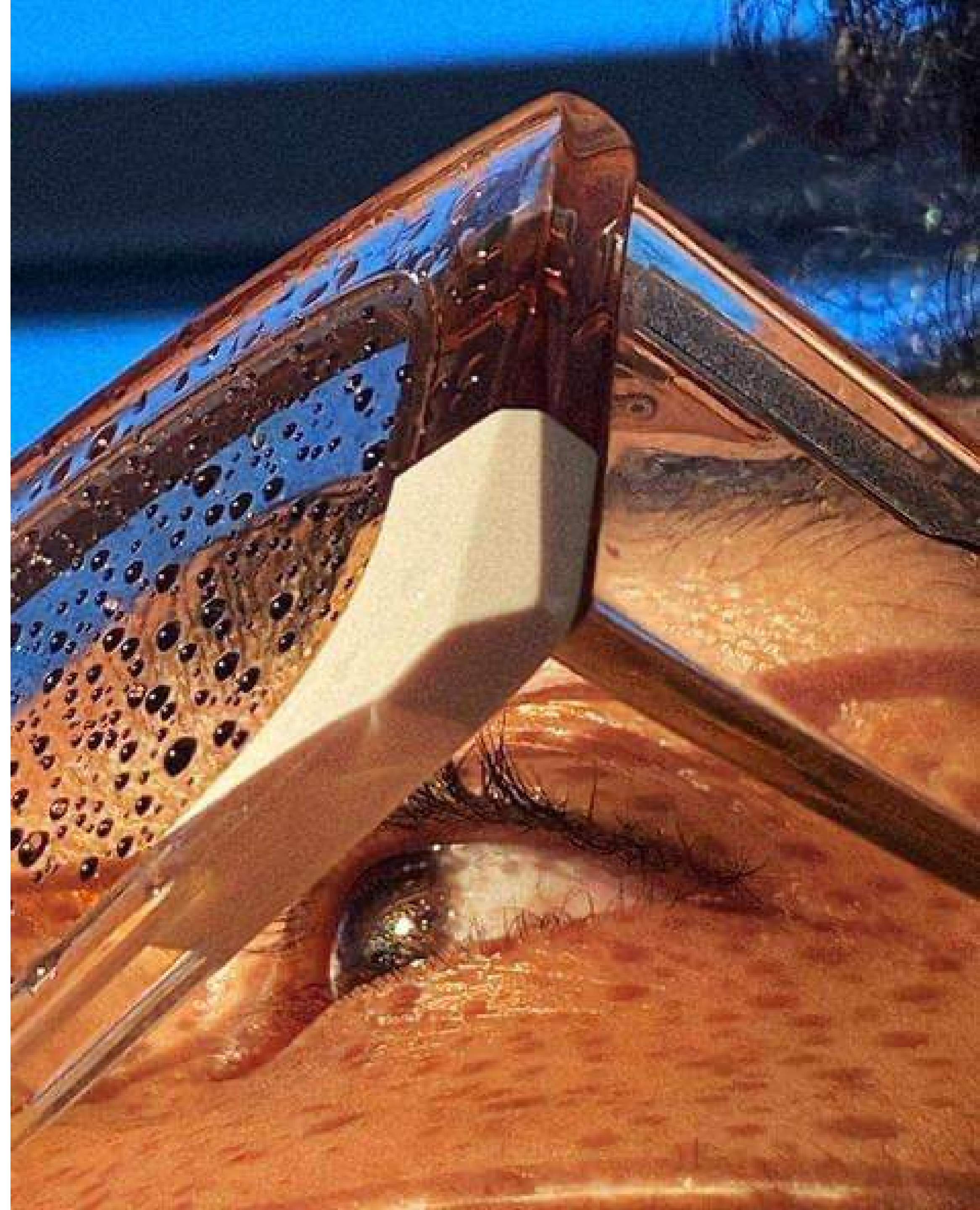
As for style we were thinking for any of Summer and Fall collection for this



CLOSE UP SHOT

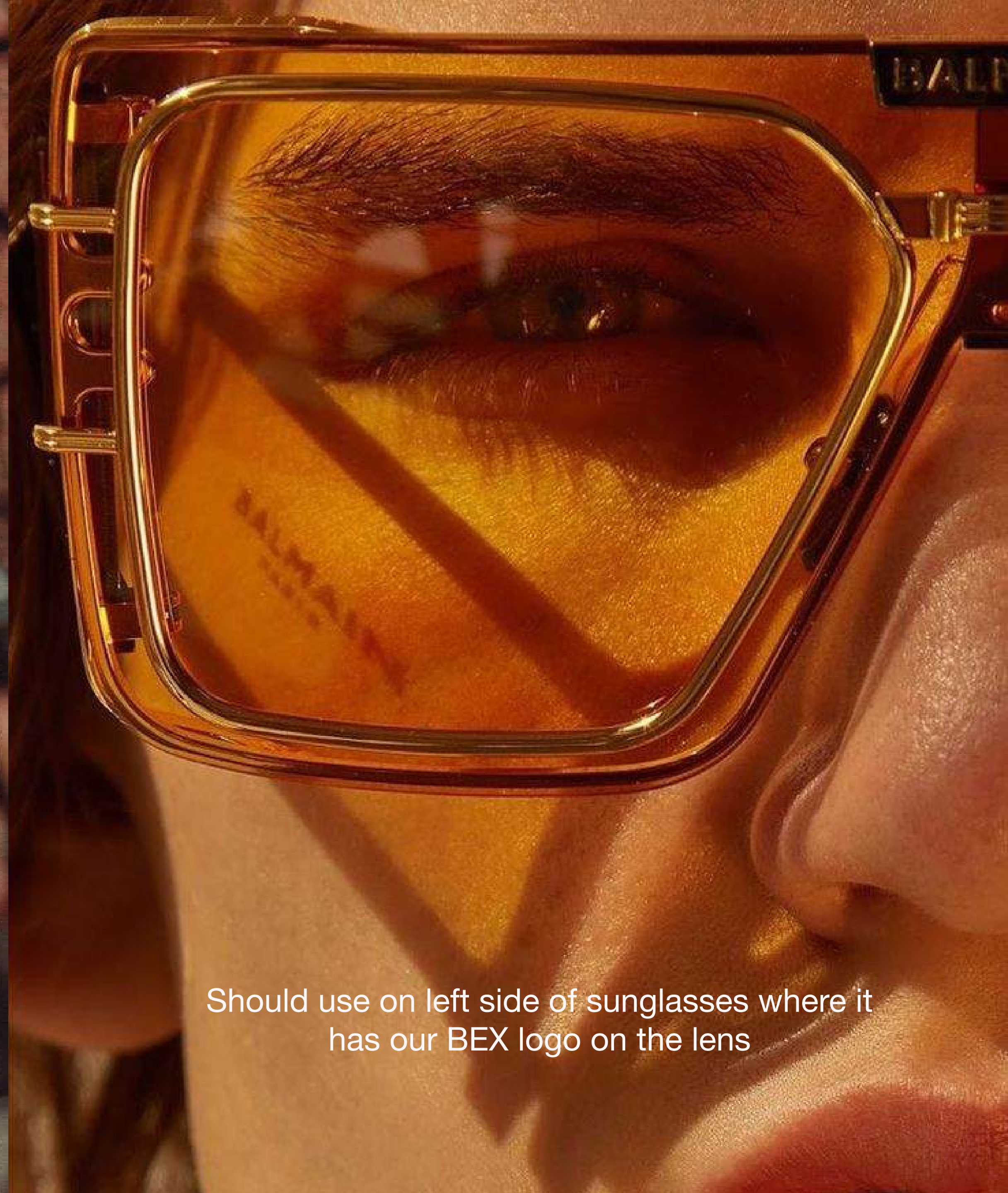
CLOSE UP SHOT

Focus on intricate details, textures, and subtle expressions to highlight the sunglasses. Use soft, natural lighting to enhance depth and dimension while keeping the background minimal. Ensure the product remains sharp and prominent, capturing reflections, finishes, and branding elements with precision.





Model should not starring at the camera
No harsh cast shadow



Should use on left side of sunglasses where it has our BEX logo on the lens

CANDID ANGLE/ACTION SHOT

Capture natural, unposed moments with dynamic movement to create authenticity and energy. Focus on subtle expressions, mid-motion gestures, and real interactions with the product. Use a fast shutter speed for crisp details or slight motion blur for added depth, ensuring the sunglasses remain the focal point.









THANK YOU

BEX[®]