



CAROLINA LEMKE

BERLIN

BRAND
INTRODUCTION

01 ABOUT

—

**GET TO KNOW
ONE OF THE WORLD'S
MOST RAPIDLY GROWING
EYEWEAR BRANDS**

OUR STORY

Carolina Lemke Berlin is a high-fashion eyewear brand that brings chic, trend-setting designs to everyone, everywhere.

The company is driven by unbeatable passion born of the belief that style and self-expression are a global need.

With our unique approach, stylish designs and exclusive offers, we conquer market after market throughout the world.



OUR CORPORATE

Carolina Lemke is a public company owned by the Castro-Hoodies Group, a global retail power-house that dominates the market with annual sales of over €500M.



4000
EMPLOYEES



370+
STORES



120,000 SQM
RETAIL SPACE



NO.1
FASHION
RETAILER

01 ABOUT | OUR CONCEPT

OUR CONCEPT

We design and sell high-fashion sunglasses and optical eyewear at affordable prices, bringing cutting-edge trends to everyone, everywhere.

Our designs, inspired by metropolitan hubs such as Berlin, create contemporary urban experiences that enable our customers to express their sense of style.



All our products are manufactured at the highest standards, from the finest materials, with uncompromising craftsmanship and distinctly bold designs.

Our line of high-fashion sunglasses offers a diverse range of frames, styles and shapes that fit every face shape and enables everyone to find their perfect pair.

OUR PRODUCT

This unique and fashionable style is also manifested in our line of optical eyewear, with outstanding designs that position us far above this mostly conventional market.

In addition to ready-to-wear glasses, we also offer prescription lenses of the utmost reliability and quality, offering a much-desired solution for an overlooked audience.

OUR STAR POWER

The Carolina Lemke brand is championed by the most influential figures in the industry – led by international model Bar Refaeli and a variety of guests stars such as fashion icon Kim Kardashian.

02 BRAND ADVANTAGES

—

**UNDERSTAND
WHY CAROLINA LEMKE
SHINES BRIGHTER
THAN OTHERS**

FASHION



RANGE

Over **400**
inspiring designs every year
250 sunglasses | 150 optical

BRAND

Brand elevating capsule
collections

FAST FASHION

Fast fashion from
runway to retail

ACCESSIBILITY

VARIETY

fashion eyewear for every one - for each face,
shape and character

SATISFACTION

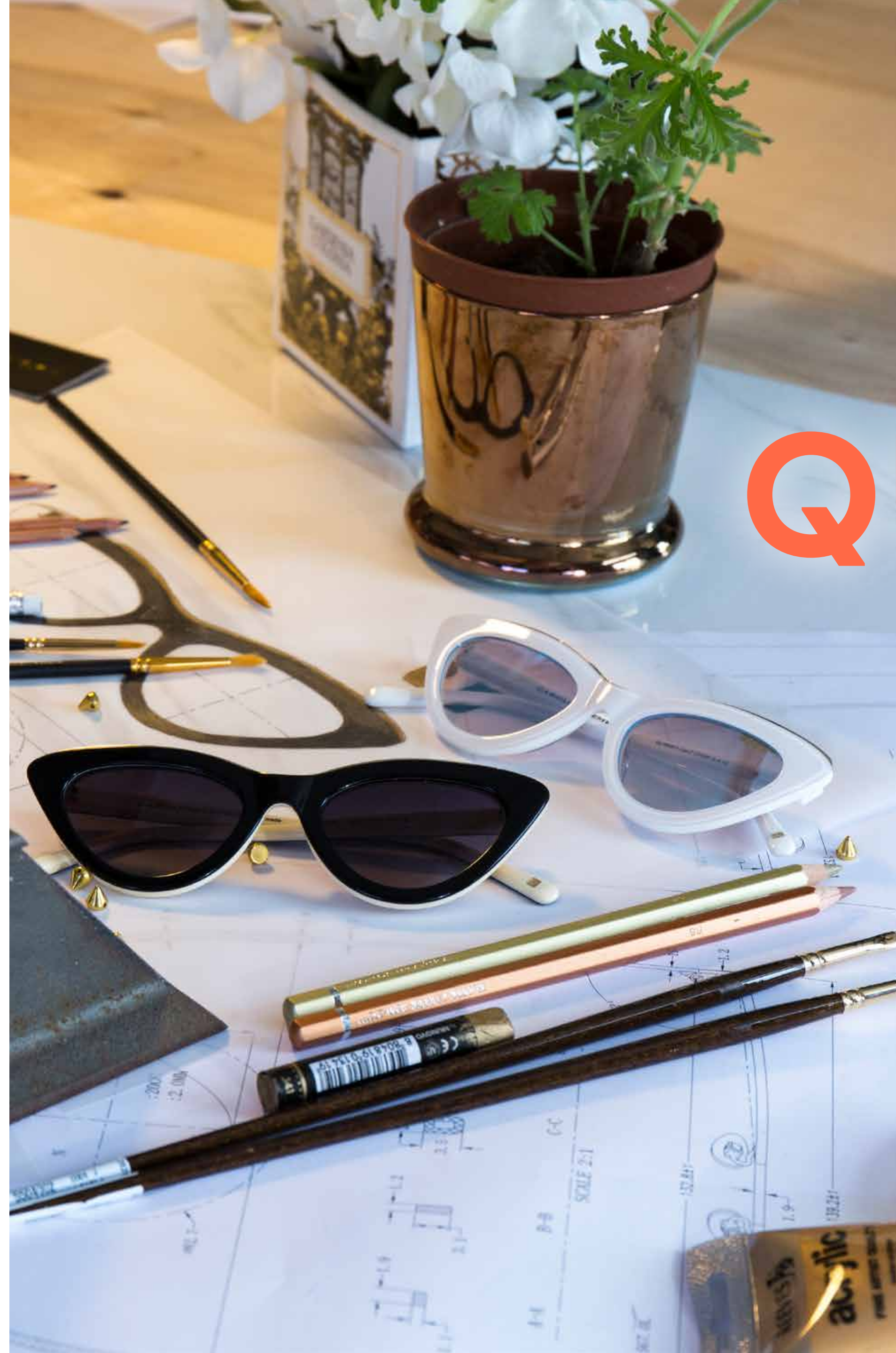
True value-for-money

GRAB AND GO

Rich, yet easy-to-handle collections



02 BRAND ADVANTAGES | QUALITY



QUALITY

PROCESS

In-house design and development

PROTECTION

Strict quality tests

PRODUCTION

Top-quality materials, innovative techniques and the highest standards

MARKETING

UNIQUE SELLING PROPOSITION

Appealing price point – an average of 100-130€ per pair

ADVERTISING STRATEGY

Two major collection launch campaigns per year

Focus on occasion-based marketing (OBM)

Five digital productions in addition with emphasis on fashion&trends for full coverage

MEDIA STRATEGY

Maximum exposure using 360 campaigns

Always-on digital

Strong PR push



ANNUAL MARKETING CAMPAIGN

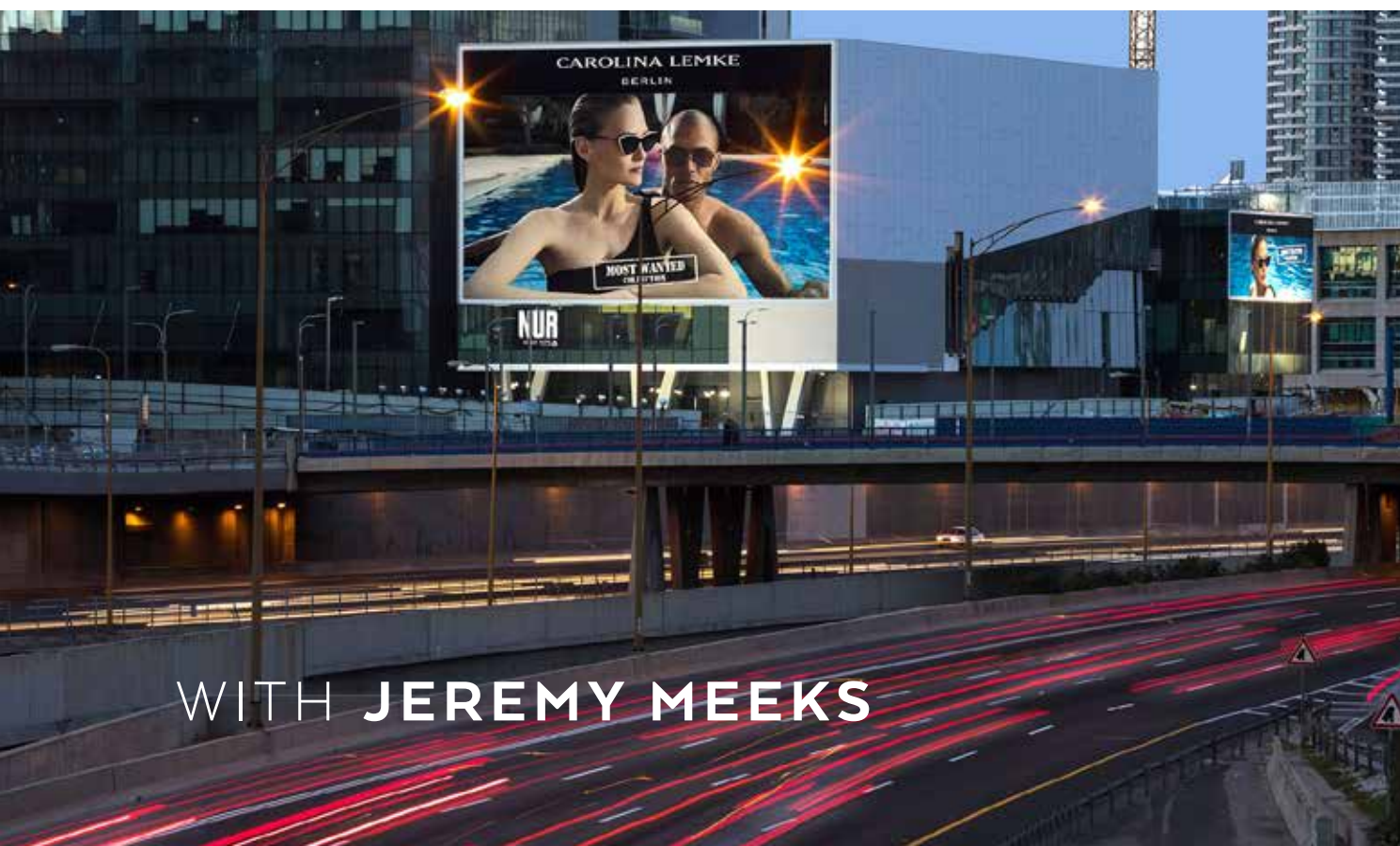
Crazy Summer 2017



WITH STEVEN TYLER

COLLECTION CAMPAIGN

**MOST WANTED
COLLECTION**



WITH JEREMY MEEKS

VOGUE

Kim Kardashian West Is Debuting a New Collection of Sunglasses—and They're All Less Than \$100

FEBRUARY 26, 2019 8:01 PM
By EMILY FARNA



EXCLUSIVE

Carolina Lemke Unveils Collaboration With Kim Kardashian West

The reality TV star uses herself as muse for the new campaign and U.S. launch.

By THOMAS WALLER

Diving in head first, Israeli-based eyewear brand Carolina Lemke has unveiled the first campaign images for its range of eyewear designed by Kim Kardashian West, using it as a springboard into the U.S. market. The Kim Kardashian West for Carolina Lemke collection is the first time the brand has gone the collaboration route, but according to U.S. chief executive officer Mordí Shabat, the U.S. market has been in his sights for some time. "In Israel, we are all over," Shabat said of the brand, which was founded in 2011 by Joseph Gabison and his wife, Carolina Lemke, and is known for its mass-market prices. "We've been thinking about the company's growth potential, just Europe and Asia, and the U.S. is the right next step," he said. Kardashian West isn't only taking up design duties, but the reality TV star is also a partner, receiving an undisclosed stake for her long-term investment in the brand.

Previously, Israeli model Bar Refaeli was the brand's face—even doing several commercials with "the fellow" Jeremy Meeks—and it was Refaeli who connected Kardashian West to one of the eyewear brand's founders and its global CEO, Joseph Gabison. "The Bar Refaeli story is pretty similar to Kim's," Shabat commented, adding that Refaeli has been a partner in the company since 2013. "The first time we put Bar on billboards, it was a massive response. It helped us become the strongest eyewear company in Israel," he said. Shabat is now hoping for the same lightning-in-a-bottle response with Kardashian West in the American market. "She was involved in every detail and it was really amazing," he said of the design process with Kardashian West, adding, "she doesn't want it to be like other types of mass-market eyewear." "I'm always looking for vintage sunglasses that no one has, so getting to create something that other people will be able to cherish as much as I do has been fun to be a part of," Kardashian West said. "I've learned so many fascinating things about sunglasses design. I didn't realize how technical it was



and I've loved the firsthand experience at getting to see our ideas come to life." The premiere collection has six styles—some of which Kardashian West has already teased on her social media channels—and ranges from oversized shields to retro oval styles and minimalist, sleek sporty styles with a "Carolina Lemke Kim Kardashian West Collector" logo at the temple, priced \$90 at retail. A second "drop" of styles will launch before the middle of the year, Shabat said, with more "drops" to follow to amplify brand awareness. The campaign was shot by duo Meri Alas and Marcus Piggott—the pair is well-known in the reality star's orbit, having shot her in magazines and putting her into their 20-year retrospective photography book in 2017. According to the CEO, the digital-first

17 Sunglasses Brands That Will Take Your Summer Selfie to the Next Level

By JUSTINE CARREON MAY 2, 2019

13 OF 17

CAROLINA LEMKE X KIM KARDASHIAN

Nirvana
Carolina Lemke x Kim Kardashian
carolinalemke.com
\$90.00

SHOP NOW

We couldn't not include Kim Kardashian's buzz-worthy sunglasses. The star worked with Carolina Lemke for a limited-release collection that is selling out like hot cakes. Check them out for sleek styles in statement shapes.

Kendall Jenner Has Officially Dubbed it Sundress Season

by Carolyn Twersky
04.04.22



Some might look to Pnxsutawney Phil for information on when spring will come and bring warm weather, there are other signs one can look to for information about when it's time to switch over your closet and pull out those summer whites—street style stars. Take one look at your favorite models and celebs and it'll clear when warm weather dressing is upon us. Over the past few weeks, we've seen less jeans and overcoats and a whole lot of leg, and now, Kendall Jenner, has officially announced it sundress weather.

Over the weekend, the model spent some time in Las Vegas—not for the Grammys which were also being held in the city—but to promote her tequila brand, 818. On Saturday, Jenner spent the day at the Tao Beach Dayclub in the perfect look for the occasion, a white boatneck mini dress from Maisie Wilen with a blue and black design across the front. She kept the styling fairly simple when it came to the rest of her ensemble, pairing the dress with PVC sandal heels from Amina Muaddi and a light blue mini Cleo Prada bag that played off the design of the dress perfectly. Jenner also managed to support her sister, Kim Kardashian, with her outfit, adding a pair of sunglasses from Kardashian's collaboration with Carolina Lemke to complete the look.

kendalljenner 230M followers View profile

View more on Instagram

7,315,995 likes
kendalljenner

People

EXPLORE

PEOPLE.COM > STYLE

Kim Kardashian Launches Her First Sunglasses Line with Carolina Lemke – and It's All Under \$100

"I wanted it to be accessible to my fan base," the risk taking trendsetter tells PEOPLE

By Kaitlyn Frye April 03, 2019 03:32 PM

Kim Kardashian West's making it even easier for fans to channel her style.

The risk taking trendsetter, 38, is teaming up with European eyewear brand Carolina Lemke to launch a 7-piece collection of '90s, sci-fi inspired sunglasses.

Kardashian West first took notice of Carolina Lemke designs when catching up with friend and Israeli supermodel, Bar Refaeli. "We were talking about what she had going on and she showed me this commercial of her that she did with the brand in Israel and I thought it was so cool and fun," the star tells PEOPLE.



Kendall Jenner Has Officially Dubbed it Sundress Season

By Carolyn Twersky
04.04.22

View Profile

"I was really interested in it because we were re: finish, design whatever sunglasses that I wanted. "It was just a really fun process seeing how snug!

kimkardashian 142.2M followers View Profile

View More on Instagram

1,130,289 likes
kimkardashian

Drop 1 All of the @carolinalemkeberlin sunglasses are available now at CarolinaLemke.com - I'm wearing Sahara in this pic in gold! #Lemke_Partner
View all 11,112 comments

Add a comment...

When it came to selecting the shapes, sizes and colorways, Kardashian West created the sunglasses designs she's always wanted, but never existed.

"Everything that I wanted that wasn't out there we basically made. I am so happy with how they turned out," she says of the glasses, which feature colorful mirrored lenses and sporty shapes.

WORLDWIDE PR

Does the name Carolina Lemke ring a bell? How about Kim Kardashian West?

The former is an eyewear brand based in Israel with little in the way of name recognition in the U.S.; the latter needs no explanation and has fans in quite literally every corner of the world. Next month, they're joining forces to debut a new sunglasses collaboration, dubbed the Kim Kardashian West Collection for Carolina Lemke. It will mark the brand's official expansion into the U.S. market and should practically make Carolina Lemke a household name overnight.

It's worth pointing out that this isn't a one-off collaboration; Kardashian West recently became a partner in the company and has plans to release more "drops" under her name throughout 2019. She's spent the past few months emailing back and forth with the Lemke team, led by CEO Mordí Shabat, to design a new line of sunglasses "from scratch," zeroing in on materials, colors, lens finishes, and packaging. On a call from Los Angeles, Kardashian West explained how she was introduced to the brand through a series of connections: Her friend Bar Refaeli lives in Israel and is a partner of Carolina Lemke, so Kardashian West became aware of the brand through her. Lorraine Schwartz—Kardashian West's jeweler—was a fan of the eyewear, too. "We were all having dinner one night and met some of the owners, and it was just so organic," Kardashian West says. "We were talking about how they should launch in the U.S. because they hadn't done that yet, and we all loved the idea [of a collaboration], so it just magically came together."

Kardashian West could ostensibly partner with any number of her favorite brands, but the company's commitment to quality and affordability piqued her interest. Every pair of sunglasses in her collection retails for less than \$100. "It's a little crazy how expensive sunglasses can get," Kardashian West says. "Especially if you lose your sunglasses a lot, or if you tend to break them or scratch them. I felt like the quality [of these sunglasses] was so high-level, and the price point was really reasonable, and I really liked how open they were to different design ideas. We have such a range, from big shield glasses to more sporty glasses and '90s shapes. It was a really fun process for me."

Here, Kardashian West shares a selfie exclusively with Vogue, modeling one of her favorite pairs: a slim, mirrored shield. "I definitely love bigger, mask-like sunglasses, and I still really love sporty sunglasses," she says. "Since summer's coming, when I think about the looks I'm going to put together with all of my





KYLIE JENNER
@kyliejenner

329M FOLLOWERS



KATY PERRY
@katyperry

158M FOLLOWERS



EMILY RATAJKOWSKI
@emrata

29.1M FOLLOWERS



KENDALL JENNER
@kendalljenner

231M FOLLOWERS



KHLOE KARDASHIAN
@khloekardashian

236M FOLLOWERS



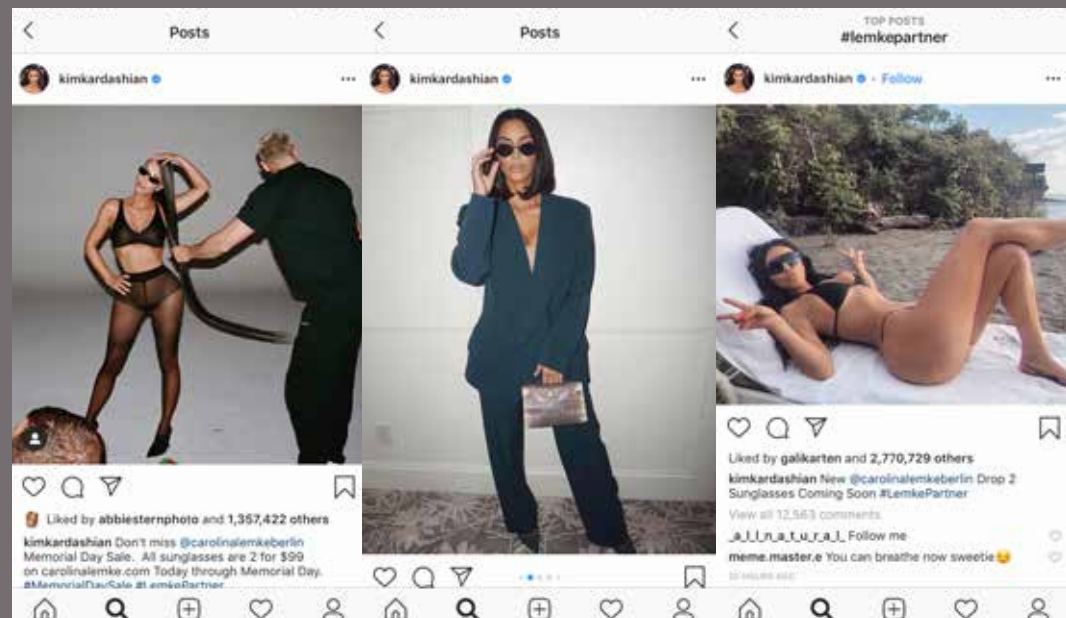
HAILEY BIEBER
@haileybieber

43.1M FOLLOWERS



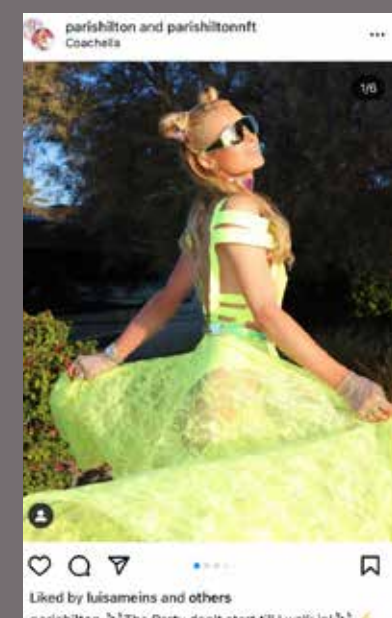
KOURTNEY KARDASHIAN
@kourtneykardash

171M FOLLOWERS



KIM KARDASHIAN WEST
@kimkardashian

302M FOLLOWERS



PARIS HILTON
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18.5M FOLLOWERS



WINNIE HARLOW
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9.6M FOLLOWERS



STELLA BOSSI
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792K FOLLOWERS



VICTORIA JANCKE
@victoria.jancke

846K FOLLOWERS



TRISTAN EVANS
@tristanevans

843K FOLLOWERS

SOCIAL MEDIA PUSH

03 BUSINESS OPPORTUNITY

DISCOVER WHY GLOBAL RETAILERS CHOOSE CAROLINA LEMKE

EXTRAORDINARY BUSINESS BENEFITS

UNIQUE MARKET POSITIONING

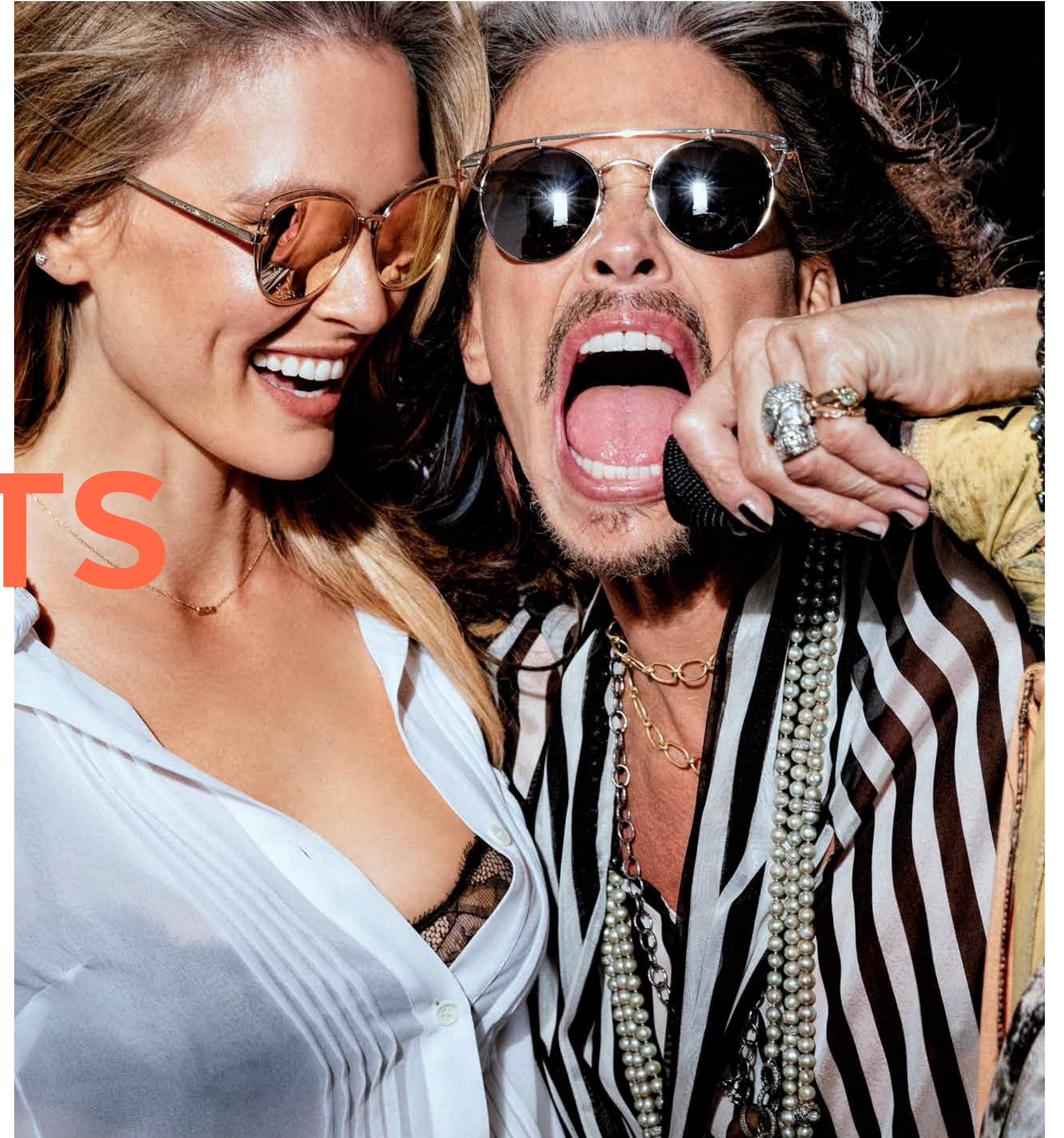
High-fashion eyewear for mid-range prices

PROFESSIONAL OPTICAL EYEWEAR

Always in demand, regardless of season

EFFICIENT PROCESS

Simple, cost-effective operational logistics





BLUE LIGHT

UV PRO

SR COATING

POLARIZED

CAROLINA LEMKE
BERLIN



EYEBOX

OUR
STORES



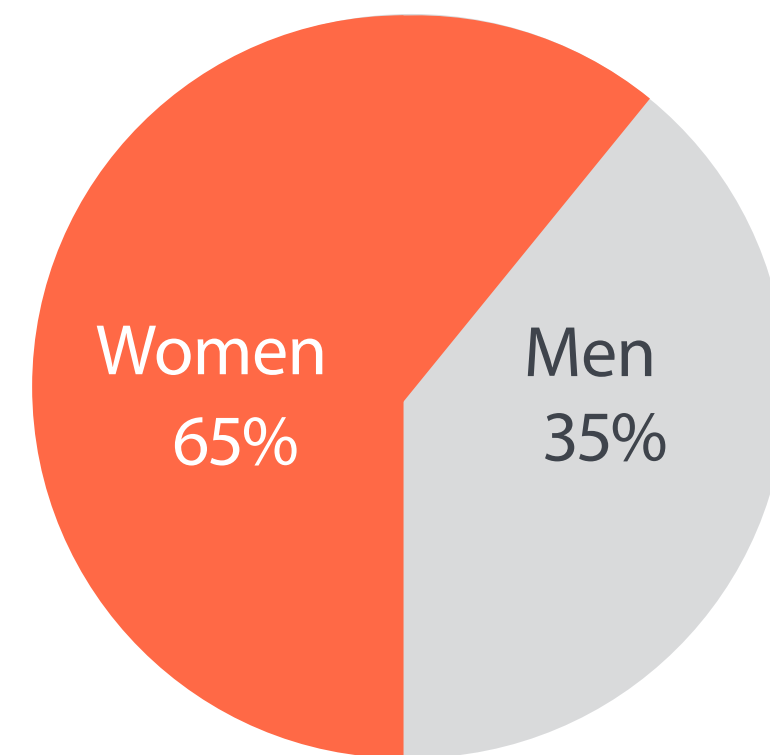
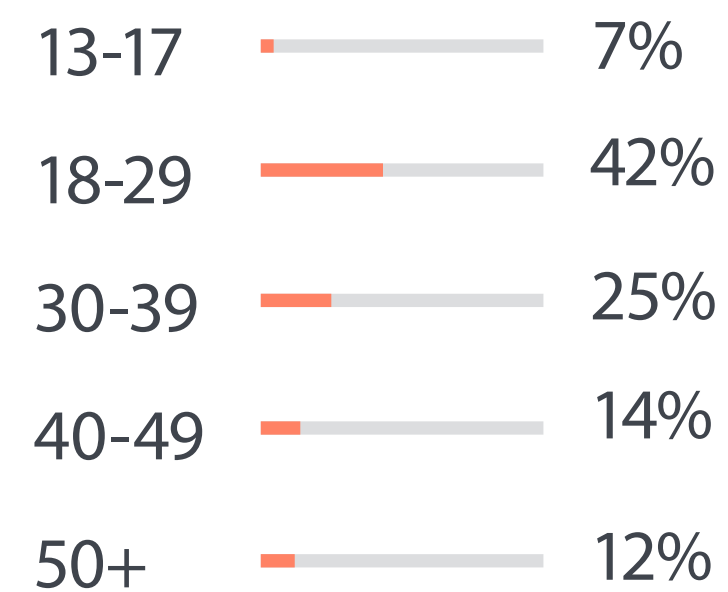
04 BUSINESS MODEL

—
**GET DOWN TO
DETAILS & START
ENVISIONING**

CUSTOMER SEGMENT

FASHION-FORWARD INDIVIDUALS WITH MULTI-PAIR PREFERENCES

- Age 18-39
- Unisex
- Urban population
- Fashion lovers



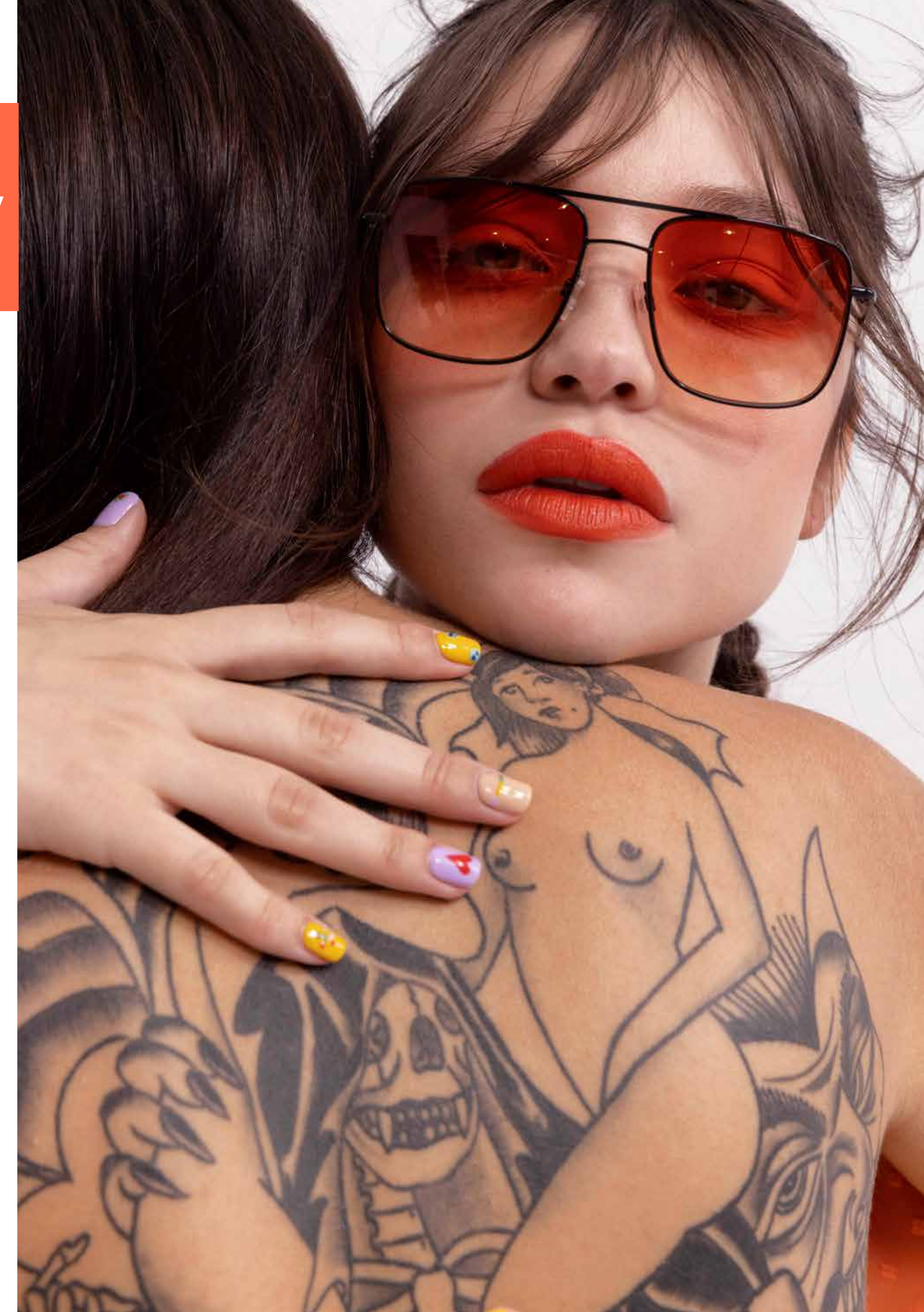
Unique shopping experience for any face shape

VALUE PROPOSITION

VFM SWEET SPOT THAT LEADS TO A 91% CUSTOMER SATISFACTION RATE

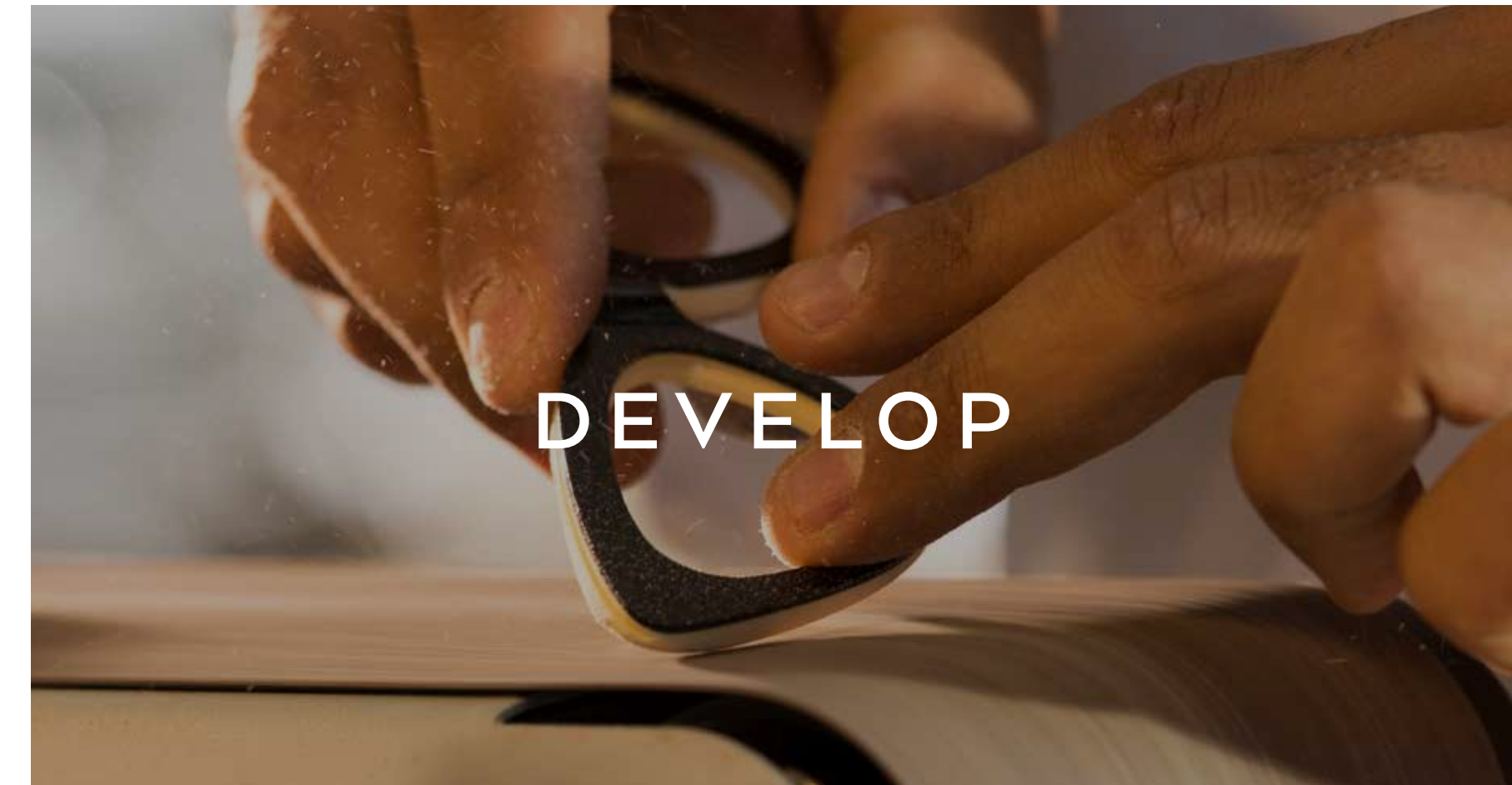
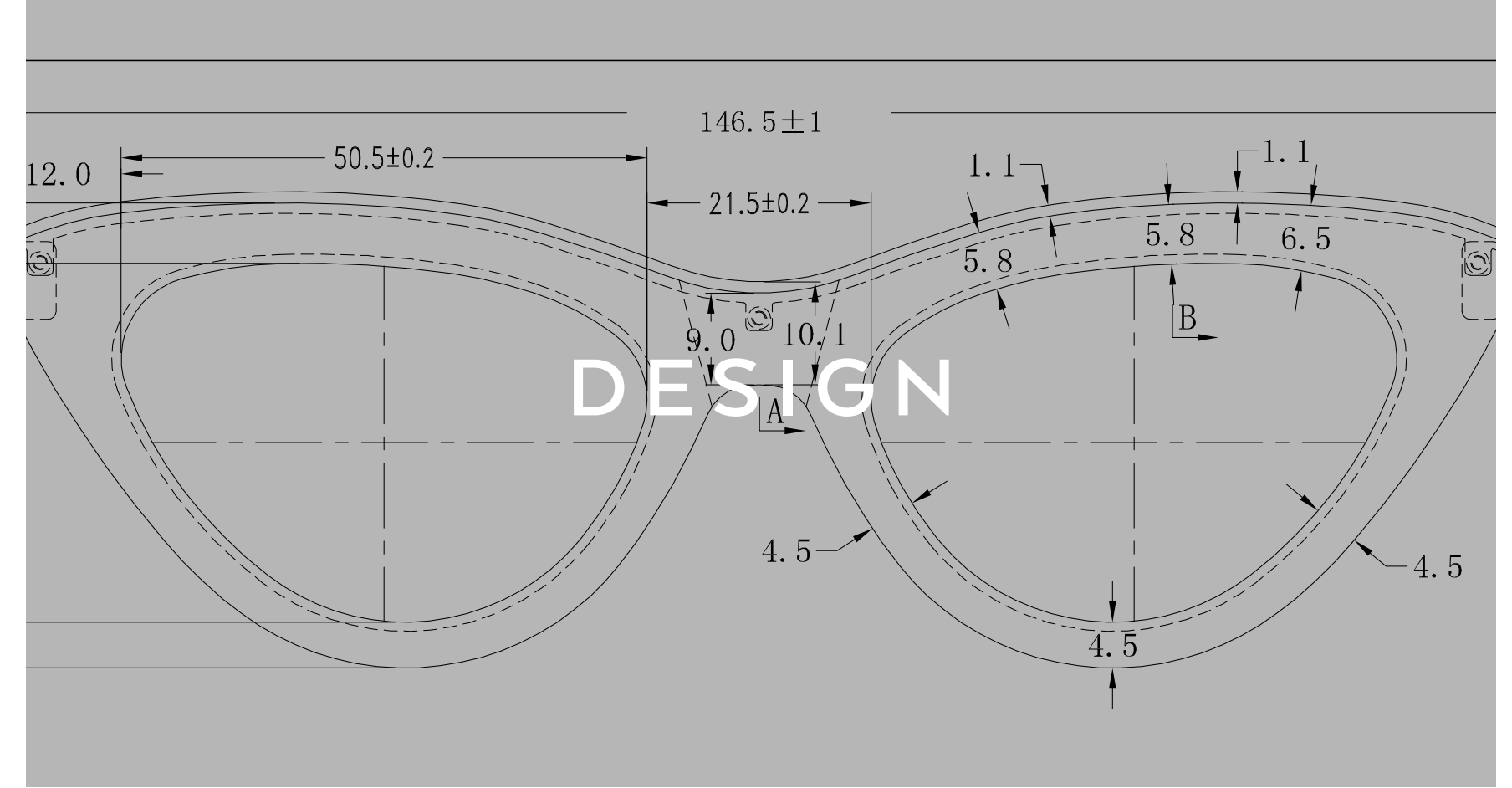
TOP FASHION HIGH QUALITY AFFORDABLE PRICES

	LOW STANDARD	CAROLINA LEMKE BERLIN	HIGH STANDARD
PRICES	15-25€	100-130€	170-350€
QUALITY	LOW	HIGH	HIGH
FASHION	LOW/HIGH	HIGH	HIGH



SUPPLY CHAIN OWNERSHIP

FULL CONTROL OF THE ENTIRE SUPPLY CHAIN,
ENSURING EXCLUSIVITY AND HIGH QUALITY CONTROL





THANK
YOU

#NEVERSTOPCHANGING

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