



## NEW BLUEBAY CAMPAIGN

### COLOUR-CRAZY IMAGES FOR DREAMERS ONLY

February 2010 – The new Blue Bay advertising campaign conjures up a world full of colour. With eye-catching shades and iconic new textures, the new images ensure all eyes will be on the windows of the most prestigious opticians.

In the brand's new campaign, eyewear is the focus of the images which are positively bursting with colour, not to mention striking patterns. The **vibrant backgrounds** are decorated with graffiti in sunny shades of orange, red and yellow and also feature the iconic new motifs of the collection. Graphic lines characterize the men's proposals and oriental-inspired decoration adorn the women's models and colourful stripes animate unisex models.

In the new images, BLUE BAY eyewear is worn by young guys and girls with a clean, contemporary, simple look, just like the collection's sunglasses and optical frames.

In addition to the "Blue Bay" logo, the images are also accompanied by the slogan "**For dreamers only**", underlining the collection's target audience of teenagers with an upbeat, young and vivacious look. For a world of dreamers, BLUE BAY eyewear brings out the nuances of everyday life.

The BLUE BAY collection presents enticing new optical frames for the coming season. Featuring vibrant contours and original iconographic elements, the new eyewear models for teenagers are guaranteed to please with their fresh and irresistible style!

The BLUE BAY collection of optical frames and sunglasses is manufactured and distributed by the Safilo Group.

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