



Italian Eyewear

Index



1. NAU! in pills
2. Products
3. Stores
4. International franchising
5. Sum Up

NAU! in pills_who we are



NAU! is the first and only Italian eyewear brand with its own **monobrand stores network in Italy and abroad.**

One of our milestones is to offer eyewear as a **fashion accessory** instead of a medical device. In this way, NAU! shops are fashion stores and not traditional optical stores.

NAU! Formula, with its shops and products, is conceived to **give people joyful and pleasant shopping experience**, not just to satisfy a vision need.

NAU! simply **applied to the eyewear market the most successful fast-fashion principles** over the last decades. No other eyewear brand in the world did it before.

We have **no competitors** in the market, as no one does what we do.

NAU! in pills_colour, design, quality



Our collections are stylish, cool, trendy, colorful and exclusive. They are the expression of the pure **Italian design, craftsmanship and quality**.

New collections every 2 weeks, always in Limited Edition encouraging **impulse buying and increasing store visits and purchases frequency**.

Thanks to its revolutionary formula and the efficiency of the whole supply chain, NAU! offers a qualitative and fashionable product at **smart prices ;)**

NAU! in pills_sustainability



We love the **environment**, we protect and respect it, eliminating any excess and recycling everything that can be recycled.

In 2007 we created the **first recycled plastic eyewear collection, that became one of our best-selling collections, renewed every 3 months both in optical frames and sunglasses.**

We always work by reducing our impact on the environment. This means **no frills at all**: from the whole supply chain to our shopping bags, made of recycled plastic.

Since 2011 we are first eyewear brand who achieved the eco-certification (Cert. UNI EN ISO 14001).

NAU! in pills_technology



We apply **the latest technologies** to manage our whole supply chain: from production to stores. This enables us to increase efficiency and provide our Clients with the best possible service always at a smart price.

Our investment driver is what really matters to our Customers: style, quality, comfort and service.

Our Clients pay only what they want and what they buy: no frills (i.e. useless packaging, cases, etc.).

NAU! in pills_brand map



NAU! in pills_retail map



NAU! vs Traditional Optical Retail

- Fashion approach
- Satisfaction of a shopping desire
- Multiple and frequent purchases = high volumes
- Mono-brand
- Collections always new and in limited edition
- High stock rotation/Low stock value
- High value for money
- Just-in-time orders based on actual sales
- Technology to simplify operations and focus on sales
- No competition

- Medical approach
- Satisfaction of a need
- Single and rare purchases = low volumes
- Multi-brand
- Basic/continuative collections
- Low stock rotation/High stock value
- Low value for money
- Seasonal orders to be placed in advance
- Technical store operations
- Saturated market

NAU! in pills_Awards and Certifications



- 2015 - CNCC retail Award
- 2015 - Planet Sierra retail Award
- 2014 - Az Franchising retail format Award
- 2012 - AdvertisingEyeAward
- 2011 - Planet Sierra retail Award
- 2010 - Mediastars commercial movies Award
- 2010 - Az Franchising retail format Award



UNI EN ISO 9001
Quality certification



UNI EN ISO 14001
Environmental certification



RECYCLED PLASTIC



**CERTIFICATION OF
FINANCIAL STATEMENTS**
Price Waterhouse Coopers



FDA CERTIFICATION

Products



NAU! products are a unique combination of Italian design, high quality and comfort.

In perfect consistency with **the fast fashion** model, NAU! offers:

- eyewear for **Women, Men and Kids**
- **new collections every 15 days**
- all styles in **Limited Edition**
- **price** range from 19 € to 99 € (Retail Italy)

Products_quality



As a founding value, quality is our driver across the entire supply chain:

- strict selection of **raw materials**
- extensive use of **latest production technologies**
- severe **quality controls** throughout all production process
- skillful hands of the **best craftsmanship**

Products_ophthalmic lenses



In a very easy way, in our shops we are able to:

- offer **custom-made lenses** for each single Client
- suggest the **best functional and aesthetic solution always** at a **smart price**
- **integrate systems** with our lens supplier - worldwide leader - so that our shops don't have to deal with the technical process of the ophthalmic lenses. We just manage the fashion side of the business

In our business model ophthalmic lenses mean:

- **big portion of store turnover and margins**
- **no stock at all:** ophthalmic lenses are ordered to the supplier only after final Customer has purchased
- **cash flow:** ophthalmic lenses are paid only after final Clients payment

Products_sunglasses



Perfect expression of Italian style and creativity, our sunglass collections are:

- inspired by the latest international fashion trends
- in compliance with the most strict international requirements and CE certifications and with complete UV rays lens protections
- most of them can carry corrective sun lenses

Products_contact lenses and accessories



- NAU! contact lenses, thanks to an **innovative patent**, can grant an extraordinary quality and usage comfort. Moreover, thanks to the reduction of useless packing, they are sold at a very competitive price.
- We offer a **big variety of colorful and stylish cases**. Clients are happy to chose the one they like the most, sometimes also as a present, at a symbolic price of 5-7 €.
- Others accessories – chains, contact lens cases, detergent wipes – represent a great opportunity of **cross-selling**.

Stores



NAU! shops are designed to create an **enjoyable and unique shopping experience.**

The shop lay-out exalts **the colour, the variety and the huge assortment of NAU! collections.**

Furniture materials are refined and natural, wood is dominant with discrete texture and great details care.

Tones and shades of furniture and walls are warm and neutral, in order to exalt product offer.

Stores_store formats



1. **Full format (80-120 sqm ideal size)**, including all products and services.
2. **Easy format (30-50 sqm ideal size)**, dedicated to airports, railway stations and touristic locations where we focus on «ready-to-wear» products. Mainly sunglasses, but also reading glasses, contact lenses and accessories.

Ideal locations for both formats are **shopping high streets and well rated malls/airports/railway stations** (always in the fashion areas, never in the service ones where traditional optical stores are usually located).

Stores_stores growth



The **impressive expansion** of our network in Italy, with both direct and franchising stores, is the proof of NAU! success.

Its innovative formula grants high **sales per sqm and margins among the highest in the actual retail scenario.**

NAU! is becoming more and more an **international** brand with a growing presence in Europe, Middle East, Latin America, India...and more to come!

In 2018 NAU will open about **45 new stores** between Italy and foreign markets.

International franchising



The ideal NAU! partner is:

- an **established retailer** with a track record in developing International brands in the territory
- ideally **having a fashion background**, not necessarily an optical one. We have stories of success with both specialized optical retailers and fashion retailers. The few technicalities of the sector can be easily overcome with the training given by NAU!
- **financially strong** enough to sustain the investments in the agreed business plan

International franchising_master franchising formula



NAU! international franchising development is mainly focused on the scouting of the best possible local partner in each territory as **master franchisee**.

NAU! master franchising agreement includes:

- territorial **exclusivity** based on a shared business plan
- right to **sub-franchise**
- **5 years terms and automatic renewal**

Master franchising_development support



NAU! provides a full support and shares its know-how with its international partners, even before the first store is opened:

- **locations** search, selection and feasibility studies
- **market analysis**, competition study and price positioning
- **recruiting** and **training** of personnel
- **marketing** plans

Master franchising_recruiting and training



We help our partners in searching talented people and train them. In fact, **training** is a key factors of the our success - **each year we invest 5% of our turnover in training.**

A dedicated and specifically equipped area in our Italian HQ is dedicated to the TRAINING CENTRE, where almost every day training sessions at all levels are held by exclusive NAU! teachers and trainers.

NAU! **training sessions can be customized** to specific needs. They cover both commercial and technical areas and they are released both in classroom and on field.

Results confirm that, **after training in NAU!, every good sales assistant can easily become a top professional in selling optical and sunglasses.**

Master franchising_orders and replenishments



The initial **product selection is made by NAU!** for each store according to the most popular international trends and to the forecasted product need of the specific location.

No sales campaigns, no travelling costs, no orders to be placed months in advance.

New collections quantities and automatic replenishments are based on each store actual sell-out, keeping always the stock in line with the real product needs.

For this reasons NAU! can grant:

- **low inventory costs**
- **high stock rotation**

Sum Up_a real opportunity

Thanks to its innovative formula, NAU! has become in just a few years a successful retail case-history in Italy.



NAU! formula is able, with limited investments, to produce turnover and profitability at the highest levels of the actual retail scenario in short time.

In Italy many forward-thinking entrepreneurs have already invested in this formula and they are now getting the benefits of being a NAU! franchisee. Most of them opened more than just one store, as proof of the project's profitability.

Potentially any market is a probable success for NAU! because of simultaneous high demand for fresh, fashionable eyewear at smart prices and the lack of competition in NAU! eyewear market segment.

Would you be the one to take this opportunity for your market?