

bebe

BRAND DNA

A woman with short, wavy blonde hair is the central figure. She is wearing dark, wrap-around sunglasses and a dark blue denim top with a square neckline and a small bow at the center. She is also wearing multiple gold-colored necklaces, including a thick chain and a thinner one with a small pendant. The background features a dark brick wall on the right and white, open shelving on the left. The lighting is warm and directional, coming from the left, casting soft shadows on her face and the wall.

BRAND



BRAND

bebe is the go-to destination
for chic contemporary fashion.
The brand evokes a mindset—
an attitude, not an age.

It's a true original, always defining
fashion's next stride forward.



HISTORY

In 1976 founder Manny Mashouf opened the first bebe boutique in San Francisco.

bebe is a simple, meaningful name inspired by Shakespeare's "to be or not to be."

The name is the message behind the products- to be true to one's own sense of self and style.



LIFESTYLE

bebe creates unique, empowering products that promote self expression.

- apparel • cosmetics • denim • eyewear
- footwear • fragrance • handbags • home • intimates • swimwear • watches

The brand is available at top retailers and ecommerce sites in over 15+ countries.

- macys • Nordstrom • Kohl's • Saks Off 5th • Rack • Ross • Burlington • Bloomingdales Outlet • TJ Maxx • Amazon



bebe babes

Garnering millions of followers, bebe collabs with rising stars, authentic fashionistas and real customers.

LANDSCAPE





CONSUMER

Her:

bebe is every woman.
85% of wearers are ages 25+.
Diverse in age and ethnicity.
Youthful in spirit and attitude.
Self assured and hardworking.

Her Values:

Fashion with quality and value.
Favors trends that withstand time.
Willing to make a statement.
Chooses bebe confidently.

AD STYLES



BB7277
Jet



BB5255
Crystal



BB5260
Jet



BB5255
Jet



BB7278
Gold



EYEWEAR



POWERFUL

ORIGINAL, no other eyewear brand looks like bebe.

POWERFUL, considered a top-selling brand in almost every practice.

INCLUSIVE, appeals to females of every age, ethnicity and attitude- and sales prove it.

PROVEN, has remained a top 5 preferred women's brand for the last decade with millions of frames sold.

BUILT TO LAST, a smart board space investment, styles remain relevant years later.



VALUE

bebe delivers luxury-like style and high fashion trends for less, making the brand both attractive and attainable.

bebe demands high perceived value that you can see—luxury materials like custom made décor, high-definition prints, real fabrics, layered colorations and sparkling crystal stones—at incredibly attainable prices.



STONES

Bling is iconic to bebe – from rhinestone logo t-shirts to shimmering sunglasses.

bebe has applied over 19 million crystal stones on frames to date.

Designing with premium crystal stones allows bebe to offer a luxury-level element at accessible prices.

BUILT TO LAST

Top seller	Style	Launch Year	Pattern	Ages 0-17	18-34	35-44	45-54	55+
	BB5075	2014	Triple Laminated	7%	18%	18%	30%	27%
	BB5145	2018	Floral Print	5%	10%	18%	30%	36%
	BB5210	2022	Animal Print	10%	17%	19%	24%	30%
	BB5231	2023	Animal Print & Gemstones	5%	16%	16%	25%	38%

A photograph of two women with blonde and curly hair, both wearing sequined dresses, smiling and leaning against each other in a bar setting. The woman on the left is wearing a dark dress with multi-colored sequins, and the woman on the right is wearing a gold dress with gold and silver sequins. In the background, a bar counter with bottles and a sign with the number '1' is visible.

STATS

#3 most productive
brand in portfolio

#5 preferred
women's brand

#7 preferred brand
overall

Top **15** preferred
brand in all age
categories 11-65+

COLLECTIONS





DREAMER

Playful and romantic, she is a dreamer with a vibrant, feminine style embracing:

- Ethereal prints
- Custom floral motifs
- Layered triple laminated colors

DREAMER STYLES



BB5187/55/TOPAZ TEAL

Double laminated front with metal temples etched with lacy-metallic prints.



BB5183/51/NAVY

East-west shape in custom triple laminate featuring floral prints featuring roses and bebe logoing.



BB5235/53/55/BLACK ROSE FLORAL

Custom marble-like florals with shimmer gradients and sleek metal temples.



BB5145/53/BLUE FLORAL

Double laminated custom blue floral print over crystal



BB5214/52/CRYSTAL

Clear fronts with custom temples featuring glitter, rose and logo patterns.



BB5186/52/SAPPHIRE TORTOISE

Double laminated crystal over glitter tortoise, metal accents on temples.



ROCKER

Edgy and confident, she rocks a bold adventurous style that includes:

- Exotic animal prints
- Genuine leather
- Metal accents

ROCKER STYLES



BB5126/53/JET

Double laminated animal print over crystal fronts, translucent temples with pyramid studs.



BB5210/53/LEOPARD ANIMAL

Double laminated leopard print over black.



BB5242/52/TOPAZ GLITTER

Custom shimmer acetate fronts with outlined glitter animal print tapered temples.



BB5237/54/BLUSH ANIMAL

Custom pearlescent animal print acetate



BB5075/52/JET

Triple laminated black over milky crystal colors, pyramid studs on temples.



BB5249/52/CRYSTAL

Custom crystal acetate with frosted zebra fronts embellished with crystal stones and ribbon-like zebra print temples.



GLAMOUR

Daring and glamorous, she loves attention and expresses her elegance with:

- Glitter & shimmer acetates
- Custom jewelry-like décor
- Premium crystal stones
- Delicate lace & crystal fabrics

GLAMOUR STYLES



BB5240/53/JET

Two-tone satin metal fronts with crystal acetate temples embellished with mosaic-like gemstone crystals.



BB5246/52/CRYSTAL

Crystal handmade acetate with custom animal print temples and gemstone décor.



BB5229/52/JET

Handmade acetate with jewelry-like embellishments featuring clustered marquee shaped stones and metal décor.



BB5231/53/56/TOPAZ ANIMAL

Animal print-like fronts with two-tone metal temples featuring scattered crystal stones.



BB5245/53/TOPAZ

Sandy-topaz acetate with chain-link design embellished with enamel and crystal stones.



BB5228/52/PLUM GREY

Crystal handmade acetate boasts temples with delicate stone décor.

BEBE ADVANTAGE



STYLE: Valentino V2663
MATERIAL: Acetate
AVG. MSRP: \$375



STYLE: Dolce & Gabbana DG3334
MATERIAL: Acetate
AVG. MSRP: \$375



STYLE: Bvlgari 4143B
MATERIAL: Acetate, Stones
AVG. MSRP: \$450



BEBE STYLE: BB5213 JET LACE
MATERIAL: Custom triple
laminated lace handmade acetate
AVG. MSRP: \$185



BEBE STYLE: BB5210 LEOPARD ANIMAL
MATERIAL: Custom double laminated
animal print in handmade acetate
AVG. MSRP: \$200



BEBE STYLE: BB5229 JET
MATERIAL: Custom acetate with jewelry-
like embellishments featuring clustered
marquee shaped stones and metal décor.
AVG. MSRP: \$225

MERCHANDISING



Double-sided Counter Card
5" x 7" #BBSS26OPTCC
BB5260 JET & BB5255.CRYSTAL



Double-sided Counter Card
5" x 7" #BBFW25SUNCC
BB7277 JET & BB7278 GOLD



Catalog
8.5" x 11" #BBSS26CA



24-Piece Display
14.5" x 59" x 14.5"
#POPBB20BASE01
#POPBB2024PC01

**Minimum 18
optical and 6
sun required to
qualify for 24pc
display*



Logo Block Leopard
6.5" x 2.5" x 2.5"
#POPBB20LOGO01



Floral Mirror
10" x 11.5" x 4.5"
#POPBB19MIRR01



5-Piece Stacked Display
7" x 16" x 9"
#POPBB19G12



KEY TAKEAWAYS

1. **GENUINE**, inspired by Shakespeare's "to be or not to be" the bebe name is the message behind the products: to be true to one's own sense of self and style.
2. **ORIGINAL**, no other eyewear brand looks like bebe.
3. **POWERFUL**, considered a top-selling brand in almost every practice.
4. **AGELESS**, appeals to females of every age, ethnicity and attitude - and sales prove it.
5. **SALEABLE**, has been a top 5 women's brand in-network for the last decade with millions of frames sold.
6. **INCLUSIVE**, the Dreamer, Rocker and Glamour design categories offer something for every personality and price preference.
7. **DIFFERENTIATES**, demands high perceived value that you can see- like custom made décor, high-definition prints, real fabrics and authentic premium crystals.

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