

**Originality.
Creativity.
Character.
Committed to Sustainability.**

A fusion of modern styling and bold American attitude, JOE represents a fashion-forward man with taste and individuality.

JOE strives to align with the socially conscious belief of Just One Earth, and is focused on the use of renewable resources that are environmentally responsible, naturally derived, and good for the Earth.

Cutting-edge innovation inspired by iconic menswear concepts, along with the perfect mix of design, quality and value, JOE is the next generation of American style.

Features and Benefits

Trendy.

Youthful styling infused with modern details.

Quality.

Materials including HDCA and ultra-thin stainless steel.

Committed to Sustainability.

Offering frames which are made from sustainable materials. Good for the Earth.

Sporty.

Rubber finishes and metal accents.

Masculine.

Matte finishes with innovative textures and designs.

Brand Values.

Style-Smart, Confident, Environmentally Conscious, Modern, Individual.

Target Consumer

Primary: Men 25-34 years.

Secondary: Men 18-34 years.

