

bebe

**bebe IS THE GO-TO
DESTINATION FOR REAL
WOMEN SEEKING CHIC,
ACCESSIBLE FASHION.**

PRODUCT WITH PERSONALITY

Subtle or stand-out, bebe creates strikingly stylish eyewear for women who are keen to emphasize their individual personality. The collection demands high-perceived value with dynamic design and luxury level materials at accessible prices.

bebe embraces all attitudes and personalities and interprets them into three, iconic collections:

Dreamer embraces delicate designs, endearing prints, and ethereal color.

Rocker takes center stage with animal prints and edgy metal details.

Glamour demands attention with layers of lace and premium crystal stones.

TARGET CONSUMER

Appealing to females ages 11-65+, to bebe or not to bebe is not a question of age but a question of lifestyle.

Average age: 39

BRAND VALUES

Modern, Sophisticated,
Confident, Playful,
Original, Fashion-Forward.

