

# bebe

**OVER THE PAST FOUR DECADES, bebe HAS ESTABLISHED ITSELF AS THE GO-TO DESTINATION FOR REAL WOMEN AROUND THE WORLD WHO ARE SEEKING CONTEMPORARY, CHIC FASHION.**

Designed for the confident and style-conscious woman, bebe embraces a hip, “fast-fashion” formula that loyal consumers trust to deliver the hottest and newest fashions at great prices. bebe’s signature look of chic, sophisticated and body-conscious fashion is the ultimate expression of a woman’s own style.

## **Philosophy**

bebe eyewear defines fashion-forward style with exotic animal prints, luxurious fabrics, Swarovski® crystals and dramatic silhouettes.

## **Features**

The eyewear and sunwear collections are interpreted into four iconic bebe categories:

**Dreamer** is adorned with hearts, flowers and ethereal colors

**Glamour** demands attention with stones, sparkle and lace

**Rocker** takes center stage with animal prints, studs and chains



## **TARGET CONSUMER**

Primary: Females 18-24 years

Secondary: Females 25-64 years

Average age: 39

Feminine and confident

Middle-income, spend-conscious

She is diverse, and stands out from the crowd

She appreciates timeless glamour at affordable prices

## **BRAND VALUES**

Sexy, Feminine, Modern, Playful, Fashion-Forward, Confident