

**PALA**



# Final Presentation Group 4

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# What makes this company so unique?

- Idea of sustainability: both workforce and environmental impact
- Impact in production and people:
- Different material in frames -> more disposable for the environment
- Most parts from recycled materials
- Possibility to recycle your old sunglasses
- Sunglasses cases from recycled plastic (no material-seeking for the locals)
- Traditional weaving
- Basic-level income -> out of poverty -> improves the standard of living
- Participating BLM, common health during lockdown...
- Local artisans get an access to international markets

In-store advertising (A5 posters)

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Sunglasses with purpose. Sunglasses for adventure.



Better for you, better for the planet  
than your last pair.



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# Ideas for every season



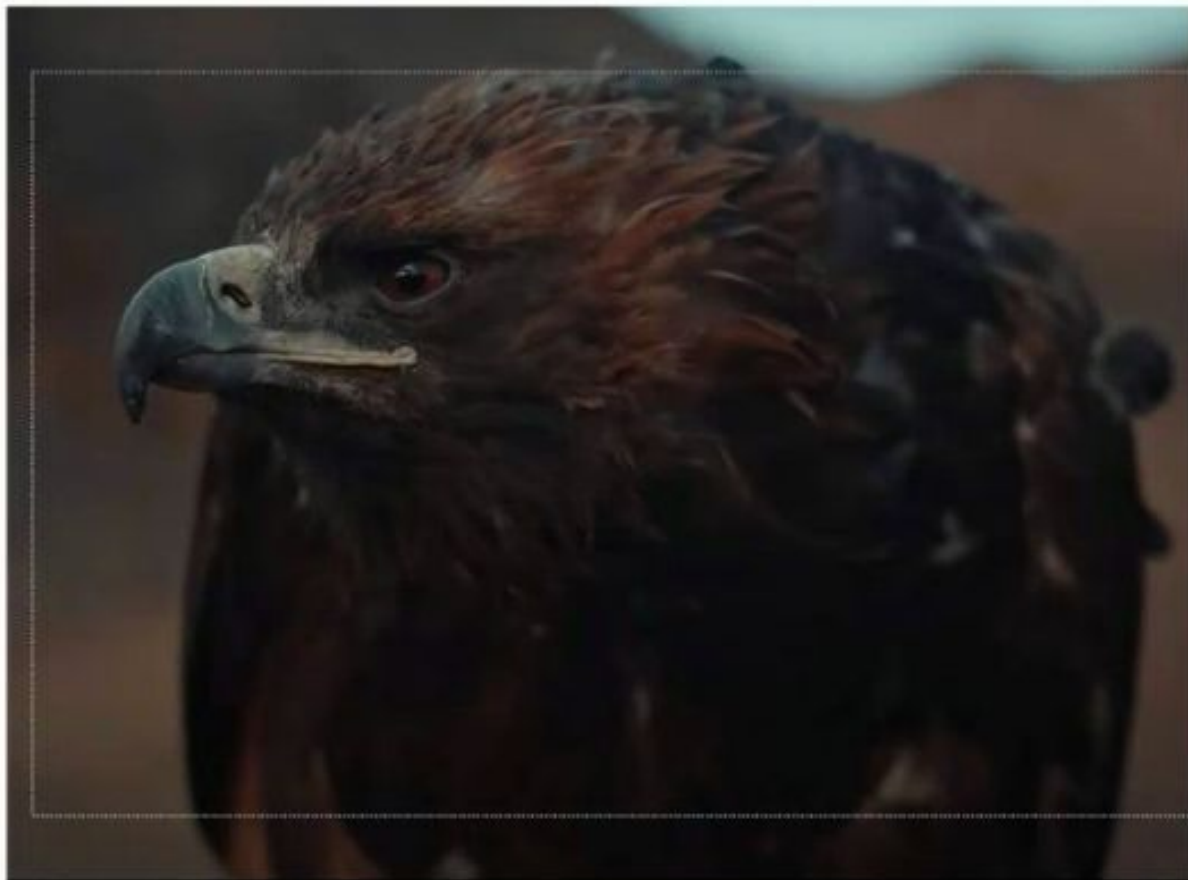
one with the nature towards  
more sustainable future







# Instagram post



palaeyewear • [Segui](#)

Brighton



**palaeyewear** "Birds are the most accomplished aeronauts the world has ever seen. They fly high and low, at great speed, and very slowly. And always with extraordinary precision and control."

- Sir David Attenborough

Our biggest inspiration comes from the gifts of nature, thus we want to preserve what inspires us. Being a



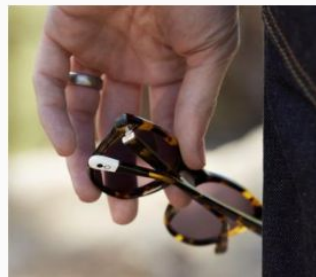
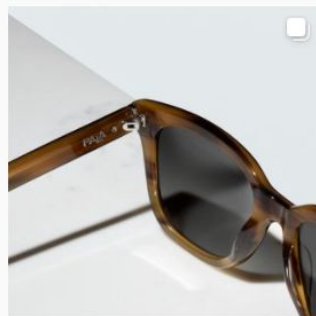
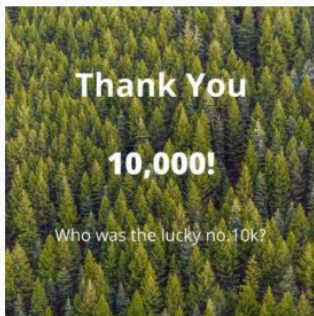
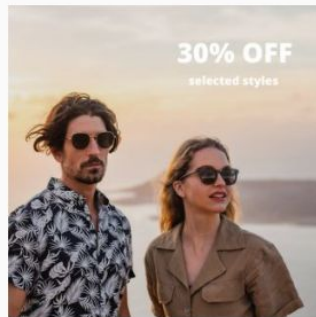
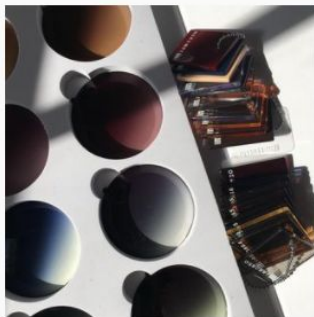
Metti "Mi piace" prima di tutti.

44 SECONDI FA



Aggiungi un commento...

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**Review**