

# Dolabany Eyewear

2618 NW 112 Ave.; Miami, FL 33172  
Toll Free Phone: 800.688.7661  
Toll Free Fax: 800.213.6476  
www.DolabanyEyewear.com



## Be Truly Independent with the Private Label Program

*Dolabany Eyewear has been specializing and developing private label programs for more than 12 years in addition to designing, manufacturing, and distributing Dolabany, Plume Paris, and Mario Galbatti Collections for more than 25 years.*

Our experience and dedication to design and manufacturing both our proprietary brands and private label collections has helped us to build and maintain our stellar reputation in the industry. What makes the Dolabany Eyewear private label program so unique and innovative is that we design, build, and deliver a complete eyewear collection from start to finish. From style selection, manufacturing, importing, and delivery. This means you receive the frame styles you selected and custom point-of-purchase material to merchandise and support the collection at retail. Furthermore, the choices of styles are taken from proven sellers that are already market tested. Please, **keep in mind that wholesale prices may be improved depending on your specific needs.**

Dolabany Eyewear is always designing on trend and fashion forward styles that utilize the latest technology and materials so there are always new styles ready and available to keep your private label program growing and competitive. The Private Label program is designed to alleviate any and all of the concerns that may arise in every phase of the process. Dolabany Eyewear and its staff are fully dedicated to every aspect of the outlined program below to help you stay ahead of the competition, realize the full profit potential, and benefits of having your own brand.

### Program Outline

1. Style Selection
  - See Detailed Pro Forma Invoice
2. Private Label Brand Name Selection
  - Brand logo design, font, style, and color
3. Private Label Style Name Selection
  - Library of available style names
4. Point-of-Purchase for Each Location
  - Private label branded Posters
    - Your brand creatively designed and printed on 2x3 ft hanging posters
  - Private label branded Lucite name-plates for each location

\*\*The above outline can be updated and revised.

In conclusion, this experience and attention to detail makes Dolabany Eyewear exceptionally qualified to help you build your own eyewear collection. This comprehensive program is especially designed for the independent eye care professional to be able to offer their very own unique brand and styles. Dolabany Eyewear will guide you through the design and selection process to create your very own brand and collections that is 100% exclusively yours. So, it won't be found online, or in other stores. Take control, Be truly independent, Set yourself apart from the competition, and most importantly, Protect your profits.

For more information, contact a Sales Representative regarding the program by emailing [info@dolabanyeyewear.com](mailto:info@dolabanyeyewear.com).