

# Ferry firm dazzled by Swiss Eyewear Group sunglasses display



Swiss Eyewear Group's sunglasses display on Condor Ferries integrates its proprietary movie display that demonstrates the benefits of polarization

Swiss Eyewear Group has partnered with design and production specialist Bluedog to create a display for Condor Ferries that showcases both the style and the benefits of its INVU and Seksy sunglasses brands.

Swiss Eyewear Group Director of Travel Retail, Rebecca Harwood Lincoln said that the company's INVU branded ultra polarized sunglasses had been selling very well onboard Condor Ferries since 2017 and Swiss Eyewear Group was invited to increase the brand offer with its new collection of Seksy sunglasses.

"We needed a display to not only showcase our sunglasses but to also integrate our proprietary movie display that demonstrates the amazing benefits of polarization in an eye-catching way," she said. "We are absolutely delighted with the units that Bluedog designed and manufactured. The displays are onboard three ferries and have proved very successful."

Added Bluedog CEO and founder Nick King: "We loved the challenge with the sunglass display and are delighted to see that the displays outperform all sell-through expectations in the retail environment on Condor Ferries."

Commenting on the effectiveness of the display, Condor Ferries Buyer Nicola Emblin said: "The stands that Swiss Eyewear Group and Bluedog created for us are really effective onboard, as they are small

yet give us excellent merchandising opportunities. The customers love the innovation of the movie display polarization testers that have been integrated into them, too.”

INVU sunglasses are engineered in Switzerland, equipped with the ultra polarized lens technology from Swiss Eyewear Group, and retail at €50-70 (US\$58-80).