SUNGLASSES POS

BRIEF

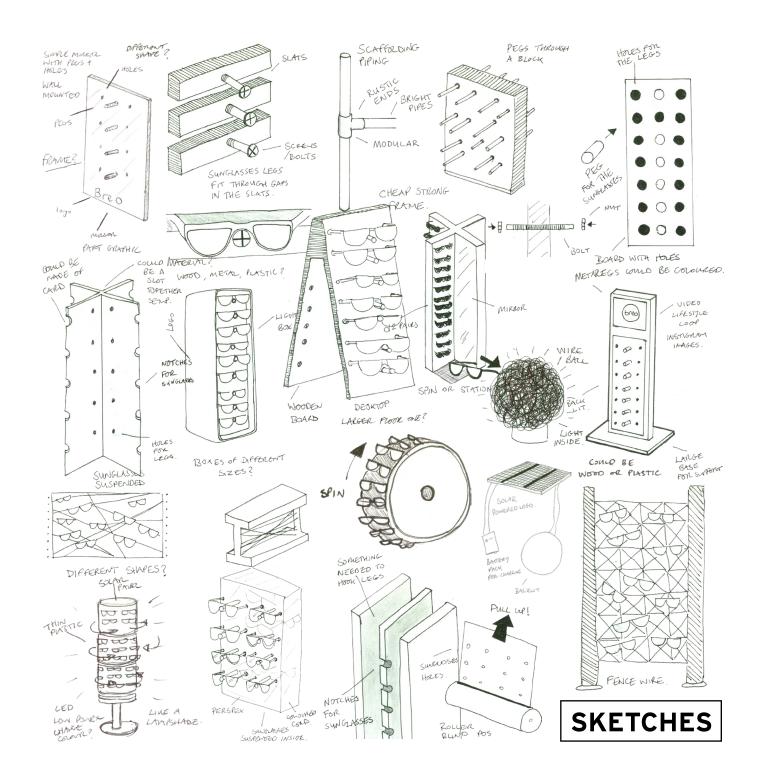
Tyko is looking into the possibility of relaunching Breo Sunglasses into the UK domestic market. The aim of this project is to generate ideas for a new sunglasses point of sale unit that is bold in its design, fits with the Breo brand and is cheap to produce without looking tacky.

The unit must:

- Hold a large range of sunglasses. (Exact number to be discussed).
- Be bold in its design and in keeping with the Breo brand.
- Be eye catching and stand out within a shop.
- Have dimentions that conform to the retailers r requirements. (To be determined).
- \bullet Be manufactured and shipped for no more than £200 per unit.
- · Conform to UK retail saftey guidlines.
- Be easily transported.
- Be easilly packaged (Flat Packed Preffered).
- · Have a lifespan of at least 2 years.
- Be easily disposed of at the end of the units lifecycle.
- Be made from materials that are environmentally friendly.
- · Be easily stocked and products refreshed.
- · Have easily updateable pricing.
- · Be easy to clean and maintain.
- · Securely store stock.
- Have styling that is suitable for a wide range of retail shops and suit the varied Breo Sunglasses range.

UNKNOWNS

WHO IS THIS UNIT FOR? WHERE WILL IT BE LOCATED? ARE THERE ANY SAFTEY GUIDLINES TO BE FOLLOWED? WHAT ARE THE DIMENTIONS? INFORMATION FROM POTENTIOAL CLIENTS IS NEEDED TO CREATE AN APPROPRIATE DESIGN.



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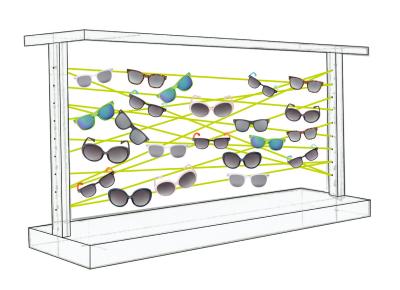








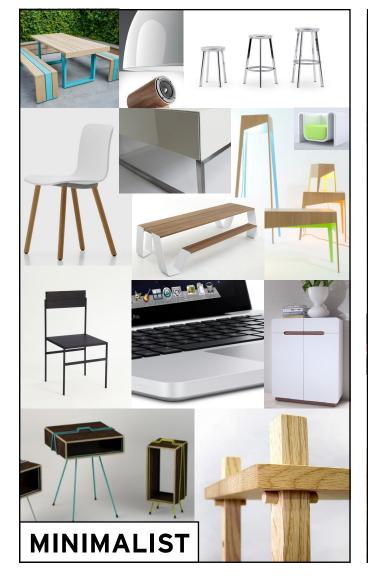




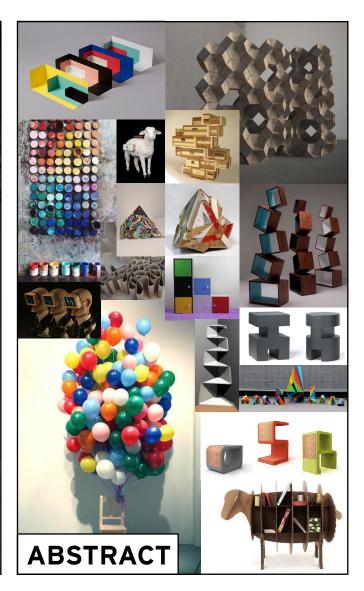
SEVERAL QUICK
RENDERED CONCEPTS
BASED ON INITIAL
SKETCHES. A VISUAL
LANGUAGE WILL NEED
TO BE DISSCUSSED AND
DECIDED UPON WITH
REGARDS TO COLOUR
CHOICE, MATERIALS,
GRAPHICS AND FINISH.

CONCEPTS

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VISUAL LANGUAGE