

## Our Belief

Ideas, ideas and ideas – every design starts with an idea. Before we ponder on a **new design**, we first embrace the life of mankind. After all, what good is a design if it does not speak one's mind?

Product is the creation of a dream + an imagination + an experience! It is design of a lifestyle, a design for life. A good product shows understanding of an individual's need and satisfies that need. An outstanding product does the same and more. It matches an individual's lifestyle, and speaks for his/her personality and philosophy on life. We do not design good products. Only outstanding products.

At Sun Hing Vision, we have a team of **exceptionally talented**



designers who dare to dream the impossible; we cannot be more proud of them. Nevertheless, design does not come from designers alone. It has its root in life. Designers observe, while life inspires. We create products to make people see better, look better and feel better.

In bringing an outstanding design to life, we are contributing to a more beautiful world.

## Our Brands

Our brand portfolio has evolved into something truly diverse and interesting, covering distinguished market segments. While Celine Dion Eyes appeals to customers looking for feminine and romantic styles, Cour Carre and Jill Stuart win the heart of those who embrace urban chic with subtle twists.

The young and outgoing find their voices in **Levi's®** and **New Balance**, while **Hallmark** Design Collection charms consumers with love and warmth. **Public+**, the embodiment of implicit and thoughtfulness, is making impressive progress with its sharp and bold designs.

Application of new technology and material brings new energies. Sun Hing Vision dares to innovate and experiment. Original design patterns on eyewear have gone over the top with an industry pioneer technology – a groundbreaking coloring technique that brings vivid colors and one-of-a-kind patterns to each eyewear.

Instead of bringing in new brands, our focus this year has been on expanding the existing brands. Levi's®, for example, has enjoyed a significant extension in its distribution network.

No two brands are alike. In brand management, we adopt specific ways to make sure that each brand upholds its unique brand essence and personality.



PUBLIC+



CELINE DION  
EYES

JILL STUART



COUR CARRÉ