



*SUNSKI*®

Live Life Outside®





# Our Mission

Make the best sunglasses on earth for outdoor adventure.

Inspire our community to live in balance with nature.

Raise the bar for sustainable sunglasses.







OUR PHILOSOPHY

# Bask



Bask in the sun. This simple act  
anywhere outside instantly connects  
us to the importance of Nature.



OUR PHILOSOPHY

# Respect

Nature is our north star. People and planet are one. All are worthy of respect.





OUR PHILOSOPHY

# Defend

Climate change shouldn't be a political battle, but it is. We stand up for Nature in the fight.





OUR VALUES

There are way too many shortcuts in the sunglasses industry. We don't take **a single one of them.**

# Quality





OUR VALUES

# Community

From our crowdfunding roots to our best-in-class warranty, everything at Sunski begins and ends with our people.





OUR VALUES

Our business is built on the foundation of Nature. We exist to enjoy, prioritize and defend it.

# Environment





OUR VALUES

Experiencing the joy of being outside is universal. It reconnects us to our environment and makes us whole.

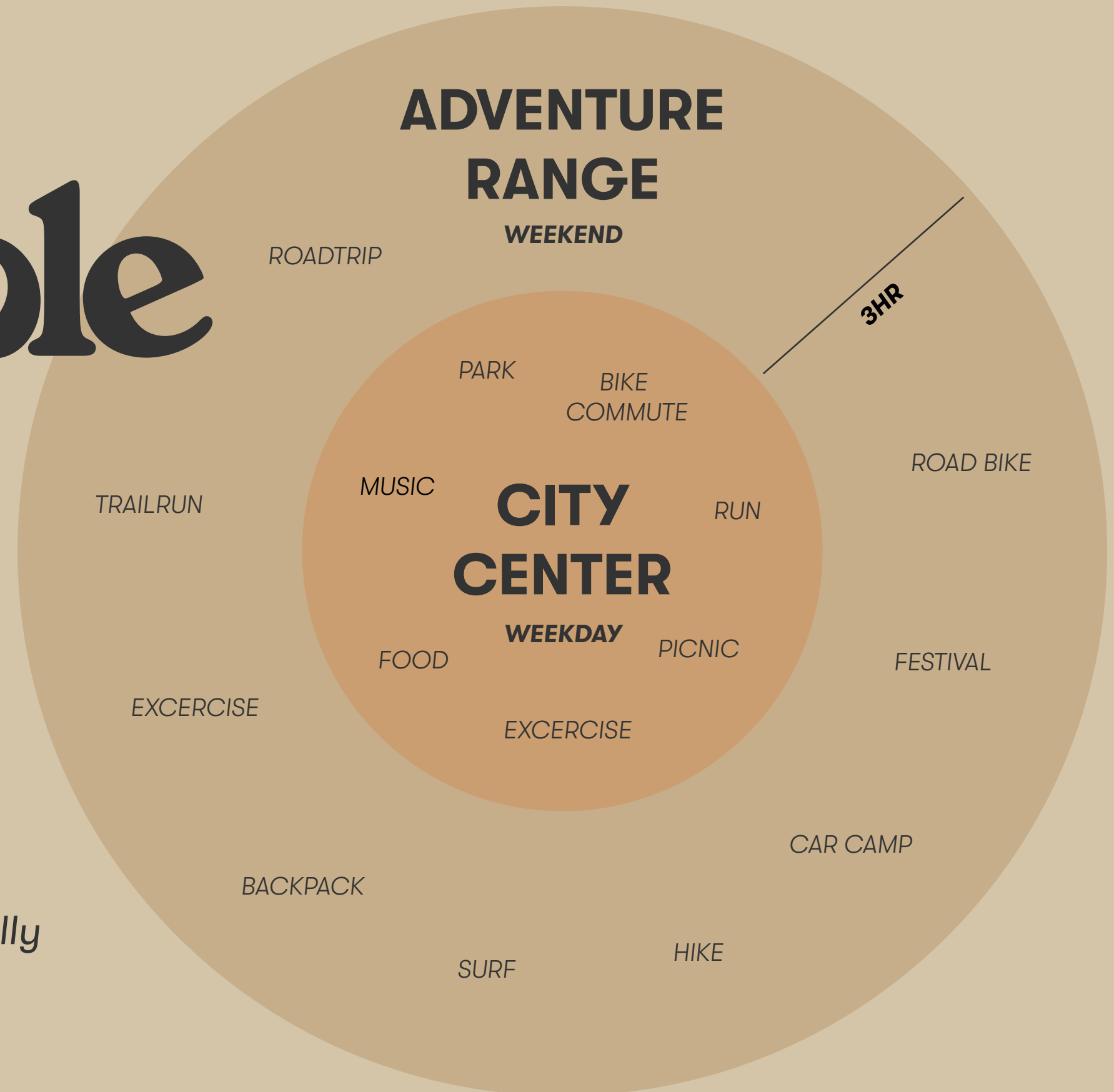
# Enjoyment





# Our People

- 🌓 Favor **experiences** over **possessions**
- 🌓 Favor **brand values** over **brand status**
- 🌓 Favor **enjoyment** over **performance**
- 🌓 Value **style** and **function** equally
- 🌓 Value **urban culture** and **outdoor escapes** equally











# Our Product













## OUR SUSTAINABILITY

# SuperLight

We didn't just find this stuff. **We invented it.** SuperLight is a revolutionary recycled polymer that transforms post-industrial scrap plastic into a material that we use for all of our sunglasses frames. It is now the bedrock of our sustainability efforts and a huge point of pride.







## OUR SUSTAINABILITY

# RPET

The textiles we use in our accessories and carry products are made from durable solution-dyed recycled polyester (RPET). Color is added early in manufacturing by dyeing the thread before weaving, reducing water waste and making it one of the most sustainable textiles in the world.







## OUR SUSTAINABILITY

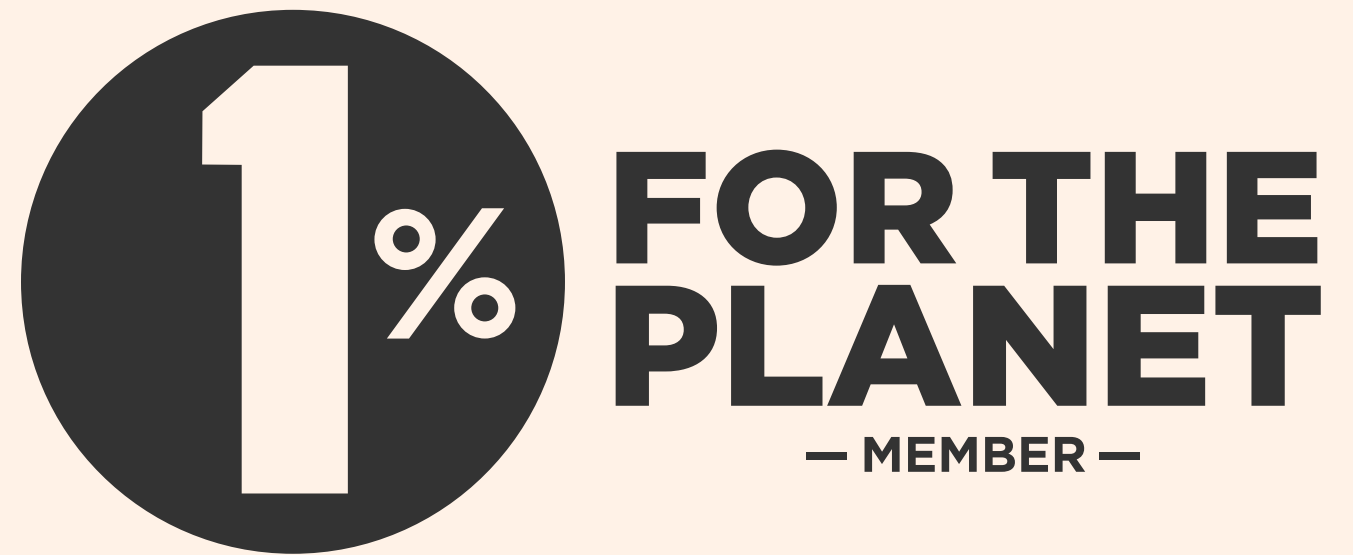
# Cardboard!

Our one-of-a-kind recycled packaging is completely free of single use plastic. Innovative origami folds made from recycled cardboard protect our frames in transit in lieu of the standard plastic polybag still found in most eyewear packaging.





## OUR SUSTAINABILITY



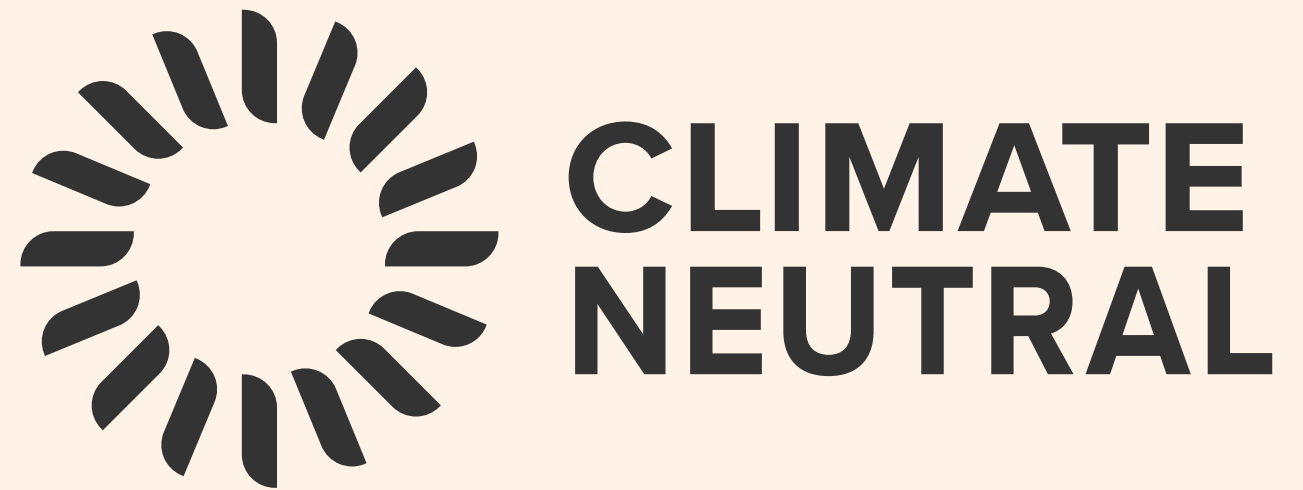
As proud 10+ year members of 1% for the Planet, Sunski donates one percent of sales (not profit!) to environmental charities each year. Since we started back in 2012, we've donated over \$300,000 and we're not stopping anytime soon.







## OUR SUSTAINABILITY



As a certified Climate Neutral brand, each year Sunski measures our emissions, reduces them wherever possible (e.g. our recycled frames), and compensates for the whatever remains with eligible verified carbon and energy credits.





# Capability & Distribution



NORDSTROM



patagonia®

FREE PEOPLE





# International

Japan  
Canada  
UK  
Benelux  
Thailand  
Israel  
Indonesia





SUNSKI®



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