

YIULL DAMASO



Campaign Launch 2023



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* Application form attached





We are looking for 50 exclusive stockists nationwide to be a part of a visionary journey... when art and eyewear meet.

Embrace the artistic allure of the Yiull eyewear collection with our enticing launch offer.

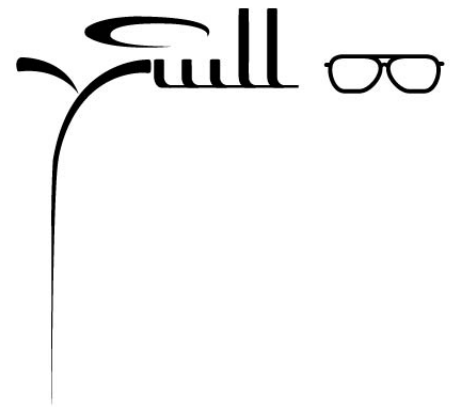
Experience an unmatched advantage as an exclusive Yiull stockist:

- Exclusive stockist - 12 months.
- 32% discount.
- 6 months of credit before payment is due.
- POSM material kit - Display box, counter card, hanging banner, brushed steel plaque and front window decal sticker.
- Website - Social media content for your website and social programs.
- Catalogues - digital catalogs for seamless marketing and communication with clients.
- Featured on our exclusive store locator, social media program, and website.



Ready to seize an unprecedented opportunity in the world of eyewear?
Get ready to immerse yourself in the magic of a groundbreaking fusion of
artistry and visionary style and discover what transcends

when art and eyewear meet...



YIULL DAMASO

Eyewear Collection



THE
68'S



THE
AVONDALE



THE
BENTOLINO



THE
DANIELA



THE
KATO'S



THE
MANTIS



THE
PAGODA



THE
SWEENEY



THE
VERUTIN

The Yiull collection consists of 9 models with 3 colours each, available in Sun and Rx lenses.



The art behind the eyewear

The Yiull sunwear collection offers organic CR39 sun-lenses with 100% UVA & UVB protection, with 85 - 100% blue-light absorption with the added feature of back surface blue/purple anti-reflective coating, enhancing the performance of these high quality sun-lenses. Available in a wide variety of colours and intensity to suit your mood and needs.

The Yiull logo, featuring the brand name in a stylized, cursive font with a long, thin vertical line extending downwards from the 'l'.



SIGHTIQUE
• OPTIC SUPPLIES •

Yiull The Artist behind the collection

Yiull Damaso is an exceptional artist whose creative journey knows no bounds. With a lifelong devotion to artistry, Yiull fearlessly explores captivating paths, defying the constraints of traditional norms.

Yiull Damaso is well known for his multiple Nelson Mandela portrait series. The first to stir controversy was the 'Dreaded Madiba' and the most noteworthy was his critically acclaimed work titled 'The Night Watch!' which was exhibited at Constitution Hill.

The world has taken notice of Yiull's artistic brilliance, as his work graces the esteemed pages of The New York Times, The Los Angeles Times, Corriere Della Serra, BBC, CNN, and France 24. Additionally, his unique perspective has been the subject of three captivating television documentaries, further cementing his position as a visionary artist.

Now, driven by an unwavering excitement, Yiull channels his boundless creativity into the realm of eyewear. Each design becomes a canvas for his distinctive vision, inviting you on a remarkable journey. Prepare to be captivated as Yiull merges his extraordinary talent with the world of eyewear, leaving an indelible impression on all who dare to embrace his art.



The artist - Yiull Damaso



"The Night Watch" Painting



Yiull When art and eyewear meet

Yiull's passion for eyewear ignited with his first pair of sunglasses - an homage to Peter Fonda's iconic shades in "Easy Rider." Those blacked-out frames exuded an irresistible coolness, prompting endless inquiries about their origin. Lasting an impressive seven years, they became a testament to both their durability and Yiull's impeccable taste.



Join us as a Yiull Stockist, and let your creativity be the brush that paints a vision for all to see. Become part of our exclusive community of visionaries today!

To qualify for this offer, purchase a complete range of **27 frame models** from the stunning Yiull collection, including sunglasses, prescription or a combination of both.

As an exclusive Yiull Stockist, you will receive unparalleled support to elevate your brand presence.

Your journey begins with a dedicated telesales assistant - Stefanie, who will guide you every step of the way. Additionally, receive an exclusive Point of Sale display kit, digital marketing material as well as social media support.

Telesales assistant - Stefanie Kruger

Email: Stefanie@sightique.co.za / Tel: 011 444 7777

As an exclusive Yiull Stockist you have an opportunity to shine as a true visionary.

Showcase the extraordinary fusion of art meets eyewear in your store by participating in our exclusive window display competition and bringing your artistic flair to life. We encourage you to let your imagination run wild and design a captivating stylish window display that reflects the essence of Yiull's artistic eyewear.

Yiull Damaso will present the winning store with these amazing prizes to be WON!

1st Prize: Indulge in a weekend getaway for two, valued at an astounding **R15,000**.

2nd Prize: Embark on an extraordinary flight for two within African borders, worth **R6,000**.

3rd Prize: Savor an exquisite dinner for two, valued at **R1,500**.

To enter, simply share images of your masterpiece window display (1 x Close-up and 1 x Full Display view). We'll go the extra mile and tag your display on our social platforms and store locator, ensuring exposure for your store.

Terms and conditions apply. Join us now and embark on this exclusive journey with Yiull.

Together, let's bring art and eyewear to life!



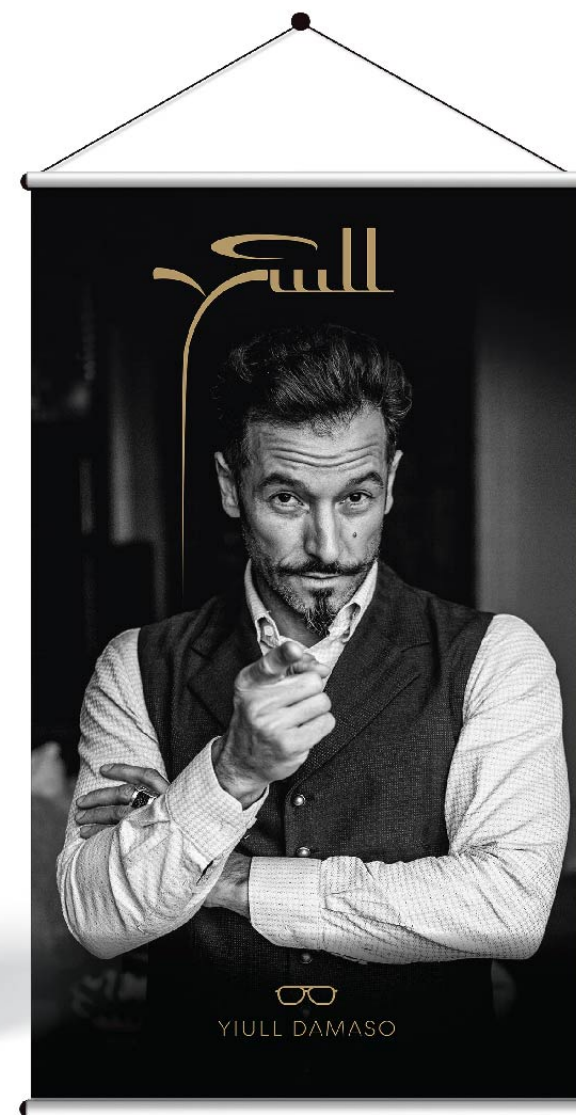
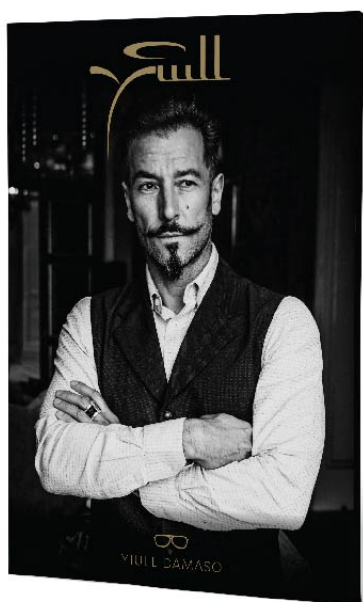
Visionaries in the art of eyewear

Yiull POSM Display





Yiull POSM Kit



COUNTER CARDS

Size: A4 Portrait - 210mm(w) x 297mm(h)

Material: Printed full colour one side on Con Coat,
SBS Board 215gsm

Finishing: Matt Laminate one side

HANGING BANNERS

Size: 500mm(w) x 840mm(h)

Material: Fabric

Yiull POSM Kit



DISPLAY BLOCK

Size: TO BE CONFIRMED

Material: Black box with gold lettering



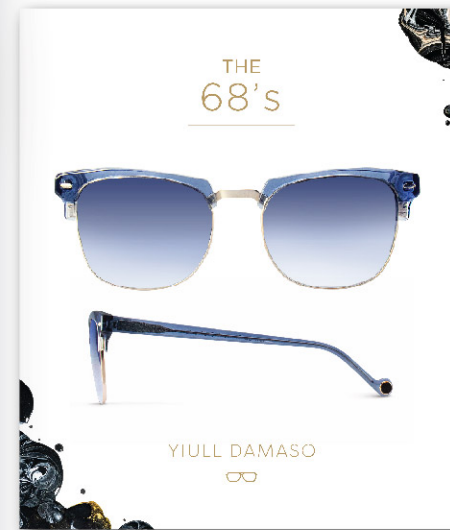
WINDOW DECAL STICKER

Size: 148mm(w) x 80mm(h)

Material: A5 Vinyl Decal with gold lettering

Finishing: Full colour

Social Media Posts



Post examples



SIGHTIQUE

• OPTIC SUPPLIES •

For more information about the Yiull Eyewear Collection please contact Sightique via:

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