

TIMBERBEND™



POLARIZED

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**Timberland**   
BUILT FOR THE BOLD™

# MARCOLIN

**Timberland**® 

252 BRAND AND PRODUCT PRESENTATION

Marcolin Spa

Sede Sociale e Uffici Amministrativi: Zona Industriale Villanova, 4 – 32013 Longarone (BL) – Italy  
Cap. Soc.: € 35.902.749,82 i.v. | Cod. Fiscale e Nr. di iscrizione al Registro Imprese: BL 01774690273 | R.E.A. 64334  
Belluno Part. IVA 00298010257 | T. +39 0437 777111 | [www.marcolin.com](http://www.marcolin.com)

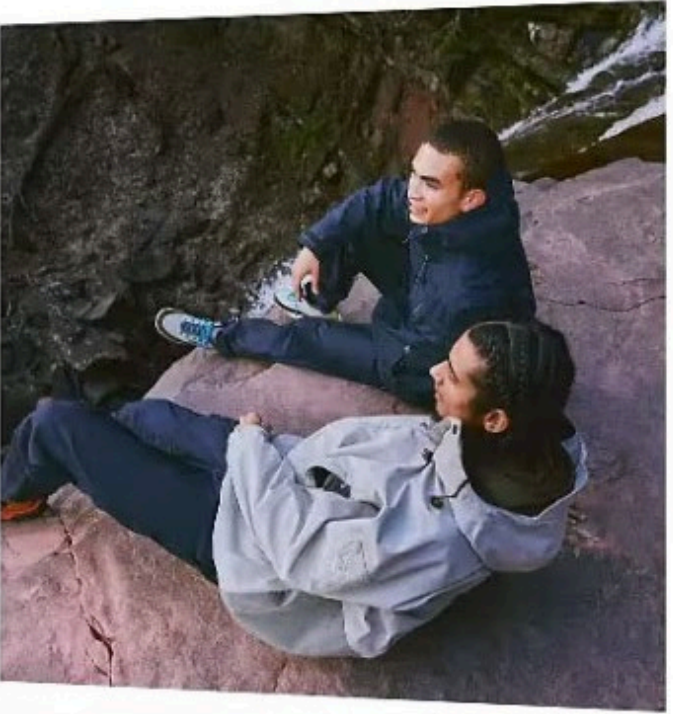
# **1. Brand Identity Hallmarks**

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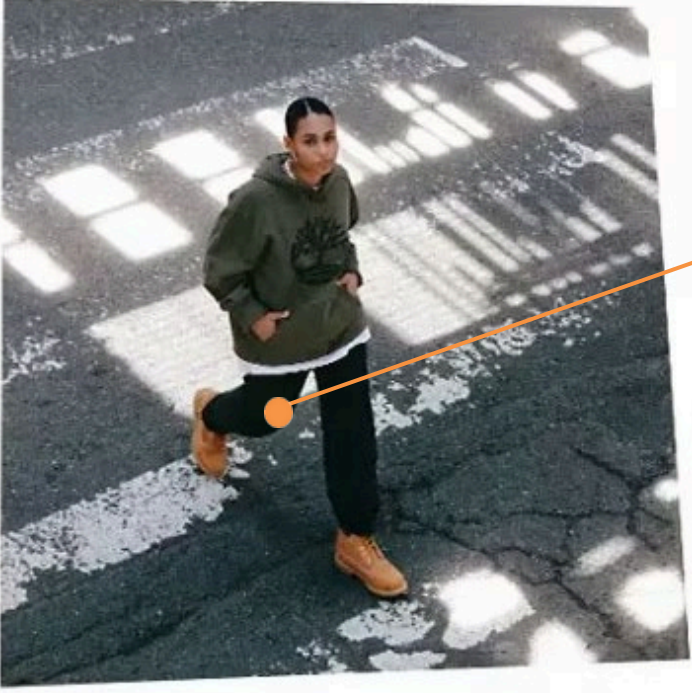
# Brand Identity Hallmarks



**PURPOSE**  
'Defined by the outdoors' offer innovative gear to everyday life



**AUDIENCE**  
Target age: 14-18  
| 25-50  
An urban dweller fond of the outdoors.



**DESIGN**  
innovative and practical. Sustainable design. The three distinct categories: Work | Life | Outdoor

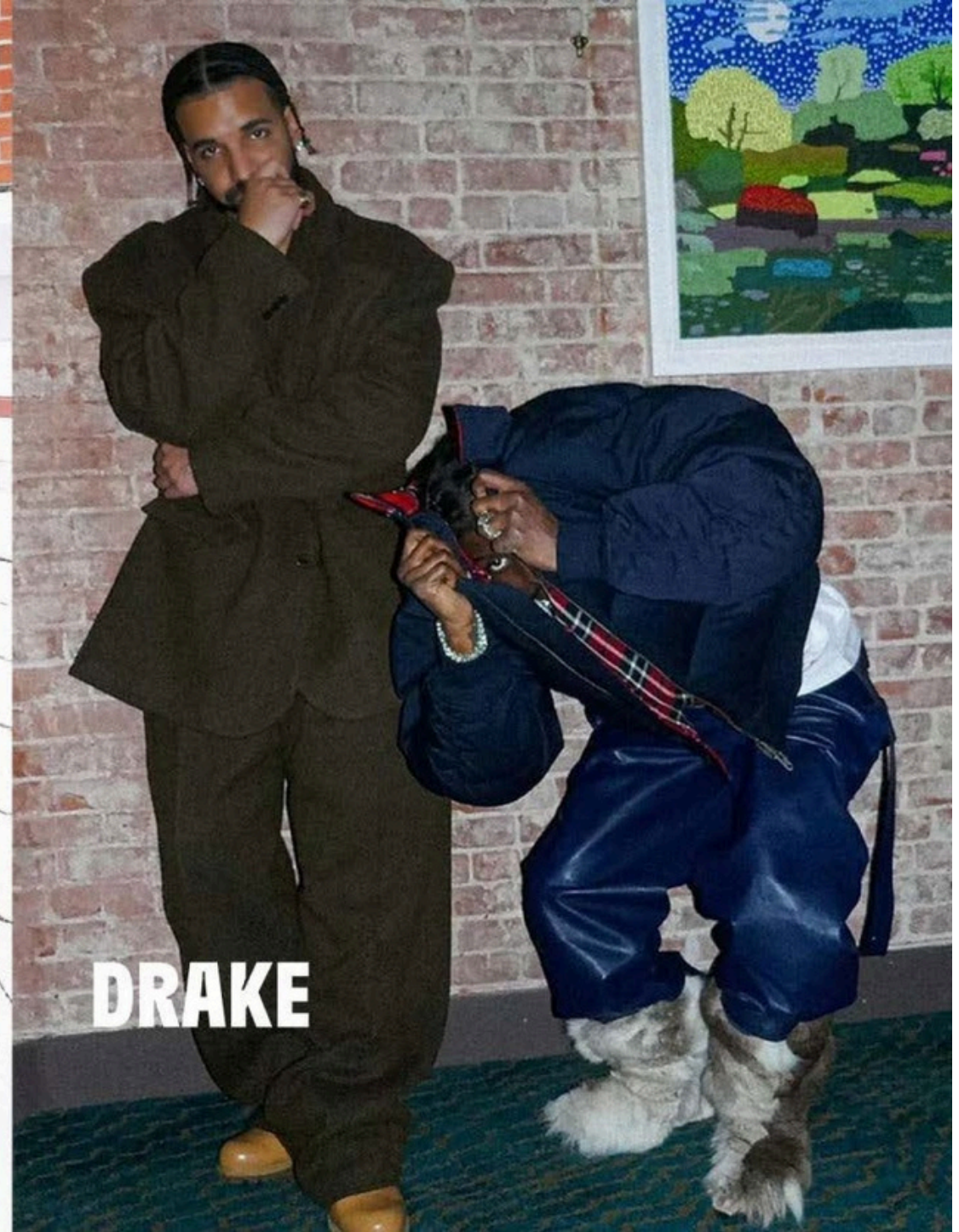
# Brand Identity Hallmarks

Iconic / Practical / Innovative / Versatile / Sustainable / Durable



Brand news

# Ambassadors - Inspiring authenticity



## Naomi Campbell stars in new “Iconic” Timberland campaign



A year after celebrating the 50th anniversary of the original Yellow Boot, Timberland unveils its brand new global campaign entitled "**Iconic**".

To make a lasting impression and showcase individual originality, Timberland has enlisted four celebrities, including **Naomi Campbell**, shot naked by British photographer Jamie Morgan, with a simple message: **authenticity and originality.**

# ICON



Boot Icon



Stripe Detail / Tree logo



# COMMERCIAL



Boldly Sized



# NEW



**TIMBERLAND'S VISION EMBRACES A HEAD-TO-TOE APPROACH WITH THE SPG STRATEGY, SEAMLESSLY INTEGRATING STYLE, PERFORMANCE, AND GREEN ACROSS FOOTWEAR, APPAREL, ACCESSORIES, AND EYEWEAR.**

**STYLE**

Showcasing iconic brand elements like rubber boot patterns and tree logos on temple tips, paired with timeless shapes that effortlessly incorporate trendy details.



MARCOLIN

**PERFORMANCE**

Featuring Base 8 and 6 styles crafted for sports and outdoor adventures, with adjustable nose pads for ultimate comfort, hybrid fitting for all face types, and high-performance polarized lenses.



**GREEN**

Introducing Earthkeepers Eyewear, made from bio-based materials for both sun and optical glasses, offering options for bio-based injection and bio-acetate.

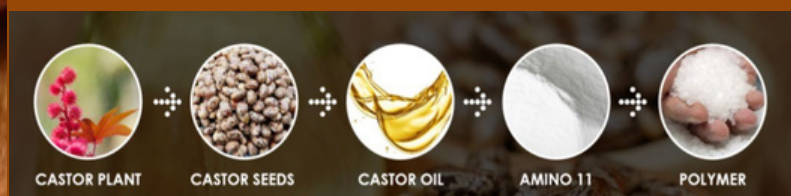


# o-based Materials & Lenses Key Features

## BIO-BASED INJECTION



The bio-based material is obtained from the **bean seeds** of a **castor plant**. The plastic derived from castor oil is then used in place of petroleum-based material



## BIO-BASED ACETATE



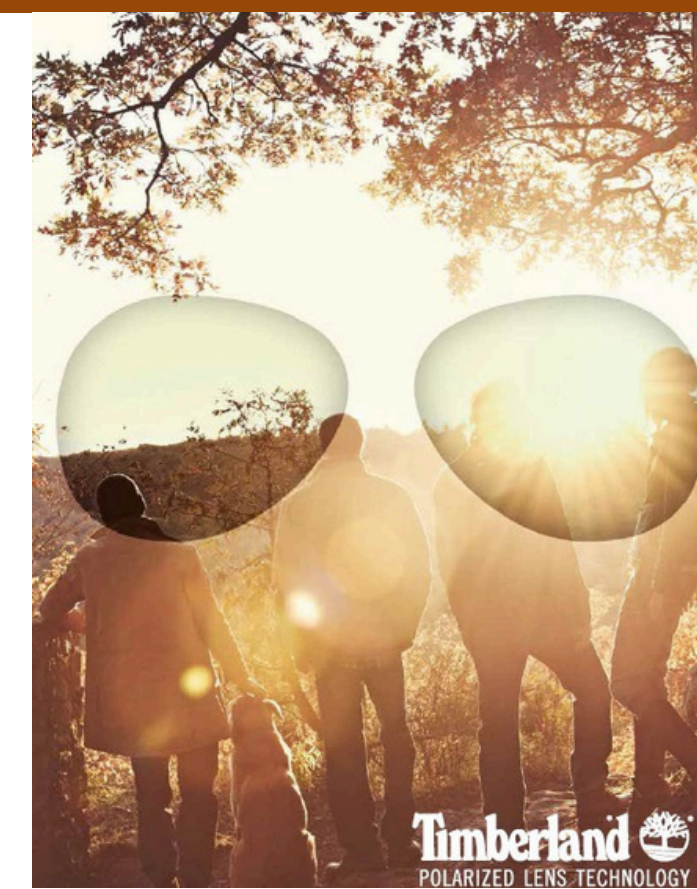
Bio-acetate is a bio-based material where phthalate plasticizer has been replaced by **plasticizer** based on citric acid ester mainly derived from vegetable starch and cotton.



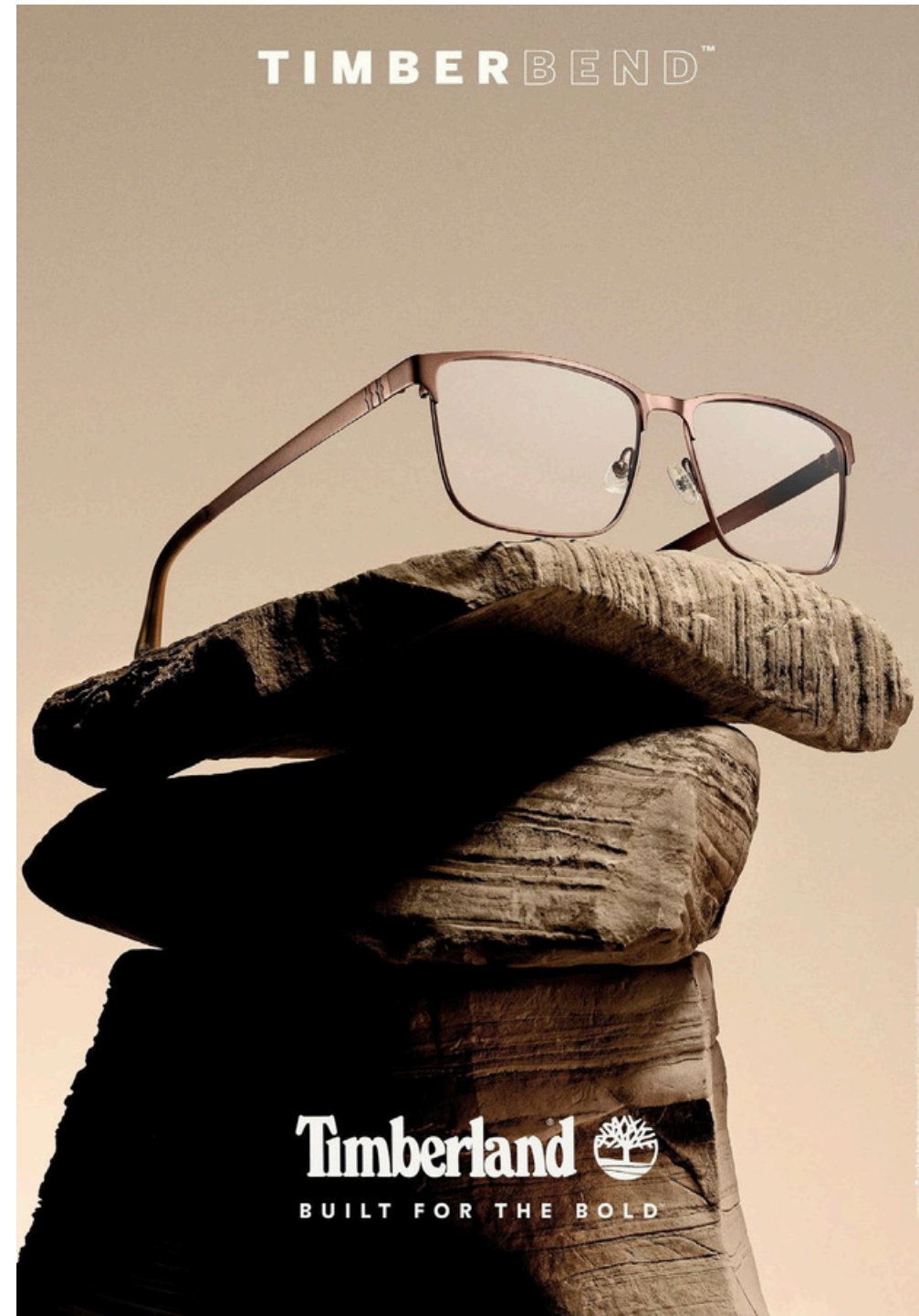
### Featuring POLARIZED lens in all Sunglasses color options.

- **UVA** and **UVB** rays can be **harmful for our eyes**: overexposure to these rays is related to the development of cataracts and macular degeneration and damages of lens and cornea.

- All base 8 and mirror lenses in Timberland newest collections are PC POL
- All solid and gradient lenses are TAC
- PC POL lenses are made in polycarbonate with 2.0mm thickness while TAC are made of triacetate cellulose with 1.0 mm thickness



# TIMBERBEND™



## XL wide eyesize collection

- Extended sizes
- Flexible materials
- Beveled surfaces
- Boot icon



# Roll Out Release Plan – TIMBERBEND

<b>TIMBERBEND™</b>		
<b>Release</b>	<b>#OPTICAL</b>	<b>#SUN</b>
244 (1 <sup>st</sup> release)	6	6
251	3	2
252	2	2
<b>TOT</b>	<b>11</b>	<b>10</b>

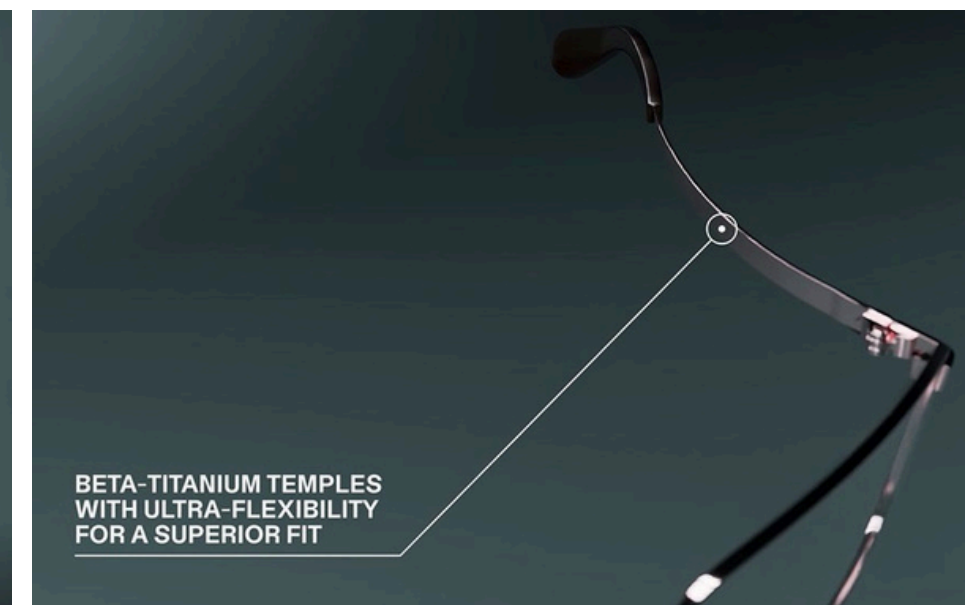
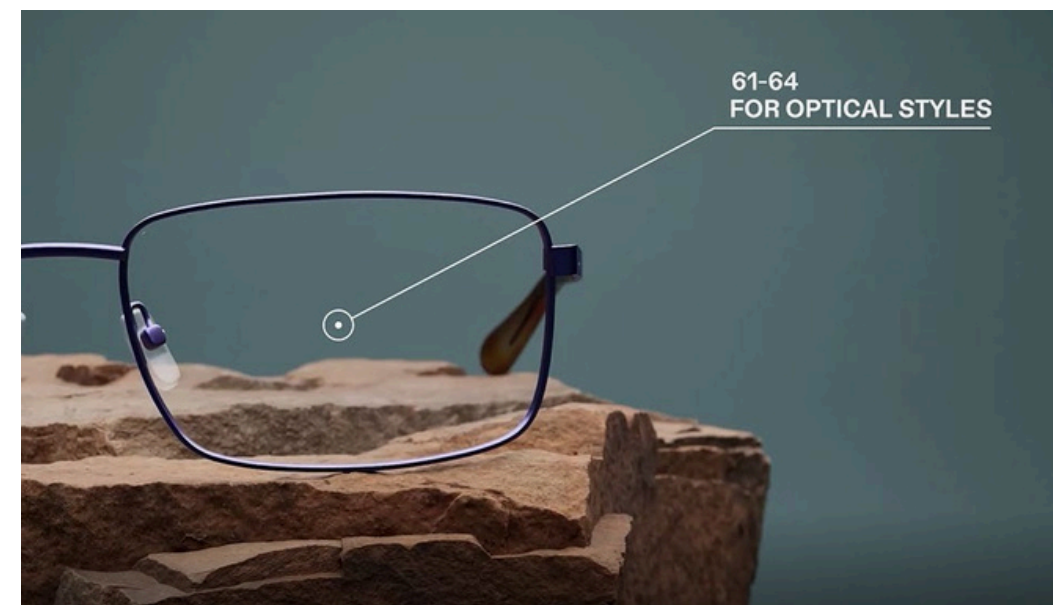


# NEW Extended Size Collection: Featuring TimberBEND® technology

*TimberBEND* allows for an entrance into the **extended eyesize** markets with durable and on trend styles. Focusing on providing **stylish** and **functional** options for the larger faces while providing **comfort** and **resistance** to breakage.

## Collection Features:

- Eye size range: 60-64 optical | 64-66 sun
- Temple length range: 150-155
- Flexible BETA-TITANIUM temples for comfort
- Thin profile/ flexible HD BIO-ACETATE
- Domed lamination tip ends for comfort
- Iconic boot detail as main logo identifier
- Commercial colorations



Built for the Bold



**Best Seller EMEA- NOVEMBER 2024**

**1-2-3**



**TB50007**

**4-5-6**



**TB50001-H**

**7-8-9**



**TB1841-H**



**TB50003**



**TB50005**



**TB1840-H**



**TB50002**



**TB50004**



**TB1844**

**Best Seller EMEA - NOVEMBER 2024**

**1-2-3**



**TB00007**

**4-5-6**



**TB9335-H**

**7-8-9**



**TB00032 (TIMBERBEND)**



**TB00003**



**TB00025**



**TB9334**



**TB00006**



**TB00008**



**TB00030 (TIMBERBEND)**

**Must Have (252)**



51-20-145



**1-TB50071**



Size: 54-16-145  
4 Base



**4 -TB50070**



55-15-145  
6-base



**2-TB00052-H**



Timberland



**2-TB50069-H**



60-17-150



**5-TB50073**



**3-TB00053**



Timberland



**3-TB50072-H**



**1-TB00051**



65-18-150  
6-base



**4-TB00054-H**

# PRICE CLUSTER

LIFESTYLE



STREET

CASUAL



CASUAL

OUTDOOR



OUTDOOR



BEST

BETTER

GOOD



MARCOLIN

Timberland 252 Presentation



\*Polarized lenses on all sunglasses

SRP Italy based price

# 252 PRICE MAP

Price (SRP)

SUN

OPTICAL

HIGH  
39%



TB00053  
TIMBERBEND



TB00054-H  
TIMBERBEND

MID  
22%



TB00051



TB00052-H

ENTRY  
39%



TB50073  
TIMBERBEND



TB50068



TB50071



TB50070



TB50074  
TIMBERBEND



TB50075



TB50072-H



TB50065



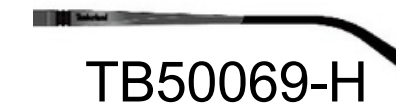
TB50066



TB50067



TB50069-H



TB1765  
RECOLOR



TB1802  
RECOLOR



TB1797  
RECOLOR

4 Adult styles

MAN

14 Adult styles

MAN

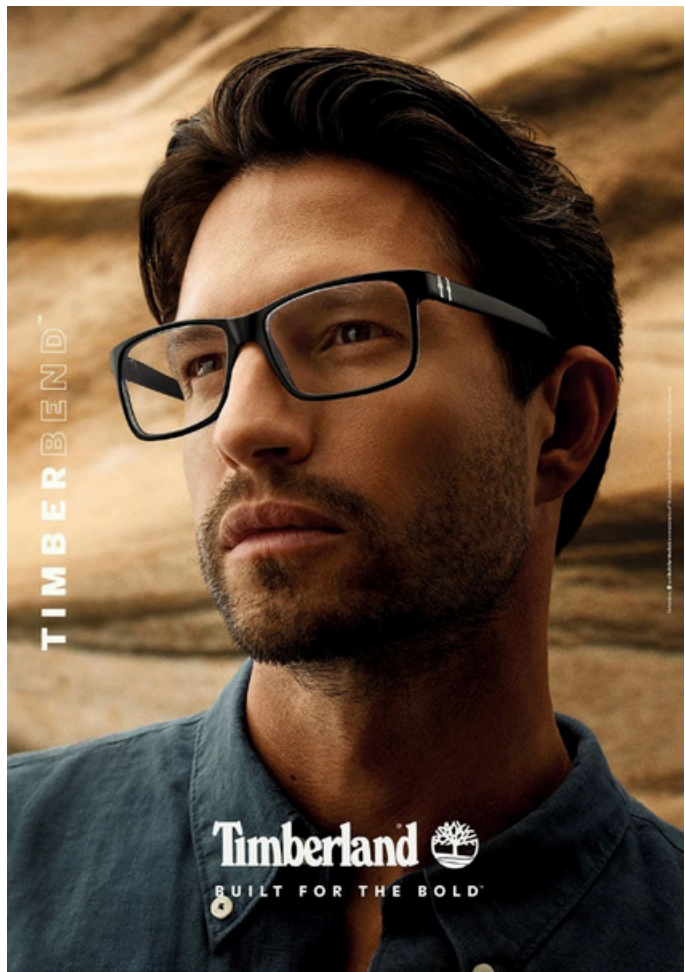
Style

# FW 2024 ADV Images & Videos – Expiry August 2025

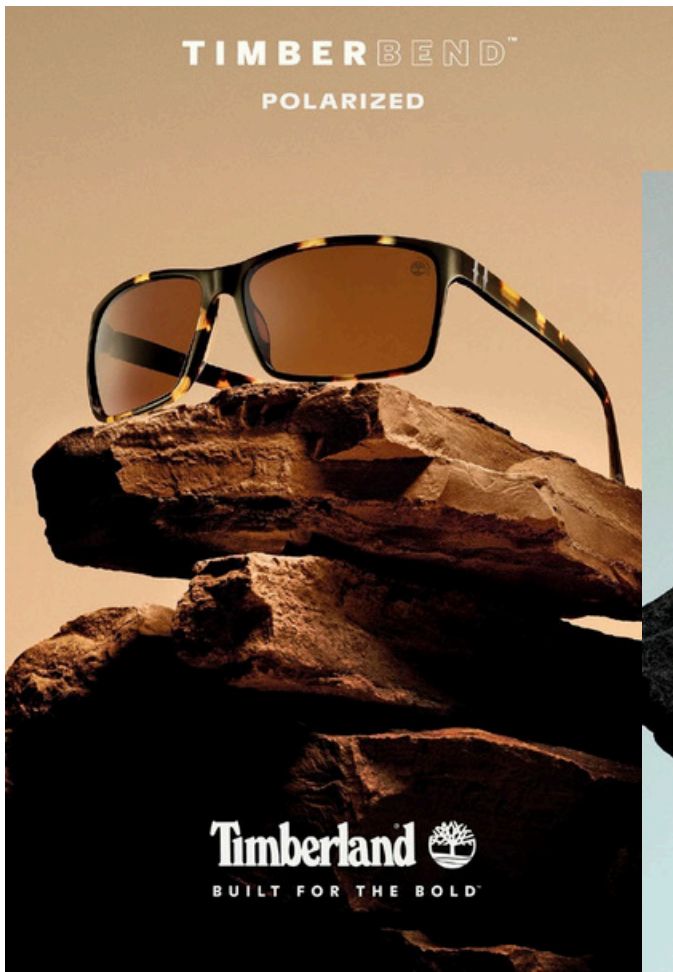
## Men Global Optical and Sunglass images



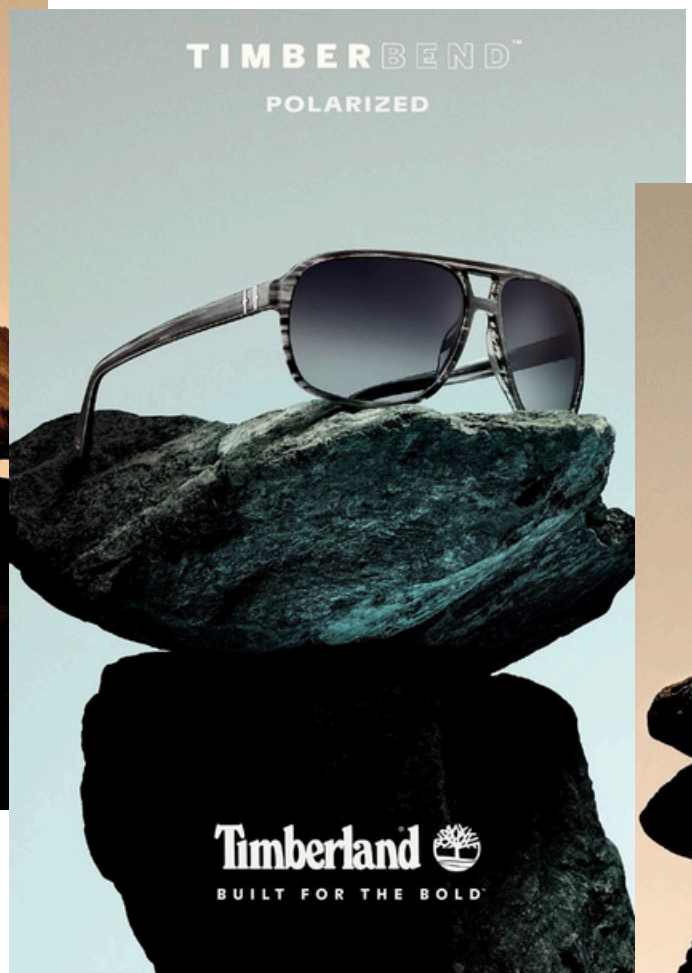
OPTICAL: TB50035\_001



SUN: TB00031\_20D



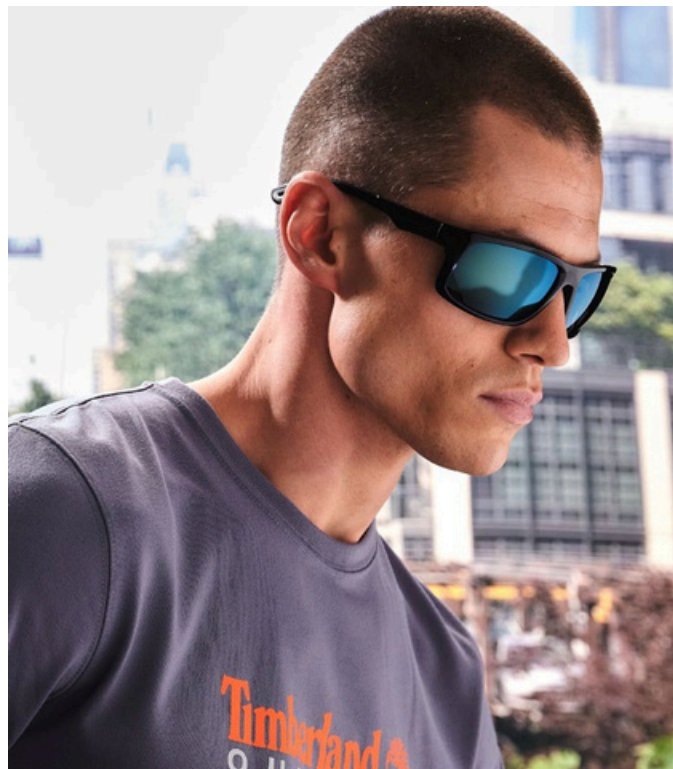
TB00031\_20D



TB00032-52H



TB50036\_049



**TO BE CONFIRMED**

**MAN STYLES:** TB50047\_059  
TB00034\_90D TB00037\_26R

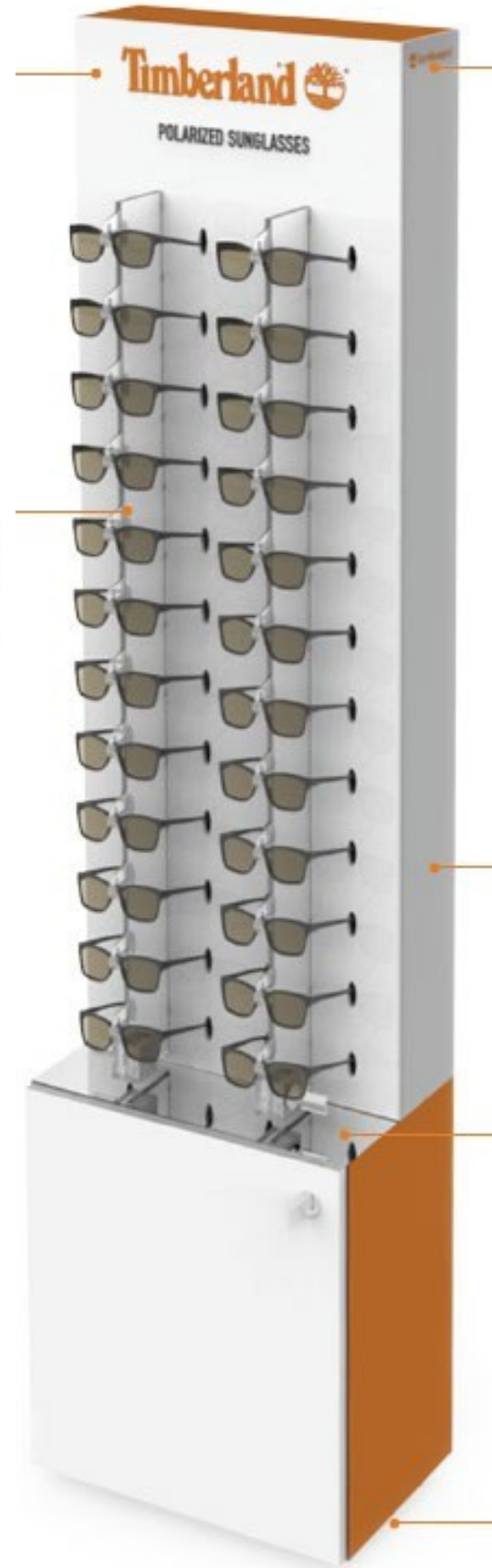


**TEEN STYLES:** TB00049\_26D  
TB50063\_090

# Visibility



Institutional



Polarized tester



Seasonal Glorifier  
Interchangeable image

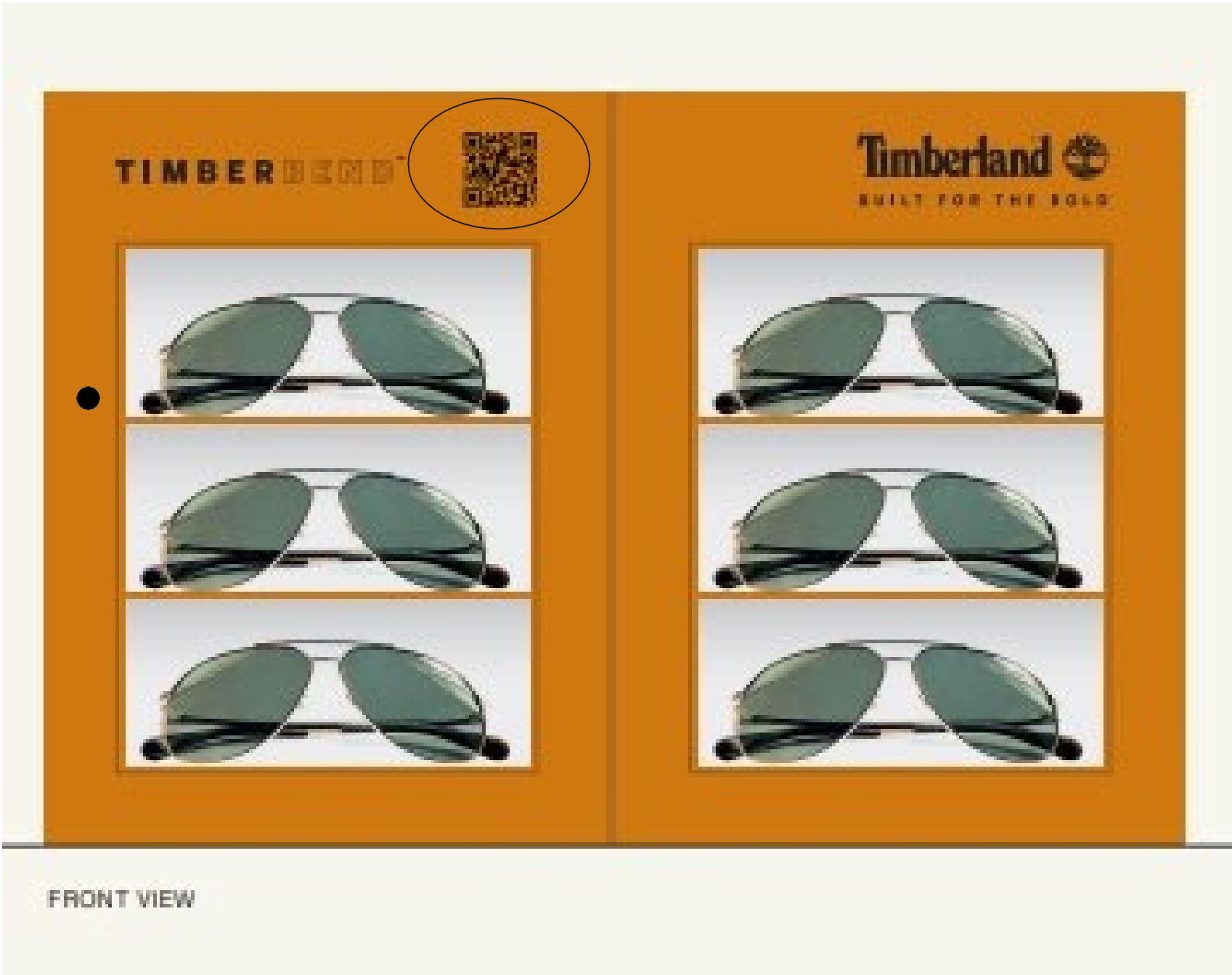


Images are only illustrative

# Visibility TimberBEND – Kick off 2025



QR code to 3D video



# Packaging



TIMBERLAND EK SMALL CASE



TIMBERLAND EK BIG CASE



TB FOLD TEEN COLL. BIG



TimberBEND HANGTAG

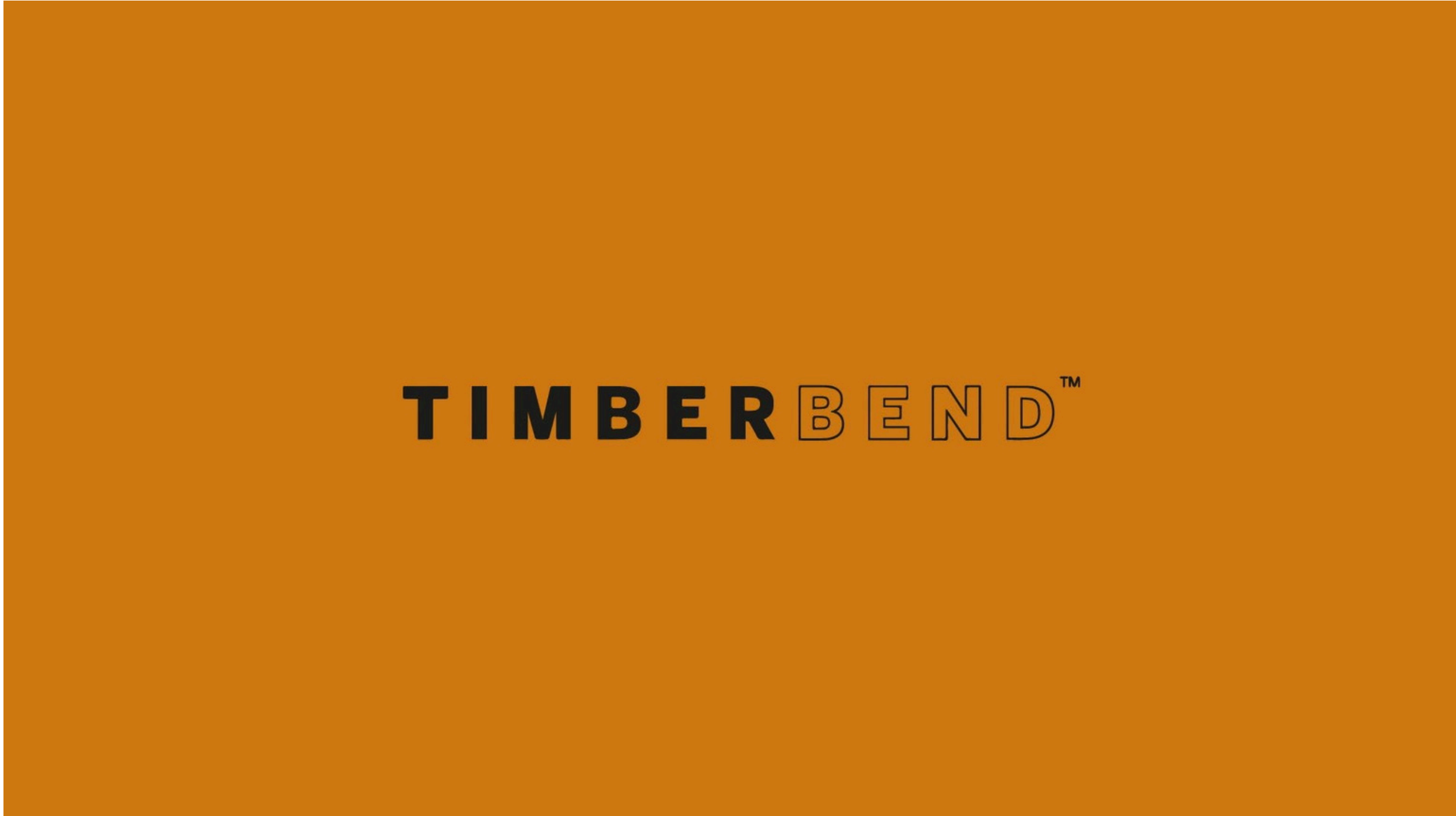
**BUILT FOR THE BOLD**

# 360° Marketing Strategy

XL Wide EyeSize Collection

**TIMBERBEND™**

# TimberBEND 3D video



252 OPTICAL COLLECTION



Dimensional lines detail



Dimensional Striping Effects



Tree Logo



Rubber Accents



Hits of Bright Color

Inspiration



Sales Argument

- Casual design with rectangular shape optical glasses
- Bio-injected front and temples, featuring Timberland lettering logo with matching inner wire.

General Information

GENDER	Male
CONCEPT	Casual

TB50065	
BASE	5
SIZE	55
BRIDGE	16
TEMPLE	145
FRONT MATERIAL	BIO-INJECTED
TEMPLE MATERIAL	BIO-INJECTED

Code

*Injected Front - Finishing Front - Injected Temples - Finishing Temples - Logo Temples - Lenses Lens - Logo Tip - Small Parts Other*

002 (ECO)	black with grape leaf green color pop (pantone 19-0511) - Matte - black with grape leaf green color pop (pantone 19-0511) - Matte - Laser with grape leaf green enamel (pantone 19-0511) - Demo lens - UP Sticker Tree Logo - Gunmetal
092 (ECO)	milky slate (ref to match K1171) with black color pop - Matte - milky slate (ref to match K1171) with black color pop - Matte - laser with black color fill - Demo lens - UP Sticker Tree Logo - Gunmetal
020 (ECO)	Matte milky grey (ref to match: Y91254K) with black color pop - . - Matte - Matte milky grey (ref: to match: Y91254K) with black color pop - . - Matte - laser with black color fill - Demo lens - UP Sticker Tree Logo - Gunmetal
052 (ECO)	Tortoise (ref to match: H1587) with denim blue color pop (pantone 19-4118) - . - Matte - Tortoise (ref: H1587) with denim blue color pop (pantone 19-4118) - Tortoise (ref to match H1587) with denim blue color pop (pantone 19-4118) - . - laser with matte blue color fill



# 252 TIMBERLAND OPTICAL COLLECTION

## Inspiration



## Sales Argument

- Round shape optical glasses
- Bio-injected front and temples, featuring Timberland lettering logo with matching inner wire.

## General Information

GENDER	Male
CONCEPT	Casual

TB50066	
BASE	5
SIZE	51
BRIDGE	19
TEMPLE	145
FRONT MATERIAL	BIO-INJECTED
TEMPLE MATERIAL	BIO-INJECTED

Code	
<i>Injected Front - Finishing Front - Injected Temples - Finishing Temples - Logo Temples - Lenses Lens - Logo Tip - Small Parts Other</i>	
002 (ECO)	black with grape leaf green color pop (pantone 19-0511) - Matte - black with grape leaf green color pop (pantone 19-0511) - Matte - Laser with grape leaf green enamel (pantone 19-0511) - Demo lens - UP Sticker Tree Logo - Gunmetal
020 (ECO)	Matte milky grey (ref to match: Y91254K) with black color pop - . - Matte - Matte milky grey (ref to match: Y91254K) with black color pop - . - Matte - laser with black color fill - Demo lens - UP Sticker Tree Logo - Gunmetal
052 (ECO)	Dark tortoise (ref to match H1587); with denim blue color pop (Pantone 19-4118) - Matte - Dark tortoise (ref to match H1587); with denim blue color pop (Pantone 19-4118) - Matte - laser with blue color fill (Pantone 19-4118) - Demo lens - UP Sticker Tree Logo - Gunmetal
067 (ECO)	milky red (ref to match K1202) with black color pop - Matte - milky red (ref to match K1202) with black color pop - Matte - laser with black color fill - Demo lens - UP Sticker Tree Logo - Gunmetal

# TB50066 – Color Story



002



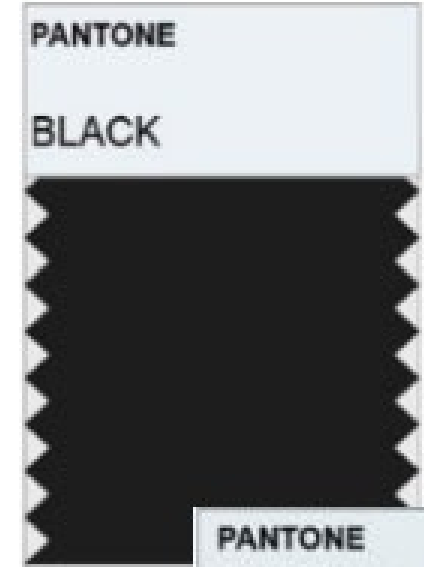
067



020



052



Inspiration



Sales Argument

- Navigator optical glasses
- Bio-injected front and temples, featuring Timberland lettering logo with matching inner wire.



General Information

GENDER	Male
CONCEPT	Casual

TB50067	
BASE	5
SIZE	56
BRIDGE	14
TEMPLE	145
FRONT MATERIAL	BIO-INJECTED
TEMPLE MATERIAL	BIO-INJECTED

Code	
<i>Injected Front - Finishing Front - Injected Temples - Finishing Temples - Logo Temples - Lenses Lens - Logo Tip - Small Parts Other</i>	
002 (ECO)	black with grape leaf green color pop (pantone 19-0511) - Matte - black with grape leaf green color pop (pantone 19-0511) - Matte - Laser with grape leaf green enamel (pantone 19-0511) - Demo lens - UP Sticker Tree Logo - Gunmetal
091 (ECO)	. - Milky navy-blue (ref to match: Y91253K) with hot spot yellow color pop (pantone 14-0758) - . - Matte - . - Milky navy-blue (ref to match: Y91253K) with hot spot yellow color pop (pantone 14-0758) - . - Matte - laser with hot spot yellow color fill (Pantone 14-0758) - Demo lens
020 (ECO)	Matte milky grey (ref to match: Y91254K) with black color pop - . - Matte - Matte milky grey (ref to match: Y91254K) with black color pop - . - Matte - laser with black color fill - Demo lens - UP Sticker Tree Logo - Gunmetal
052 (ECO)	Dark tortoise (ref to match H1587); with denim blue color pop (Pantone 19-4118) - Matte - Dark tortoise (ref to match H1587); with denim blue color pop (Pantone 19-4118) - Matte - laser with blue color fill (Pantone 19-4118) - Demo lens - UP Sticker Tree Logo - Gunmetal

# TB50067 – Color Story



FRONT: Matte black  
TEMPLE: Matte black  
grape leaf green pop (Pantone 19-0511)

002



FRONT: Matte milky navy-blue (ref: Y91253K)  
TEMPLE: Matte milky navy-blue (ref: Y91253K)  
hot spot yellow color pop (pantone 14-0758 TCX)

091



FRONT: Matte milky dark grey front(ref: Y91254K)  
TEMPLE: Matte milky dark grey temples (ref: Y91254K);  
black color pop

020



FRONT: Shiny Tortoise front(ref: H1587)  
TEMPLE: Shiny Tortoise temples (ref: H1587);  
denim blue color pop (pantone 19-4118)

052

PANTONE  
19-4118 TCX  
DARK DENIM



PANTONE  
14-0758 TCX  
HOT SPOT



Inspiration



Sales Argument

- Classic rectangular optical glasses, with thin metal front and temples
- Featuring Timberland lettering logo and double rubber boot detail on temples

General Information

GENDER	Male
CONCEPT	Casual

TB50068	
BASE	4.5
SIZE	56
BRIDGE	16
TEMPLE	145
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code	
008	<i>Metal Front - Finishing Front - Metal Temples - Finishing Temples - Logo Temples - Lenses Lens - Rubber Tip - Finishing Tip - Logo Tip - Small Parts Other</i> gunmetal 2.04 - shiny - Gunmetal 2.04 with black rubber detail - Satin - laser with black enamel - Demo lens - Black - Matte - Embossed in mold
032	gold metal 1-02 - Shiny - gold 1-02 with grape leaf green rubber detail (pantone 19-0511) - Satin - Laser with grape leaf green enamel (pantone 19-0511) - Demo lens - grape leaf green (Pantone 19-0511) - Matte - Embossed in mold
091	satin blue (blue-01 per sample provided) - Satin - blue (blue-01 per sample provided) with hot spot yellow rubber (Pantone 14-0758) - Satin - laser with hot spot yellow enamel (Pantone 14-0758) - Demo lens - Denim Blue (Pantone 19-4118TCX) - Matte - Embossed in
002	Black - Satin - black with denim blue rubber (pantone 19-4118) - Satin - laser with denim blue enamel (pantone 19-4118) - Demo lens - Denim Blue (Pantone 19-4118TCX) - Matte - Embossed in mold

# TB50068 – Color Story

008

56-19-145  
base 4.5  
bending 8°



FRONT/TEMPLES: SHINY GUN  
RUBBER/LOGO: MATTE BLACK  
TIPS: MATTE BLACK

032



FRONT/TEMPLES: SHINY GOLD  
RUBBER/LOGO: MATTE GREEN (PANTONE 19-0511)  
TIPS: MATTE GREEN (PANTONE 19-0511)

091



FRONT/TEMPLES: SATIN BLUE  
RUBBER/LOGO: MATTE YELLOW (PANTONE 14-0758)  
TIPS: MATTE DARK MILKY BLUE (REF. Y91253K)

002



FRONT/TEMPLES: SATIN BLACK  
RUBBER/LOGO: MATTE BLUE (PANTONE 19-4118)  
TIPS: MATTE BLUE (PANTONE 19-4118)

Inspiration



Sales Argument

- Classic rectangular optical glasses with combo design
- Bio-injected front and metal temples, featuring Timberland lettering and logo double rubber boot detail.
- Two sizes available

General Information

GENDER	Male
CONCEPT	Casual

TB50069-H	
BASE	4.5
SIZE	54-56
BRIDGE	14
TEMPLE	145
FRONT MATERIAL	INJECTED
TEMPLE MATERIAL	METAL

Code
<p><i>Injected Front - Finishing Front - Metal Temples - Finishing Temples - Logo Temples - Lenses Lens - Injected Tip - Finishing Tip - Logo Tip - Small Parts Other</i></p> <p>020 milky grey (ref to match Y91254K) - Shiny - Gunmetal 2.04 with black rubber detail - Satin - laser with black enamel - Demo lens - milky grey (ref to match Y91254K) - shiny - Embossed in mold</p> <p>001 Black - Shiny - gunmetal 2.04 with grey rubber detail (pantone 18-0201) - Satin - laser with grey enamel (pantone 18-0201) - Demo lens - Black - shiny - Embossed in mold</p> <p>048 milky brown (ref to match YHDTA103 – in milky) - Shiny - satin dark gunmetal 2-05 (as used on TB50030 007) with hot spot yellow rubber detail - Satin - laser with hot spot yellow enamel (Pantone 14-0758) - Demo lens - milky brown tips (ref to match YHDTA103 – in milky) - Shiny - satin dark gunmetal 2-05 (as used on TB50030 007) with black rubber detail - Satin - laser with black enamel - Demo lens - milky red (ref to match K1202) - shiny - Embossed in mold</p>

# TB50069-H – Color Story

020

56-14-145  
base 4.5  
bending 8°



FRONT/TIPS: SHINY MILKY GREY (REF Y91254K)  
RUBBER/LOGO: MATTE BLACK  
METAL TEMPLE: SATIN GUN

066



FRONT/TIPS: SHINY MILKY RED (REF TO MATCH K1202)  
RUBBER/LOGO: MATTE BLACK  
METAL TEMPLE: SATIN DARK GUN

048



FRONT/TIPS: SHINY MILKY BROWN (REF TO MATCH YHDTA103 – IN MILKY)  
RUBBER/LOGO: MATTE YELLOW (PANTONE 14-0758)  
METAL TEMPLE: SATIN DARK GUN

001



FRONT/TIPS: SHINY BLACK  
RUBBER/LOGO: MATTE GREY (PANTONE 18-0201)  
METAL TEMPLE: SATIN GUN

Inspiration



Sales Argument

- Squared optical glasses
- Metal front with colored top rim, metal temples featuring Timberland lettering logo and double rubber boot detail.



General Information

GENDER	Male
CONCEPT	Casual

TB50070	
BASE	4.5
SIZE	54
BRIDGE	17
TEMPLE	145
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code

*Metal Front - Finishing Front - Metal Temples - Finishing Temples - Logo Temples - Lenses Lens - Rubber Tip - Finishing Tip - Small Parts Other*

007 dark gunmetal 2-05 (as used on TB50030 007) - Satin - dark gunmetal 2-05 ( as used on TB50030 007) with black rubber detail - Satin - laser with black enamel - Demo lens - Black - Matte

049 Brown-01 (as used on TB50030 049) - Satin - Brown-01 (as used on TB50030 049) with grape leaf green (pantone 19-0511) - Satin - Laser with grape leaf green enamel (pantone 19-0511) - Demo lens - grape leaf green (Pantone 19-0511) - Matte

002 Satin black top brow; satin dark gunmetal 2-05 bridge and bottom eye wire - Satin - DARK GUNMETAL 2-05 (as used on TB50030 007) WITH DENIM BLUE RUBBER DETAIL (PANTONE 19-4118 ) - Satin - laser with denim blue enamel (pantone 19-4118) - Demo lens -

091 Satin painted navy top brow (Pantone 289C); satin gunmetal bridge/ bottom eyewire - Satin - satin gunmetal with hot spot rubber detail (pantone 14-0758) - Satin - laser with hot spot yellow enamel (Pantone 14-0758) - Demo lens - Denim Blue (Pantone 19-4118TCX) -

# TB50070 – Color Story

007



FRONT/TEMPLES: SATIN DARK GUN  
RUBBER/LOGO: MATTE BLACK  
TIPS: MATTE BLACK

54-18-145  
base 4.5  
bending 8°

049



FRONT/TEMPLES: SATIN BROWN FRONT  
RUBBER/LOGO: MATTE GREEN (PANTONE 19-0511)  
TIPS: MATTE GREEN (PANTONE 19-0511)

091



FRONT/TEMPLES: SATIN PAINTED NAVY TOP BROW (PANTONE 289C);  
SATIN GUNMETAL BRIDGE  
RUBBER/LOGO: MATTE YELLOW L (PANTONE 14-0758)  
TIPS: MATTE DARK MILKY BLUE (REF: Y91253K)

002



FRONT/TEMPLES: SATIN BLACK TOP BROW;  
SATIN DARK GUNMETAL BRIDGE AND BOTTOM EYE WIRE  
RUBBER/LOGO: MATTE BLUE (PANTONE 19-4118)  
TIPS: MATTE BLUE (PANTONE 19-4118)

Inspiration



Sales Argument

- Modern style bio-acetate round front frame and temples
- Metal recessed tree logo and lines detail.
- Rich havanas color palette with horn effect acetates.

General Information

GENDER	Male
CONCEPT	Casual

TB50071	
BASE	5
SIZE	51
BRIDGE	20
TEMPLE	150
FRONT MATERIAL	BIO-ACETATE
TEMPLE MATERIAL	METAL

Code

<i>Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Parts Temples - Logo Temples - Lenses Lens - Small Parts Other</i>	
001 (ECO)	Black in bio acetate (EBK JIMEI) - shiny - Black in bio acetate (EBK JIMEI) - Shiny - satin gunmetal - Recessed Tree Logo - Demo lens
052 (ECO)	Dark Tortoise Bio Acetate (EJX3031 KIMYE) - shiny - Dark Tortoise Bio Acetate (EJX3031 KIMYE) - Shiny - satin dark gunmetal - Recessed Tree Logo - Demo lens
066 (ECO)	Burgundy Horn Bio Acetate (EXEM-12450 JIMEI) - shiny - Burgundy Horn Bio Acetate (EXEM-12450 JIMEI) - Shiny - satin dark gunmetal - Recessed Tree Logo - Demo lens
092 (ECO)	Teal blue Horn Bio Acetate (EXEM-12446A JIMEI) - shiny - Teal blue Horn Bio Acetate (EXEM-12446A JIMEI) - Shiny - satin black - Recessed Tree Logo - Demo lens

# TB50071 – Color Story



Key Trend: The Round Frame

Inspiration



Sales Argument

- Modern style bio-acetate rectangular front frame and temples
- Metal recessed tree logo and lines detail.
- Rich havanas color palette with horn effect acetates.
- Two sizes available

General Information

GENDER	Male
CONCEPT	Casual

TB50072-H	
BASE	5
SIZE	54-56
BRIDGE	16
TEMPLE	150
FRONT MATERIAL	BIO-ACETATE
TEMPLE MATERIAL	METAL

Code	
001 (ECO)	Black in bio acetate (EBK JIMEI) - SHINY - Black in bio acetate (EBK JIMEI) - SHINY - satin gunmetal - Recessed Tree Logo - Demo lens
052 (ECO)	Dark Tortoise Bio Acetate (EJX3031 KIMYE) - SHINY - Dark Tortoise Bio Acetate (EJX3031 KIMYE) - SHINY - satin dark gunmetal - Recessed Tree Logo - Demo lens
066 (ECO)	Burgundy Horn Bio Acetate (EXEM-12450 JIMEI) - SHINY - Burgundy Horn Bio Acetate (EXEM-12450 JIMEI) - SHINY - satin dark gunmetal - Recessed Tree Logo - Demo lens
092 (ECO)	Teal blue Horn Bio Acetate (EXEM-12446A JIMEI) - SHINY - Teal blue Horn Bio Acetate (EXEM-12446A JIMEI) - SHINY - satin black - Recessed Tree Logo - Demo lens

# TB50072-H – Color Story

092



54-16-150  
base 5.0  
bending 8°

FRONT/TEMPLES: SHINY TEAL BLUE HORN (REF TO MATCH A133 -2006- IN BIO-ACETATE);  
METAL TEMPLES: SATIN BLACK METAL DETAIL

052



FRONT/TEMPLES: SHINY TORTOISE (REF TO MATCH H1587 - IN BIO-ACETATE);  
METAL TEMPLES: SATIN DARK GUNMETAL DETAIL

001



FRONT/TEMPLES: SHINY BLACK (- IN BIO-ACETATE);  
METAL TEMPLES: SATIN GUNMETAL DETAIL

066



FRONT/TEMPLES: SHINY BURGUNDY HORN (YH2AQ001- IN BIO-ACETATE)  
METAL TEMPLES: SATIN DARK GUNMETAL DETAIL

Inspiration



Sales Argument

- Classic RIMLESS rectangular style with metal temples
- Featuring Timberland lettering logo on top and temple tip with rubber effect detail inside.
- Bowed temple design for extra comfort
- Two sizes available

General Information

GENDER	Male
CONCEPT	Casual

TB50075	
BASE	5
SIZE	55-57
BRIDGE	17
TEMPLE	145
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

Code	
<i>Metal Front - Finishing Front - Metal Temples - Finishing Temples - Lenses Lens - Injected Tip - Finishing Tip - Logo Tip - Small Parts Other</i>	
032	gold metal 1-02 - shiny - gold metal 1-02 with denim blue enamel (pantone 19-4118) - SHINY - Demo lens - milky denim blue (Pantone 19-4118) - SHINY - UP Sticker Tree Logo - Gunmetal
007	dark gunmetal 2-05 (as used on TB50030 007) - Satin - dark gunmetal 2-05 ( as used on TB50030 007) with black enamel - Satin - Demo lens - Black - Matte - UP Sticker Tree Logo - Gunmetal
010	Light gunmetal 2-03 - SHINY - light gunmetal 2-03 with grape leaf green enamel (Pantone 19-0511) - shiny - Demo lens - . - grape leaf green (Pantone 19-0511) - milky - Matte - UP Sticker Tree Logo - Gunmetal
002	Black - Satin - black with red enamel (pantone 19-1540) - Satin - Demo lens - Black - Matte - UP Sticker Tree Logo - Gunmetal

# TB50075 – Color Story

032



FRONT/TEMPLES: SHINY GOLD  
LACQUER: DENIM BLUE ENAMEL (PANTONE 19-4118)  
TIPS: SHINY MILKY BLUE (YHDT1338)

55-17-145  
base 5.0  
bending 12



007



FRONT/TEMPLES: SATIN DARK GUN METAL  
LACQUER: MATTE BLACK ENAMEL  
TIPS: MATTE BLACK



010



FRONT/TEMPLES: SHINY LIGHT GUN METAL  
LACQUER: MATTE GRAPE LEAF GREEN ENAMEL (PANTONE 19-0511)  
TIPS: MATTE MILKY GRAPE LEAF GREEN (PANTONE 19-0511)



002



FRONT/TEMPLES: SATIN BLACK  
LACQUER: RED ENAMEL (PANTONE 19-1540)  
TIPS: MATTE BLACK



**TIMBERBEND™**

# Live Boldly

XL Wide EyeSize  
Collection: SS 2025 Optical

**Iconic Boot Detail**  
**Special Materials**  
**Larger Eyesizes**

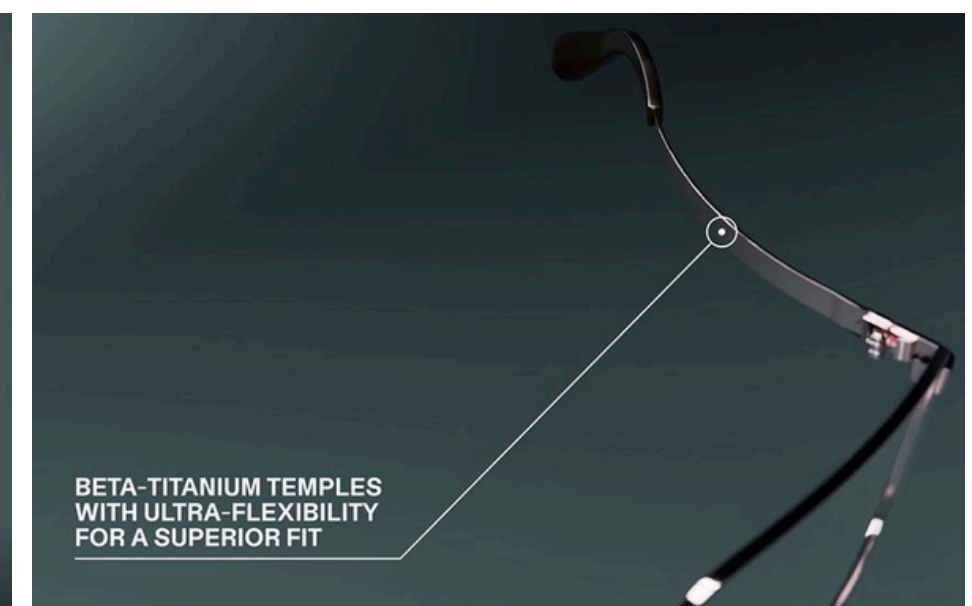
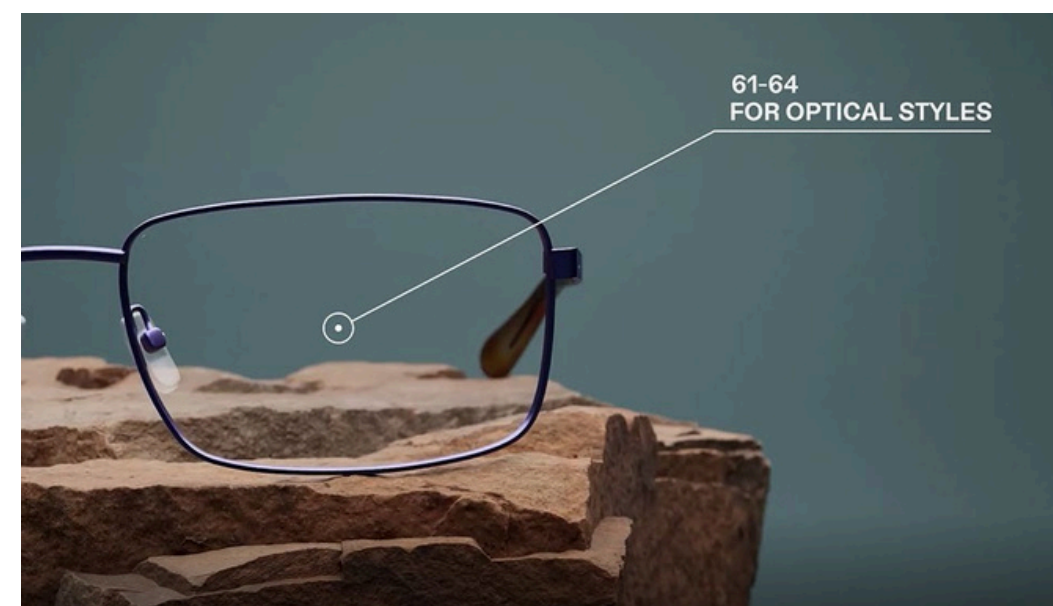


# NEW Extended Size Collection: Featuring TimberBEND® technology

*TimberBEND* allows for an entrance into the **extended eyesize** markets with durable and on trend styles. Focusing on providing **stylish** and **functional** options for the larger faces while providing **comfort** and **resistance** to breakage.

## Collection Features:

- Eye size range: 60-64 optical | 64-66 sun
- Temple length range: 150-155
- Flexible BETA-TITANIUM temples for comfort
- Thin profile/ flexible HD ACETATE
- Domed lamination tip ends for comfort
- Iconic boot detail as main logo identifier
- Commercial colorations



Built for the Bold



Inspiration



Sales Argument

- TimberBEND wide fit squared shape optical glasses
- HD-acetate front frame and temples provided with satin metal double rubber boot detail.



General Information

GENDER	Male
CONCEPT	Casual

TB50073	
BASE	
SIZE	60
BRIDGE	17
TEMPLE	150
FRONT MATERIAL	HD-ACETATE
TEMPLE MATERIAL	HD-ACETATE

Code
<p><i>Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Parts Temples - Metal Parts Temples - Lenses Lens - Logo Tip - Small Parts Other</i></p> <p>001 Black - Nero - Jimei - Shiny - Black - Nero - Jimei - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - Demo lens - UP Sticker Tree Logo - Gunmetal</p> <p>020 black to grey horn gradient (HDD4-0002) - Jimei - Shiny - black to grey horn (JIM/JHDUN-0093-4.0) - SHINY - satin black - Satin black Hinge/ Detail with Inner Laser Timberland logo - Demo lens - UP Sticker Tree Logo - Gunmetal</p> <p>049 black to dark brown horn gradient (HDD4-0004) - Jimei - Shiny - Black to dark brown horn (JIM/JHDUN-0562-4.0) - SHINY - satin black - Satin black Hinge/ Detail with Inner Laser Timberland logo - Demo lens - UP Sticker Tree Logo - Gunmetal</p> <p>090 . - black to blue horn gradient (HDD4-0006) - .Jimei - Shiny - black to blue horn gradient (JIM/JHDUN-0564-4.0) - SHINY - satin gunmetal - satin gunmetal - Demo lens - UP Sticker Tree Logo - Gunmetal</p>

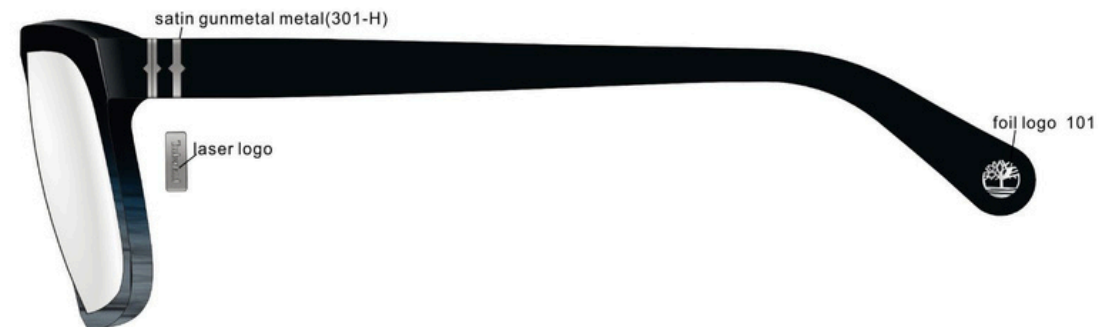
# TB50073 – Color Story

DP023587-12(TB50073)  
SIZE:60\*15\*155

020



090



049



001



Inspiration



Sales Argument

- TimberBEND wide fit squared shape optical glasses
- HD-acetate front frame and temples provided with satin metal double rubber boot detail.

General Information

GENDER	Male
CONCEPT	Casual

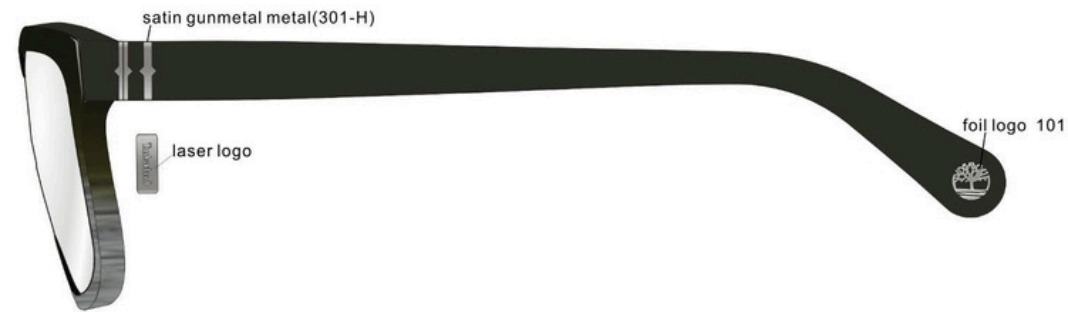
TB50074	
BASE	
SIZE	57
BRIDGE	18
TEMPLE	150
FRONT MATERIAL	HD-ACETATE
TEMPLE MATERIAL	HD-ACETATE

Code	
090	. - black to blue horn gradient (HDD4-0006) - Jimei - SHINY - black to blue horn gradient (JIM/JHDUN-0564-4.0) - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - Demo lens - UP Sticker Tree Logo - Gunmetal
096	black to green horn gradient (HDD4-0005) - Jimei - SHINY - black to green horn gradient (JIM/JHDUN-0563-4.0) - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - Demo lens - UP Sticker Tree Logo - Gunmetal
001	Black - Nero - Jimei - SHINY - Black - Nero - Jimei - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - Demo lens - UP Sticker Tree Logo - Gunmetal
052	tortoise (HDF-0008) - Jimei - SHINY - tortoise (HDF-0008) - Jimei - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - Demo lens - UP Sticker Tree Logo - Gunmetal

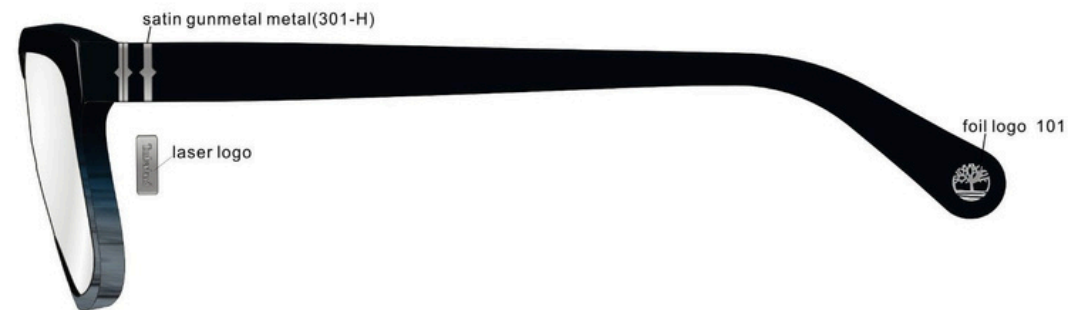
# TB50074 – Color Story

DP023587-02(TB50074)  
SIZE:59\*18\*155

096



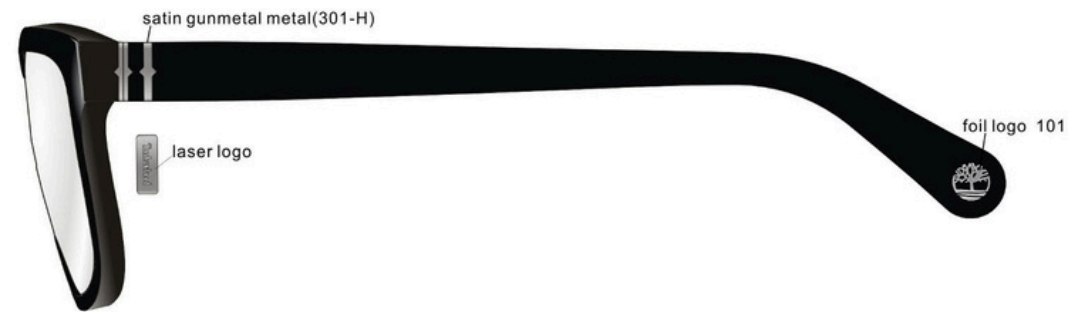
090



052



001



**PANTONE®**  
19-0511 TCX  
Grape Leaf



**252 OPTICAL NEW RECOLORATIONS**

Inspiration



Sales Argument

- CLIP-ON injected glasses combine the timeless appeal of rectangular frames with a modern twist
- Timberland tree logo and with metal insert
- Available in two sizes

General Information

GENDER	Male
CONCEPT	Casual

TB1765	
BASE	
SIZE	54-57
BRIDGE	16
TEMPLE	145
FRONT MATERIAL	BIO-INJECTED
TEMPLE MATERIAL	BIO-INJECTED

Code

<i>Injected Front - Finishing Front - Injected Temples - Finishing Temples - Logo Temples - Lenses Lens - Clip-On Injected Color Other - Finishing Other - Small Parts Other</i>	
090 (ECO)	crystal blue (ref: F1H00066) - Shiny - crystal blue (ref to match: F1H00066) with wheat boot orange color spray(Pantone 131C ) - Matte - UP Sticker Tree Logo - Gunmetal - Demo lens - crystal blue (ref to match F1H00066) with TAC smoke gradient lens (PSSG302) - - Shiny
020 (ECO)	crystal grey (ref VABA606) - Matte - crystal grey (ref: VABA606); hot spot yellow color spray (Pantone 14-0758) - Matte - UP Sticker Tree Logo - Gunmetal - Demo lens - crystal grey (ref to match VABA606) with TAC smoke lens (S10 CAT3) - Matte
002 (ECO)	Black - Matte - black with denim blue color spray (Pantone 19-4118) - Matte - UP Sticker Tree Logo - Gunmetal - Demo lens - black with TAC Blue lens (PU24) - Shiny
001	Matte - UP Sticker Tree Logo - Gunmetal - Demo lens
052	Matte - UP Sticker Tree Logo - Gunmetal - Demo lens
091	Matte - UP Sticker Tree Logo - Gunmetal - Demo lens

# TB1795 – COLOR STORY

020



090



067



097



002



Inspiration



Sales Argument

- Injected eyeglasses with rectangular shape, delivering a modern look
- Timberland tree logo on temple
- Available in two sizes

General Information

GENDER	Male
CONCEPT	Casual

TB1797	
BASE	5
SIZE	53-55
BRIDGE	16
TEMPLE	145
FRONT MATERIAL	BIO-INJECTED
TEMPLE MATERIAL	BIO-INJECTED

Code

*Injected Front - Finishing Front - Injected Temples - Finishing Temples - Logo Temples - Lenses Lens - Small Parts Other*

020 Crystal Grey (Pantone 18-0201) - SHINY - Crystal grey (Pantone 18-0201) with double injected habanero yellow rubber color pop (Pantone 13-0849TCX)-engraved lines (top surface of temple) - Matte - Double Injected Tree Logo - Habanero Yellow (Pantone 13-052) Tortoise H1587 - Ref to Match - Matte - Dark milky brown (ref to match YHDTA103) with double injected orange rubber color pop (Pantone 138C)-engraved lines (top surface of temple) - Matte - Double Injected Tree Logo - Orange (Pantone 138C) - Demo lens

001 Black - SHINY - Black with double injected blue rubber color pop (Pantone 7701C)-engraved lines (top surface of temple) - SHINY - Double Injected Tree Logo - Blue (Pantone 7701C) - Demo lens

071 Dark Milky Bordeaux - (ref to match K1202) - Matte - Milky bordeaux (ref to match K1202) with double injected black rubber color pop-engraved lines (top surface of temple) - Matte - Double Injected Tree Logo - Black - Demo lens

005 milky grey (ref: Y91254K) - - Shiny - Milky grey (ref to match Y91254K) with double injected flame orange rubber (Pantone 17-1462) color pop-engraved lines (top surface of temple) - Matte - double injected tree logo flame orange (Pantone 17-1462) - Demo lens

090 milky blue (ref Y91253K) - Shiny - Milky blue (ref to match Y91253K) with double injected hotspot yellow rubber (Pantone 14-0758) color pop-engraved lines (top surface of temple) - Matte - double injected tree logo - hotspot yellow (Pantone 14-0758) - Demo lens

048 milky brown (ref to match YHDTA103 - in milky) - Shiny - Milky brown (ref to match YHDTA103) with double injected wheat boot rubber (Pantone 131C) color pop-engraved lines (top surface of temple) - Matte - double injected tree logo - wheat boot orange (Pantone 131C)

# TB1797 – COLOR STORY

C1



C2



C3



C4



C5



Inspiration



Sales Argument

- Metal design eyeglasses with squared front shape
- Colored injected temple tip
- Timberland lettering logo

General Information

GENDER	Male
CONCEPT	Casual

TB1802	
BASE	
SIZE	54
BRIDGE	18
TEMPLE	145
FRONT MATERIAL	METAL
TEMPLE MATERIAL	METAL

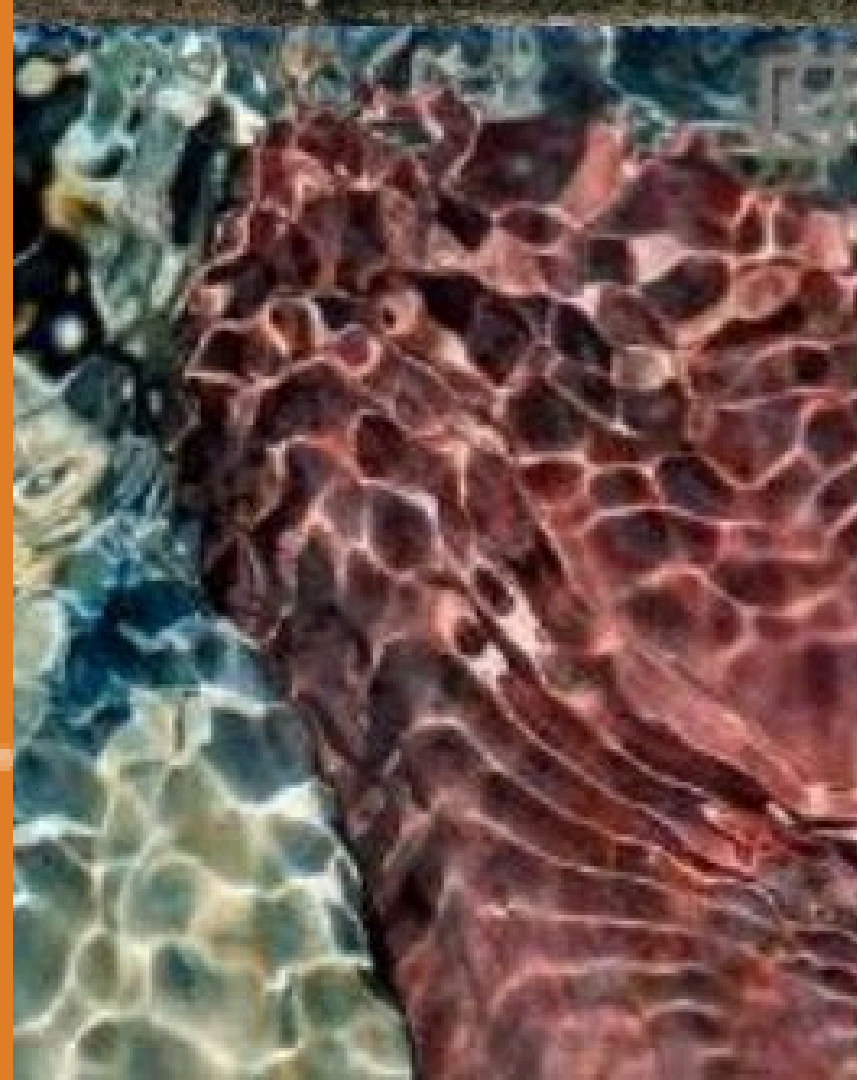
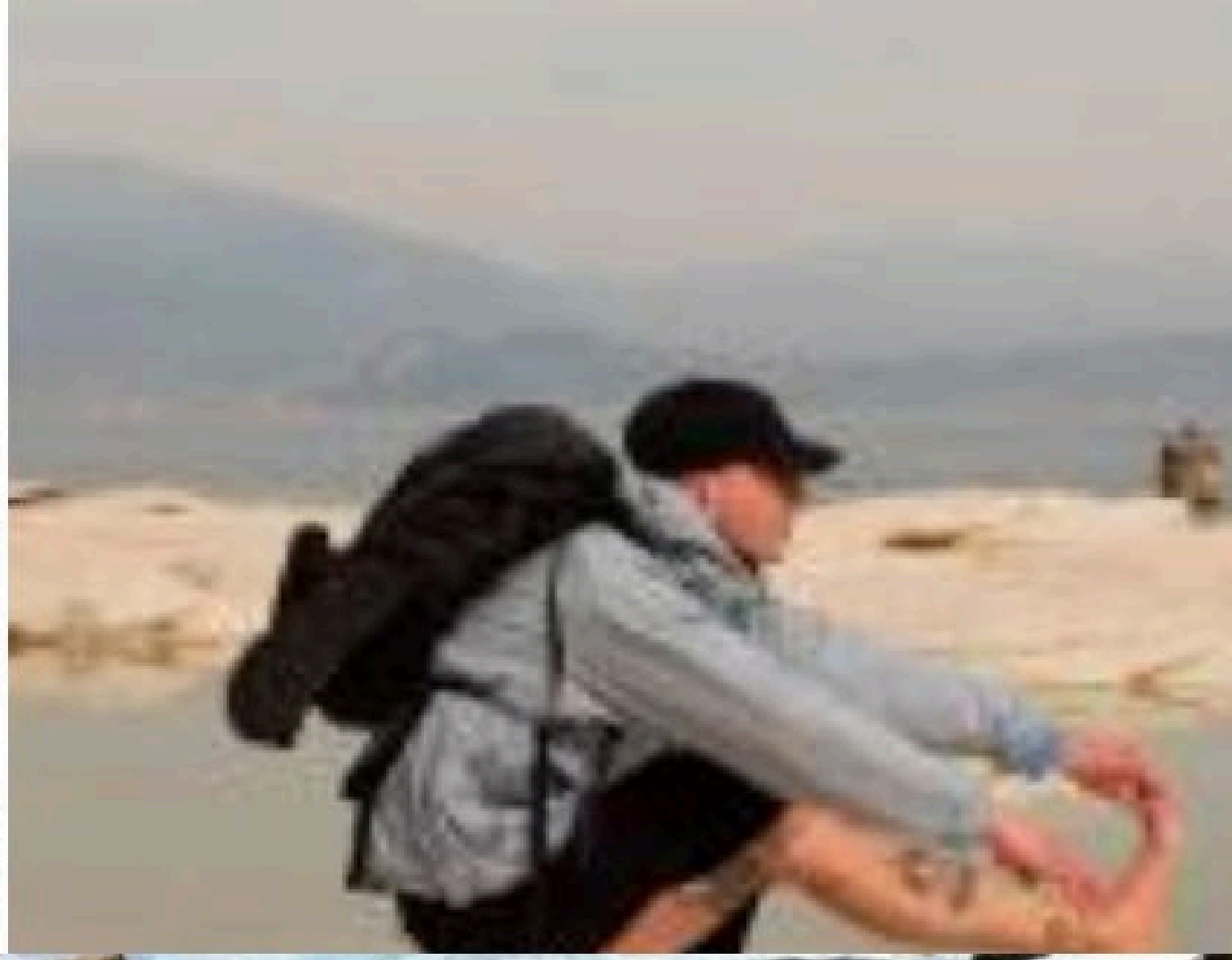
Code	
	<i>Metal Front - Finishing Front - Metal Temples - Finishing Temples - Enamel Logo Colour Outside Temples Temples - Finishing Temples - Internal Temple Logo Temples - Lenses Lens - Injected Tip - Finishing Tip - Logo Tip - Small Parts Other</i>
049	dark brown - Satin - dark brown - Satin - Grey - Pantone Cool Grey 9C - Matte - laser tree logo on inner metal area of temple - Demo lens - Tortoise H1587 - Ref to Match - Matte - UP Sticker Tree Logo - Gunmetal
009	dark gunmetal - . - Satin Finish Top Brow; Shiny Finish Bottom Eye Wire and Bridge; shiny interior finish - dark gunmetal - Satin - Grape Leaf Green - Pantone 19-0511 - Matte - laser tree logo on inner metal area of temple - Demo lens - Green Tortoise - ref to match
002	Black - Satin - Black - Satin - Grey - Pantone Cool Grey 9C - Matte - laser tree logo on inner metal area of temple - Demo lens - Red Tortoise - ref to match GHP801-0012 - Matte - UP Sticker Tree Logo - Gunmetal
091	Painted Blue Top Brow; Satin Gunmetal Bottom Eye Wire and Bridge - Satin - Gunmetal - Satin - Black - Matte - laser tree logo on inner metal area of temple - Demo lens - Grey havana - Matte - UP Sticker Tree Logo - Gunmetal
005	black top brow; gunmetal bottom eye wire and bridge - . - Satin Finish Top Brow; Shiny Finish Bottom Eye Wire and Bridge; shiny interior finish - Gunmetal - . - Shiny - Matte - laser tree logo on inner metal area of temple - Demo lens - Black - Matte - UP Sticker Tree Logo -
007	Gunmetal - . - Satin Finish Top Brow; Shiny Finish Bottom Eye Wire and Bridge; shiny interior finish - Gunmetal - . - Shiny - Matte - laser tree logo on inner metal area of temple - Demo lens - milky dark grey (ref:Y91254K) - Matte - UP Sticker Tree Logo - Gunmetal



**252 SUNGLASSES COLLECTION**



OVER UTILITY



Inspiration



Sales Argument

- Bio-injected rectangular front shape and temples
- Featuring Timberland lettering logo with matching inner wire
- Small Tree logo on temple tip

General Information

GENDER	Male
CONCEPT	Outdoor

TB00051	
BASE	4
SIZE	57
BRIDGE	16
TEMPLE	145
FRONT MATERIAL	BIO-INJECTED
TEMPLE MATERIAL	BIO-INJECTED

Code	
<i>Injected Front - Finishing Front - Injected Temples - Finishing Temples - Logo Temples - Lenses Lens - Logo Tip - Small Parts Other</i>	
26H (ECO)	milky dark grey (ref to match:Y91254K) with orange color pop (pantone 138C) - . - Matte - . - milky dark grey (ref to match: Y91254K) with orange color pop (pantone 138C) - . - Matte - laser with matte orange (Pantone 138C) color fill - smoke/ brown gradient lens (TAC GB15
520 (ECO)	. - Tortoise (ref to match: H1587) with grape leaf green color pop (pantone 19-0511) - . - Matte - . - Tortoise (ref to match: H1587) with grape leaf green color pop (pantone 19-0511) - . - Matte - Laser with grape leaf green enamel (pantone 19-0511) - smoke/green gradient
910 (ECO)	milky navy-blue (ref to match: Y91253K); hot spot yellow color pop (Pantone 14-0758) - . - Matte - Milky navy-blue (ref to match: Y91253K) with hot spot yellow color pop (pantone 14-0758) - . - Matte - laser with matte hot spot yellow enamel (Pantone 14-0758) - . -
920	Black with cobalt blue color pop (Pantone 7687C) - Matte - Black with cobalt blue color pop (Pantone 7687C) - Matte - laser with cobalt blue color pop (Pantone 7687C) - smoke lens (S10 CAT3) - UP Sticker Tree Logo - Gunmetal

# TB00051 – Color Story

BASE 4.0



**PANTONE®**  
7687 C

**PANTONE®**  
131 C

# 252 TIMBERLAND SUN COLLECTION

## Inspiration



## Sales Argument

- Rectangular shape sunglasses
- Bio-injected front and temples, featuring Timberland lettering with logo matching inner wire
- Small Tree logo on temple tip



## General Information

GENDER	Male
CONCEPT	Outdoor

## TB00052-H

BASE	6
SIZE	56
BRIDGE	15
TEMPLE	145
FRONT MATERIAL	BIO-INJECTED
TEMPLE MATERIAL	BIO-INJECTED

## Code

*Injected Front - Finishing Front - Injected Temples - Finishing Temples - Logo Temples - Lenses Lens - Logo Tip - Small Parts Other*

20H (ECO) . - milky dark grey (ref to match: Y91254K) with orange color pop (pantone 138C) - . - Matte - milky dark grey (ref to match:Y91254K) with orange color pop (pantone 138C) - . - Matte - laser with matte orange (Pantone 138C) color fill - smoke/ brown gradient lens (TAC GB15)

52D (ECO) . - Tortoise (ref to match: H1587) with grape leaf green color pop (pantone 19-0511) - . - Matte - . - Tortoise (ref to match: H1587) with grape leaf green color pop (pantone 19-0511) - . - Matte - Laser with matte grape leaf green enamel (pantone 19-0511) - . - smoke/green

91D (ECO) Milky navy-blue (ref to match: Y91253K) with hot spot yellow color pop (pantone 14-0758) - . - Matte - Milky navy-blue (ref to match: Y91253K) with hot spot yellow color pop (pantone 14-0758) - . - Matte - laser with matte hot spot yellow enamel (Pantone 14-0758) - . -

02D Black with cobalt blue color pop (Pantone 7687C) - Matte - Black with cobalt blue color pop (Pantone 7687C) - Matte - laser with cobalt blue color pop (Pantone 7687C) - smoke lens (S10 CAT3) - UP Sticker Tree Logo - Gunmetal

# TB00052-H – Color Story



# TIMBERBEND™

## Live Boldly

XL Wide EyeSize  
Collection: SS 2025 Sun

**Iconic Boot Detail**  
**Special Materials**  
**Larger Eyesizes**

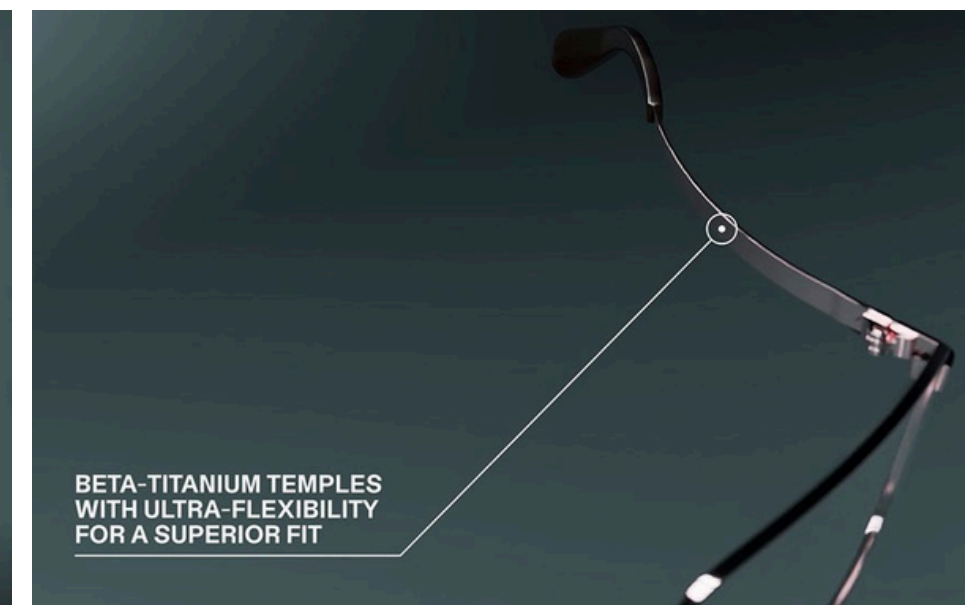
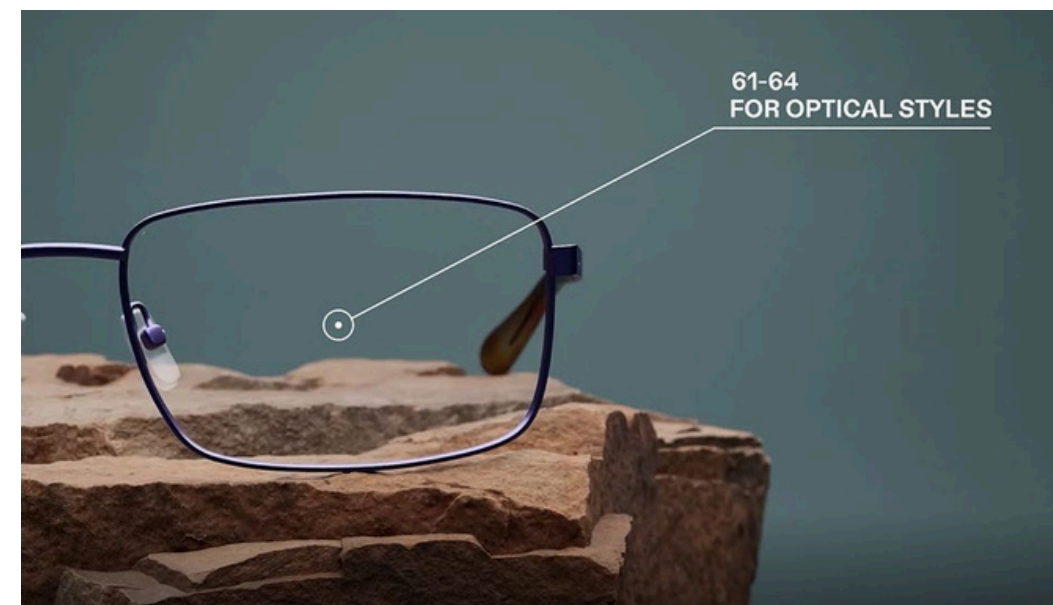


# NEW Extended Size Collection: Featuring TimberBEND® technology

*TimberBEND* allows for an entrance into the **extended eyesize** markets with durable and on trend styles. Focusing on providing **stylish** and **functional** options for the larger faces while providing **comfort** and **resistance** to breakage.

## Collection Features:

- Eye size range: 60-64 optical | 64-66 sun
- Temple length range: 150-155
- Flexible BETA-TITANIUM temples for comfort
- Thin profile/ flexible HD ACETATE
- Domed lamination tip ends for comfort
- Iconic boot detail as main logo identifier
- Commercial colorations



Built for the Bold



# 252 TIMBERLAND SUN COLLECTION

## Inspiration



## Sales Argument

- TimberBEND wide fit rectangular shape
- HD-acetate front frame and temples provided with satin metal double rubber boot detail.



## General Information

GENDER	Male
CONCEPT	Outdoor

TB00053	
BASE	
SIZE	67
BRIDGE	15
TEMPLE	150
FRONT MATERIAL	HD-ACETATE
TEMPLE MATERIAL	HD-ACETATE

Code	
<i>Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Parts Temples - Metal Parts Temples - Lenses Lens - Logo Tip - Small Parts Other</i>	
01D	Black - Nero - Jimei - Shiny - Black - Nero - Jimei - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - Smoke Polarized - UP Sticker Tree Logo - Gunmetal
52H	tortoise (HDF-0008) - Jimei - Shiny - tortoise (HDF-0008) - Jimei - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - Brown lens (TAC NB15) - UP Sticker Tree Logo - Gunmetal
92D	. - black to blue horn gradient (HDD4-0006) - .Jimei - Shiny - black to blue horn gradient (JIM/JHDUN-0564-4.0) - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - blue gradient lens (TAC HT-UU15 CAT3) - UP Sticker Tree Logo
98R	black to green horn gradient (HDD4-0005) - Jimei - Shiny - black to green horn gradient (JIM/JHDUN-0563-4.0) - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - green lens (G15) - UP Sticker Tree Logo - Gunmetal

# TB00053 – Color Story



Inspiration



Sales Argument

- TimberBEND wide fit squared shape
- HD-acetate front frame and temples provided with satin metal double rubber boot detail.



General Information

GENDER	Male
CONCEPT	Outdoor

TB00054-H	
BASE	
SIZE	65
BRIDGE	17
TEMPLE	150
FRONT MATERIAL	HD-ACETATE
TEMPLE MATERIAL	HD-ACETATE

Code	
<i>Acetate Front - Finishing Front - Acetate Temples - Finishing Temples - Metal Parts Temples - Metal Parts Temples - Lenses Lens - Logo Tip - Small Parts Other</i>	
01R	Black - Nero - Jimei - SHINY - Black - Nero - Jimei - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - green lens (G15) - UP Sticker Tree Logo - Gunmetal
20D	black to grey horn gradient (HDD4-0002) - Jimei - SHINY - black to grey horn (JIM/JHDUN-0093-4.0) - SHINY - satin black - Satin black Hinge/ Detail with Inner Laser Timberland logo - . - Smoke Polarized - UP Sticker Tree Logo - Gunmetal
50H	black to dark brown horn gradient (HDD4-0004) - Jimei - SHINY - Black to dark brown horn (JIM/JHDUN-0562-4.0) - SHINY - satin black - Satin black Hinge/ Detail with Inner Laser Timberland logo - brown gradient lens (TAC HT-BB15 CAT3) - UP Sticker Tree Logo -
92D	. - black to blue horn gradient (HDD4-0006) - .Jimei - SHINY - black to blue horn gradient (JIM/JHDUN-0564-4.0) - SHINY - satin gunmetal - . - Satin Gunmetal Hinge/ Detail with Inner Laser Timberland Logo - . - blue gradient lens (TAC HT-UU15 CAT3) - UP Sticker

# TB00054-H – Color Story

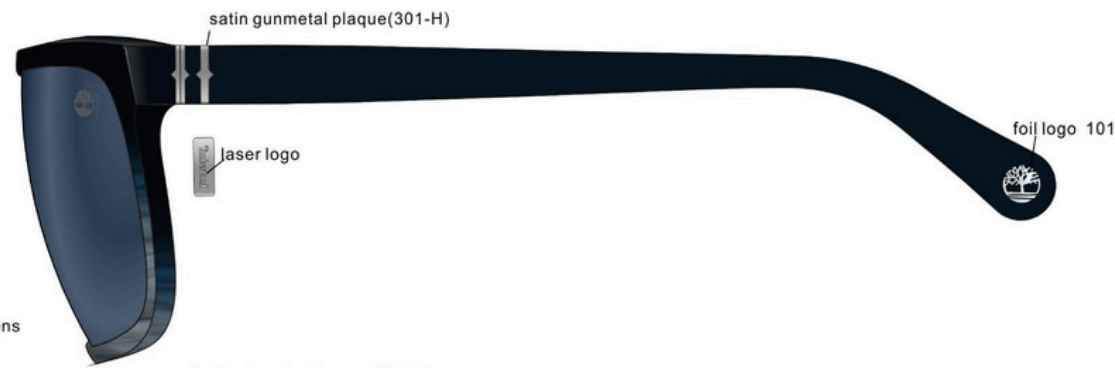
DP023587-13(TB00054)  
SIZE:65\*17\*155

92D



JIM/HDD-0006

Blue gradient lens  
(TAC HTUU15)



satin gunmetal plaque(301-H)

laser logo

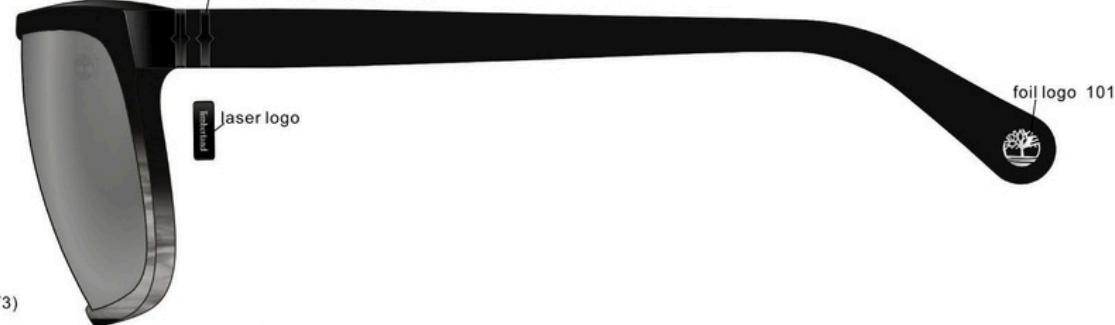
foil logo 101

20D



JIM/HDD-0002

Smoke lens  
(TAC S10 CAT3)



satin black metal plaque(501-H)

laser logo

foil logo 101

01R



JB/T001JSF

Green lens  
(TAC G15 CAT3)



gunmetal plaque(301)

laser logo

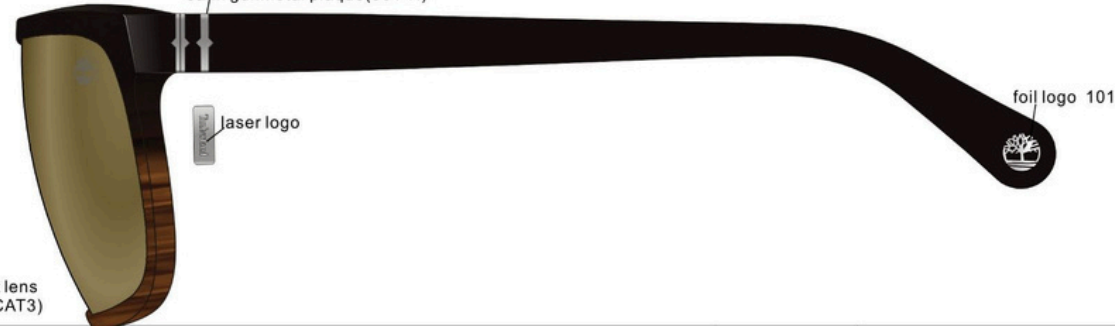
foil logo 101

50H



JJM/HDD-0004

Brown gradient lens  
(TAC HT-BB15 CAT3)



satin gunmetal plaque(301-H)

laser logo

foil logo 101

CUSTOMER: BRAND: NOTES: DRAWING NO: DB00207 42/TD00054

All the informations shared in this document are meant to be considered "Strictly Confidential" and could not be shared in any way by the receiver.



# Thank you.

