

INVU Easyfit: Little space – big results

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Fast inventory rotation, small assortment, no inventory risk and total customer satisfaction. Does this sound too good to be true? Not if you are talking about INVU Easyfit by Swiss Eyewear Group.

Consumers spontaneously purchase products that offer a solution to a problem and are reasonably priced. Retailed at Euro 49 and showcased on a self-explanatory, small footprint display, INVU Easyfit sunglasses generate significant additional impulse purchases and lead to valuable discussions between customers and their opticians about sun protection. While prescription sunglasses continue to be the primary solution, INVU Easyfit offers a quick fix for certain situations, for example while driving or during other activities where it is inconvenient or even dangerous to switch prescription glasses. With a moderate purchase price, INVU Easyfit also works well for a “buy one – get one” total sun protection promotion.

All INVU Easyfit feature the ultra polarized lens from Swiss Eyewear Group that offers consumers high contrast, glare-free vision.

Swiss Eyewear Group (International) AG is a registered, privately held company with its headquarters in Zürich Switzerland. INVU is a registered trademark of Swiss Eyewear Group (International) AG.



INVU. ULTRA
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