



dilli dalli
eyewear

***Innovative by design.
Crafted with love.***

*Eyewear for little ones, big kids,
and mini superheroes alike.*



www.dillidalli.com



Proprietary pediatric eyewear collection that was created to meet the specific needs of families who have kids in glasses



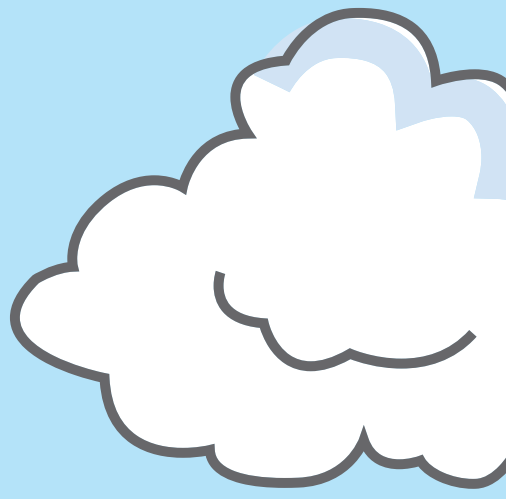
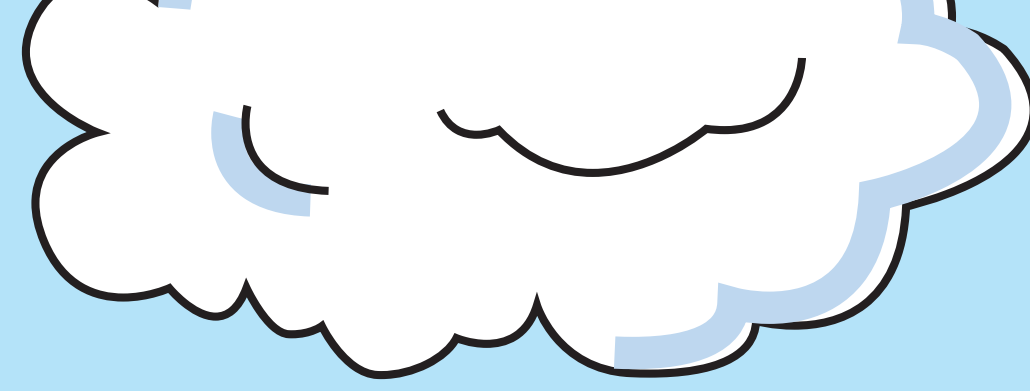
Since launching in 2012, Dilli Dalli has been known as a **leader in the pediatric eyewear market** and **top performing** brand having an annual growth rate of 32% for the last 7 years.

Dilli Dalli is manufactured and distributed by ClearVision Optical Company. ClearVision has 70+ years experience in the optical industry and since 1988 has pioneered the children's eyewear market by offering a premium licensed brands, starting with with Fisher-Price from Mattel.

ClearVision is a known industry leader in the development of children's eyewear and has consistently ranked #1 in the industry for having the best styles for children for over 2 decades.*

*ViewPoint Perception Rankings by Jobson Optical Research, 2021





Meet our Mascot: Red

Getting glasses can be scary. Not only for you but for your child. Red is a carefree school aged bird who like all kids is trying to figure out this thing called life and these new things called glasses. Red helps to make glasses fun and provides a positive experience so that you and your child can worry less and play more.



RED'S JOURNEY GAME

[IOS](#)
[ANDROID](#)



RED'S BIG DAY

[YOUTUBE](#)



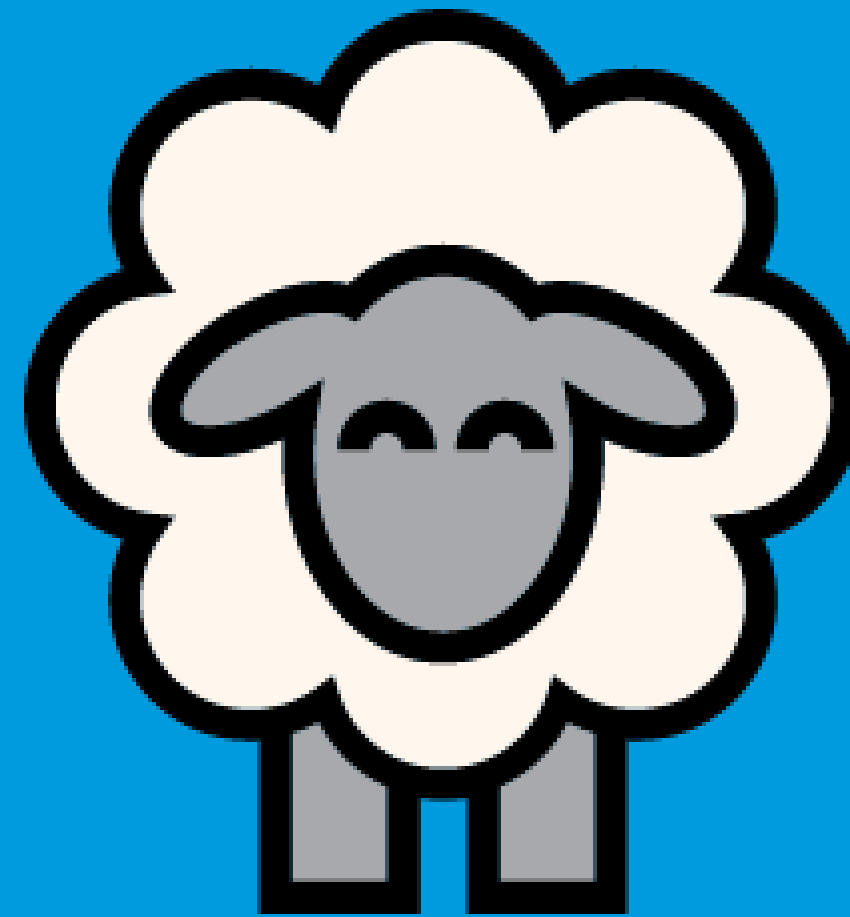
why

DILLI DALLI?



Design

Precise fit for little faces



Comfort

Creating comfortable frames is one of our top priorities



Safety

No sharp edges or loose parts



Little ones have facial features that aren't yet fully developed. So, we put particular emphasis on proper, precise fit for little faces when designing each Dilli Dalli model.

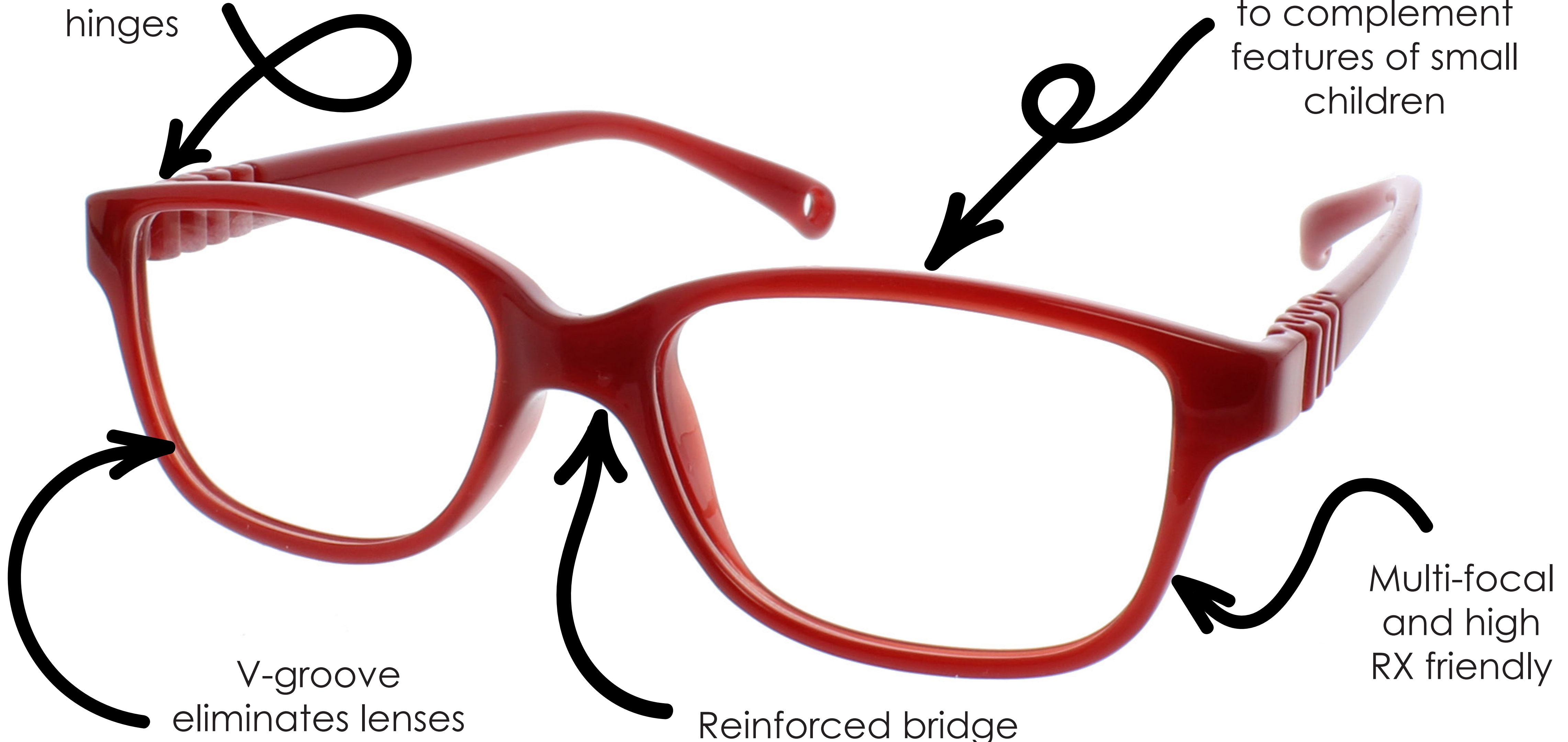
Design



Gentle, soft and flexible in all the right places; Strong and durable where it counts!

IntelliFlex™
multidirectional
hinges

Shapes designed
to complement
features of small
children



V-groove
eliminates lenses
falling out

Reinforced bridge

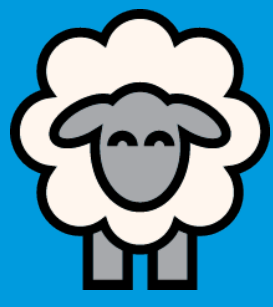
Multi-focal
and high
RX friendly

IntelliFlex Hinge

Designed with the ability to flex both vertically and horizontally, the IntelliFlex hinge can “spring” back to its original adjustment. The IntelliFlex hinge makes it easier for little ones to handle their frames on their own without causing too much stress to the glasses.

- Unique flexibility = greater durability
- No small screws or parts





We know how challenging it can be for small children to wear glasses, especially for an extended period of time! So creating comfortable frames is one of our top priorities.

Comfort



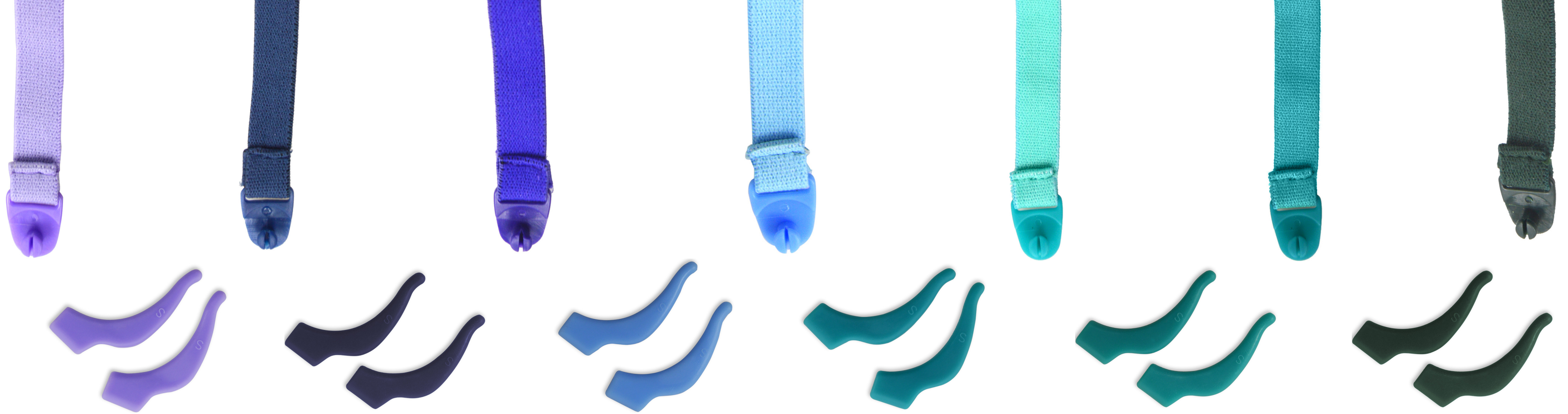
Slightly bowed
temples

SoftTouch material
*(This is our propriety blend
Thermoplastic. Developed
both for safety as well as ease of
use for our ECP's.)*



Curved edges
on nose pads

Flexible and
durable



All frames come with an adjustable nylon breakaway strap to provide a comfortable fit. Silicon ear locks are available for a custom fit when needed.





When it comes to your little ones, there's nothing you wouldn't do to keep them safe. We feel the same way. Our frames are designed without screws that could come loose and have no sharp edges or hinges that would hurt young faces. For added piece of mind they are also Hypo-Allergenic.

Safe



Constructed with
FDA-approved
materials

Hypoallergenic



No sharp
edges

No hinges or loose screws



all about the

EYEWEAR COLLECTION

Fit

&

Size

- Size range from eye size 34-51mm
- Fits newborn up to age 12
- All styles come in 2+ eye sizes
- Multi-focal and high RX friendly
- Purposely reinforced bridge
- Bridge sizes meticulously researched and implemented by optometrists & ophthalmologists



Color

- All styles come in 3-7 colors
- Wide range of colors from soft to bright
- Some styles include glitter



SoftTouch is a proprietary, specially designed material. We demanded a material that was durable and safe. We developed SoftTouch using a formula and process that is not shared with anyone else. This allows us to maintain the integrity of the material.

- Meets all CPSIA and Prop 65 standards for children's products
- Feels soft against the face
- Durable, strong, impact and crack resistant
- Uses no screws or removable parts



SoftTouch



Have patients that are ready for a more grown up metal look? We developed an innovative system that combines a metal front with our SoftTouch temple. Now you can have the metal look with safety and comfort of our SoftTouch frames.

- Adjustable nose pad for extra comfort and personal fit
- No need to worry about little fingers getting pinched and there are no small screws to fall out



Protect
Metal



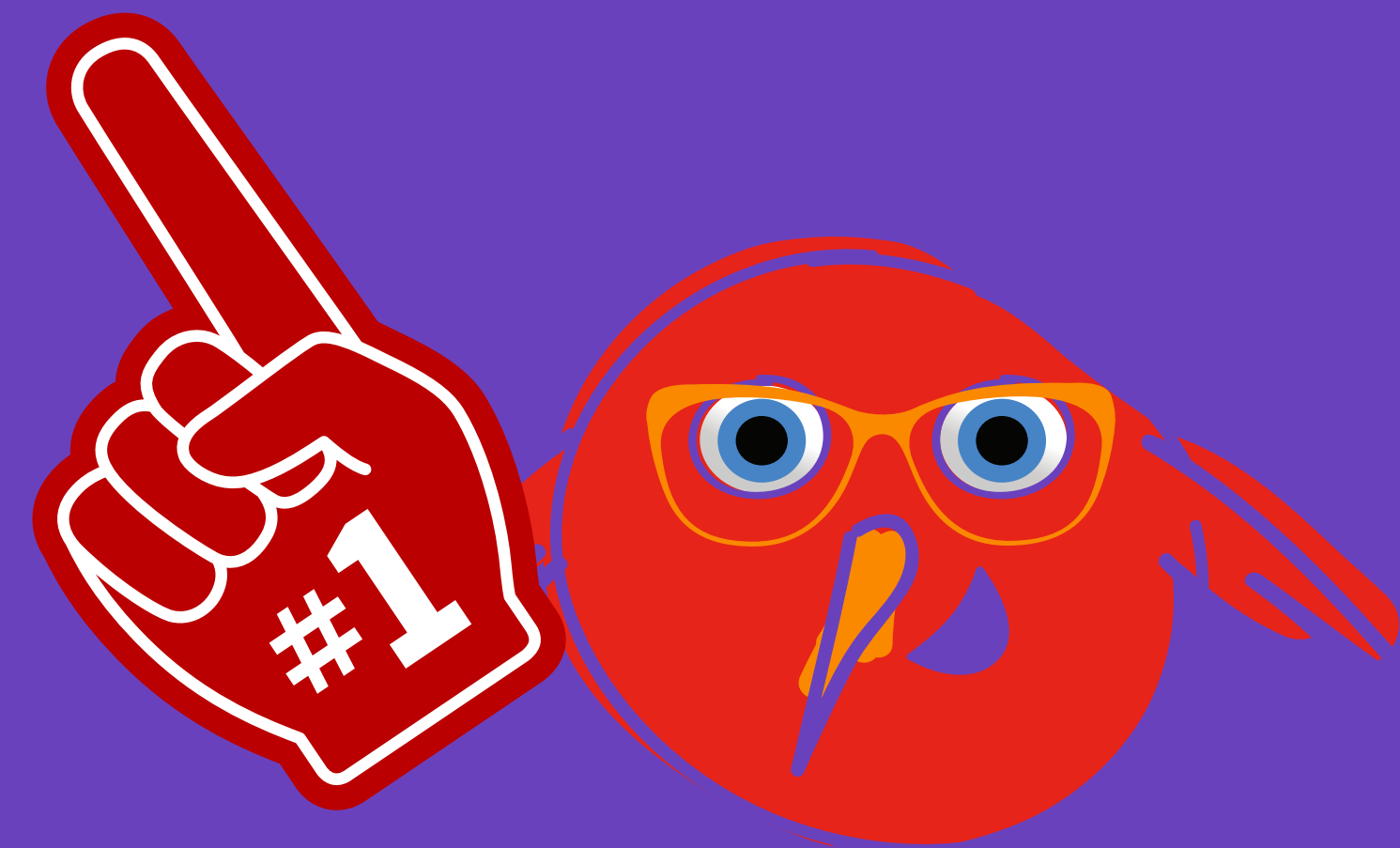
the brand

IS IN DEMAND!

Dilli Dalli is featured in approximately 13,000 internet searches per month



Dilli Dalli ranks on the 1st page of **Google** for popular non-branded keyword searches.



Dilli Dalli provides an honest, unfiltered look at childhood through the lens of the parent. This nurtures a social environment where followers feel like they're following a community, not an account, and allows our audience to engage with content as if it's part of a conversation rather than a post.

Social Media Metrics (2021):

Social Following: 17,544

 2,151


 15,393

Impressions: 98,883

 49,840

 49,043

Engagements: 3,684

 2,084

 1,600

**Average Engagement
Per Week: 71**

Community (2021):

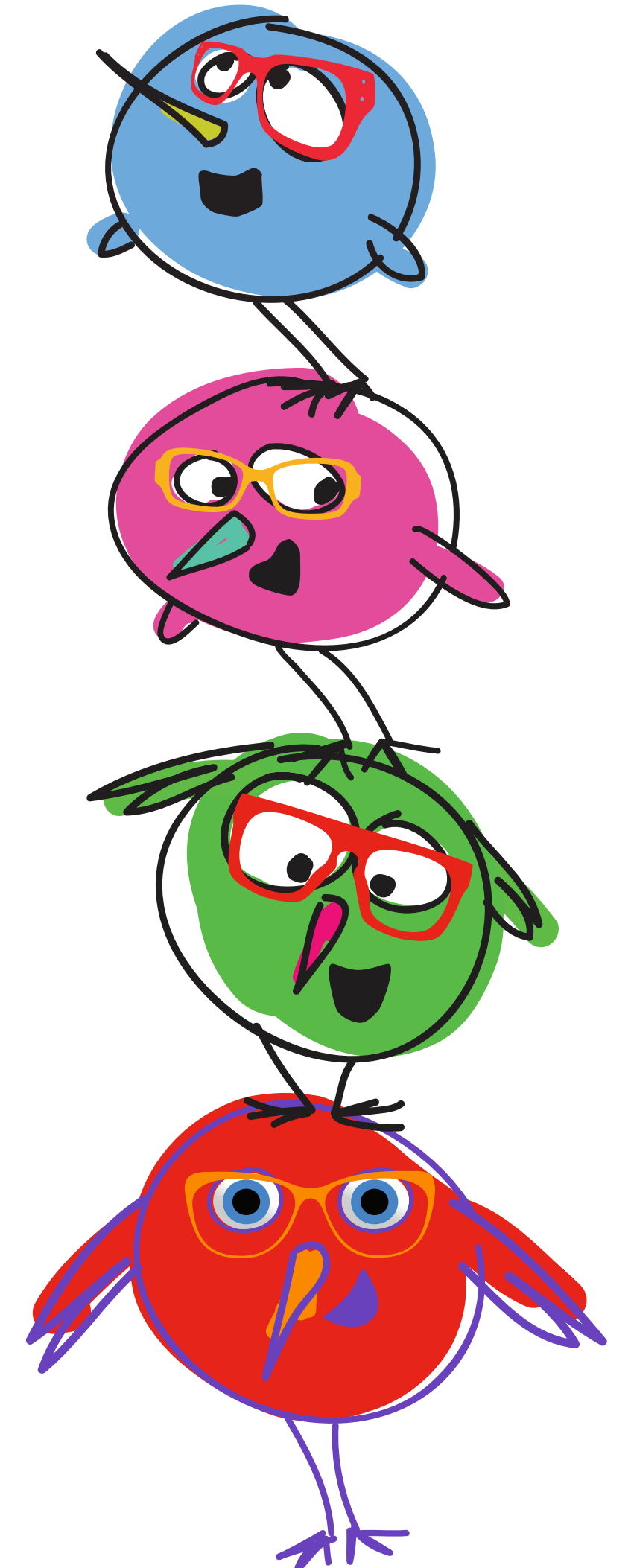
Social Contest Entries: 698/year

Average of 58/month

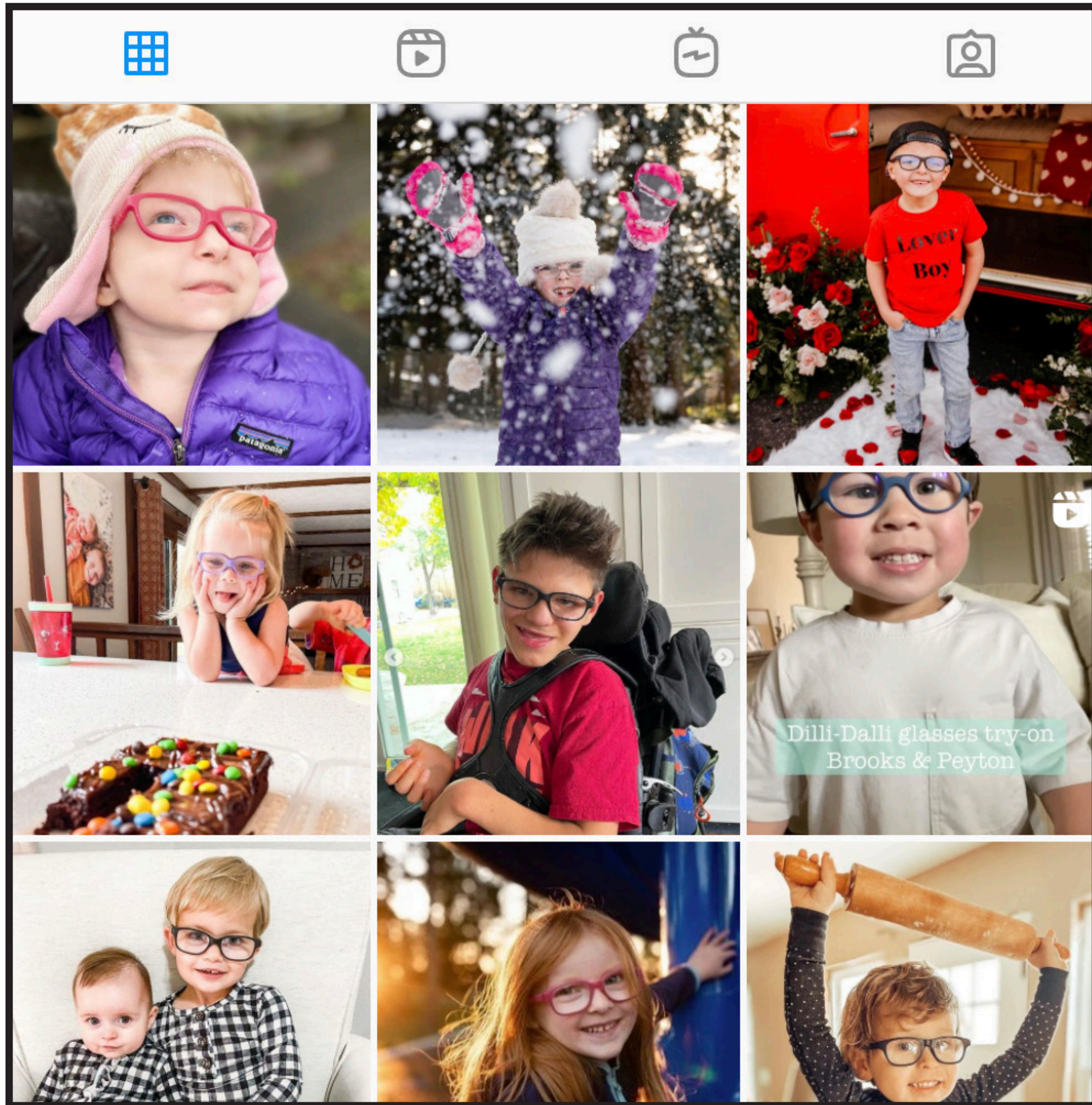
Average of 13/week

 **Group Mentions: 400+/year**

- Opticians on Facebook
- ODs on Facebook
- For Little Eyes
- Frame Reps on Facebook
- Eye Spy with My Four Eyes
- Optical Independence
- Optical Rep Alliance
- OD's off Facebook
- Eye Nerds



Stay Connected



 @dillidallieyewear



 fb.com/dillidallieyewear



Social Contest



Contest Details:

- Post a photo of your child in their Dilli Dalli frames on any of our social media
- Be sure to tag us @DilliDalliEyewear and use contest hashtag #DilliDalliKids
- Enter as many times as you'd like
- Weekly winners will be posted on the Dilli Dalli social media pages
- All entries will be entered to win a Dilli Dalli branded t-shirt



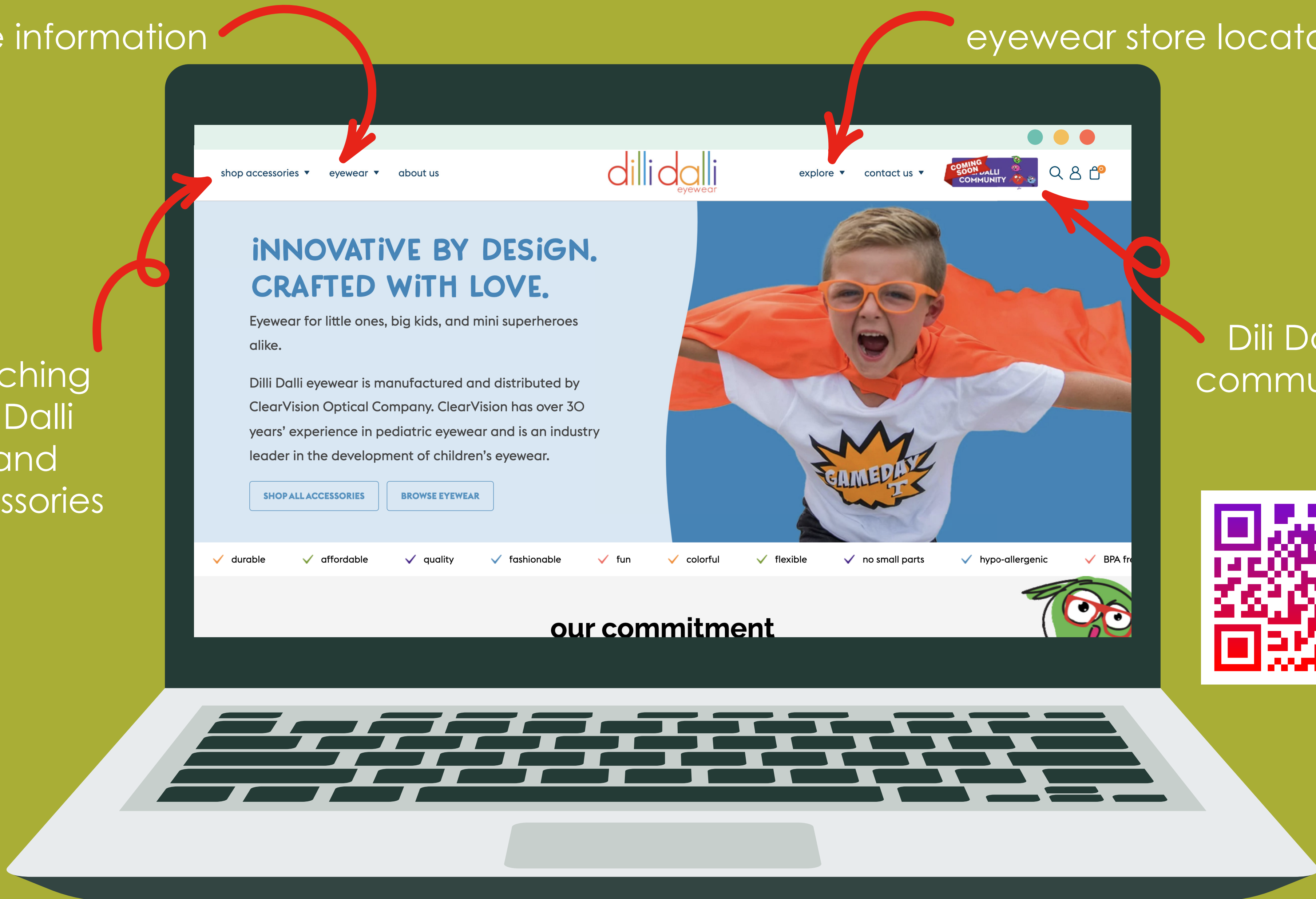
marketing tools:
BRAND SUPPORT

Dilli Dalli is launching a brand new consumer-friendly website this year!

frame information

eyewear store locator

launching
Dilli Dalli
brand
accessories



Dilli Dalli
community

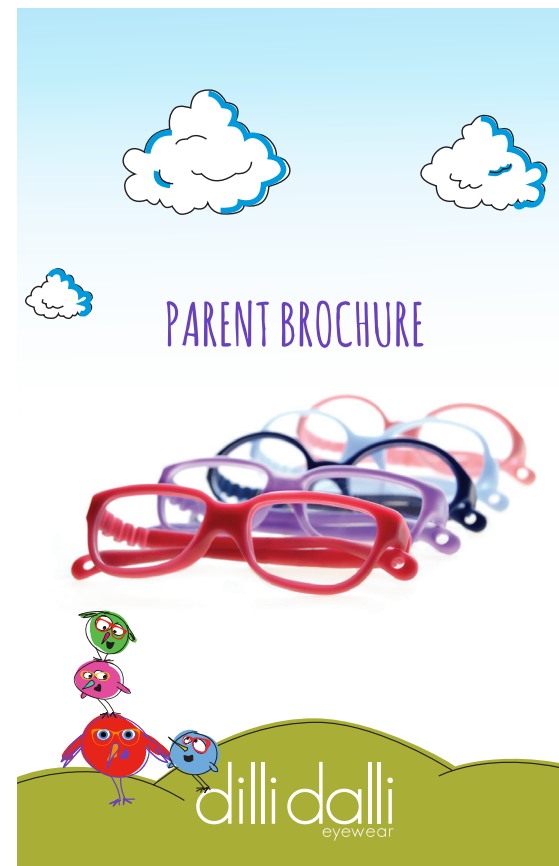




12-PIECE DISPLAY



COUNTER CARDS



PARENT BROCHURE



BRAND ID



FRAME BOARD HIGHLIGHTER



6-PIECE DISPENSING TRAY



12-PIECE DISPENSING TRAY



PLUSH BIRD

Website

- Able to be translated
- Dealer locator

Social Media (PromoBoxx)

- Brand imagery
- Written content

Printed Materials

- Parent Brochure

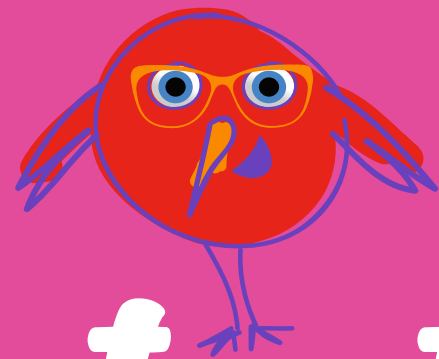
Digital Brand Support

- Fitting videos (YouTube)
- Red's Journey game
- Book



RED'S JOURNEY GAME
[IOS](#)
[ANDROID](#)





trusted worldwide by
PARENTS & ECPs

“My go to selection for the best and **affordable** children’s eyewear anywhere! The Dilli Dalli line is fantastic with its shapes, sizes and **durability**. I have fitted not only my patients, but my great nieces and nephews as well.”

- Marie T. (Dr. M.A. Schwartz, Optometrist and Associates, Sterling Heights, MN)



“It was important that my son gets frames that were **safe** and life-proof, but also that looked good. We love the **variety** of styles and colors, the **durability** of the frames, and the focus on **proper fit** and function for young children that Dilli Dalli has for each pair.”

- Karly Shorter





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