



BORN ON THE WATER

a hidden gem of the ocean

THE BRAND

1983

Founded by Ray Ferguson in Daytona Beach, Florida

1986

Official gears of Stars & Stripes team in America's Cup yacht racing contest

1987

Become one of the sponsors in the video game - California Games

2013

Acquired by Essilor for \$270,000,000

2017

Partnered with Austin Dillon for a limited collection of sunglasses. TJ McMeniman - a new marketing vice president was nominated

2018

Austin Dillon won the Daytona 500 contest. Company involved in 'a nominal fee' lawsuit series.

2019

CEO, Holly Rush, was let go and all the head departments transferred to Luxottica. Operations in Dayton, FL came to an end

2020

Products will be manufactured at Luxottica's factories in Foothill Ranch, California

THE ENVIRONMENT PROBLEM

Textile & Clothing Industry is the second largest polluting industry which takes 17-20% global water polluter

-The equivalent of a garbage truck of plastic is dumped into the ocean every minute.

By 2050, there could be more plastic than fish in the ocean (by weight).



One quarter of fish tested have plastic in them.

Almost all the plastic ever produced is still around.

The number of fishing net grows by an estimate 540,000 tons every year or nearly 1 ton every minute which invaded marine lives.

*According to World Economic Forum's "The New Plastic Economy: Rethinking the future of plastics" January 2016

THE SOLUTION PRODUCTS

Each and every pair of Costa are still built by hand in Daytona Beach, Florida workshop. That's how the products maintain high standards.

The Bio-Resin Raw Material Process is applied for all sunglasses which initiatives to reduce the carbon footprint and protect the planet's waters. Costa's earth-friendly bio-resin frames are durable and lightweight, and hold their shape under the hardest conditions.

- 1 Seeds from the castor plant are harvested and processed into castor oil.
- 2 Castor oil is used to produce a natural raw material known as bio-based plastic resin.
- 3 Use of bio-based resin vs. petroleum based resin offers a reduction in emissions and our overall carbon footprint.
- 4 Bio-Resin is utilized in all of our plastic sunglasses frames.
- 5 Our process is comprised of several technological advancements that help reduce our carbon footprint.

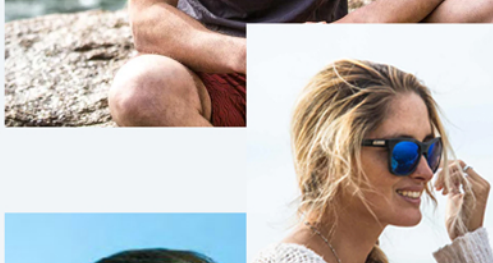
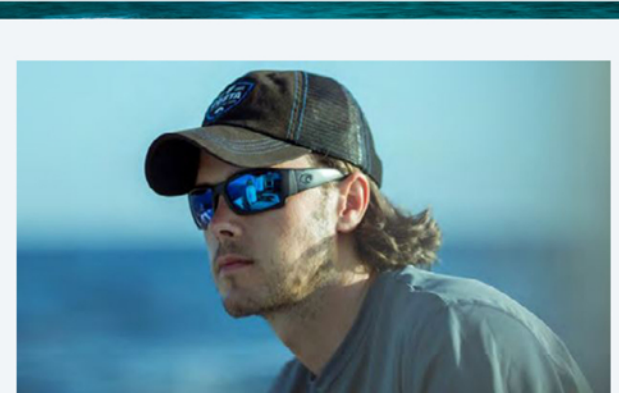


To create the frames in The Untangled Collection, Costa® works closely with Bureo to prevent used nets from ending up in the ocean. Bureo collects its fishing nets from Chile and turns them into pellets, then used by Costa to create the frames.

The Untangled Collection is the most eco-friendly sunglass line Costa® has ever offered. Each Untangled Collection frame is sourced with responsible and sustainable materials, with West Coast-inspired design for a look that's completely unique.

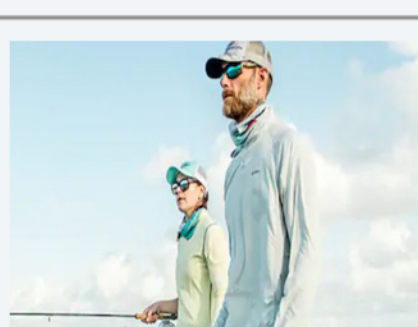
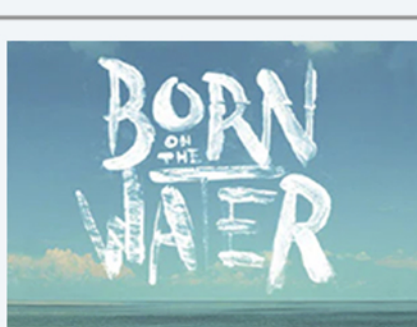
THE IMPACT TO SOCIETY

Customers become smarter and personalize their own styles every single day. They will not easily buy a product anymore but more likely want to put their "Pride" when wearing that product on. Community value in each fashion product will be the core value in the upcoming years. "I wear this shirt because it is made of eco-friendly materials, I wear it because it represents something good for the community I live in". Because of that - brands become more sustainable not always focusing on making profit. Companies should give more in order to receive more.



There a trend that has appeared in many Multinational Companies is "How to be a Sustainable Enterprise?" - Basically when business is balance the "Triple Bottom Line" - Including O3 vital factors of O1 business including profit, people and environment. O1 Sustainable Enterprise will fully balance the above factors when the revenue is no longer a problem, they will focus on the human factor - the current environment and the future - the most durable asset of businesses.

The same goes for fashion - Everything follows a common trajectory. First, environment issues, human rights, etc., get more attention as things deteriorate over time - markets (here are customers). Recognizing the importance of loving the environment and the Eco-system around. Customer behavior changes and people want the things associated with their lives - to be environmentally friendly. From using recycled paper bags, herb straws, electric scooter use, etc instead of plastic bags. Fashion is the same - it is also something that was born to serve the benefit of people. The change of the market - has been affecting the fashion to create "Sustainable Fashion".



EXPLORE

PERFORM

PROTECT



SEE WHAT'S OUT THERE

