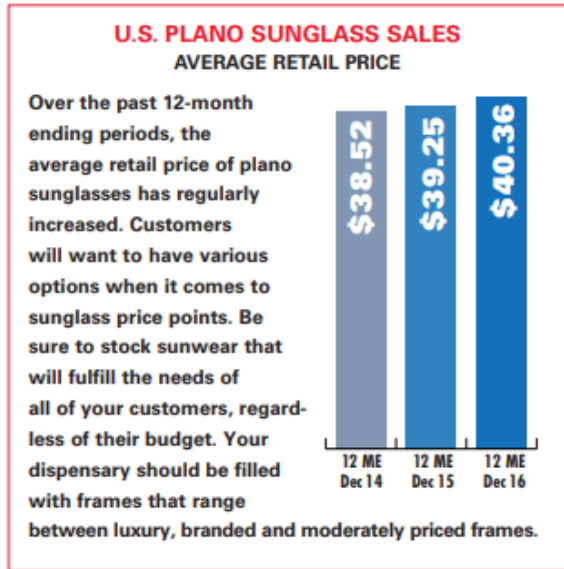
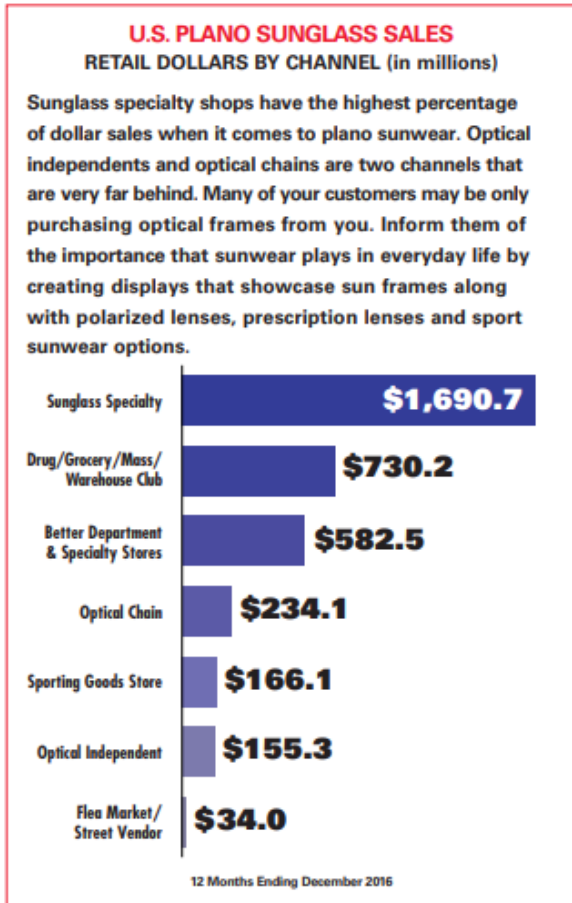


# SUNSTATS

(FACTS AND FIGURES ABOUT CONSUMER SUNWEAR TRENDS)

THE NUMBERS DON'T LIE. SUNWEAR IS ON A CONSTANT UPHILL CLIMB WITH POPULARITY, IMPORTANCE AND NECESSITY. YOUR CUSTOMERS WANT AND NEED SUNWEAR. LET THESE SUNSTATS GUIDE YOU INTO FINDING EXACTLY WHAT YOUR CUSTOMERS ARE LOOKING FOR. —VICTORIA GARCIA



**METHODOLOGY**  
 This sunwear data was pulled from a large-scale, continuous consumer-based VisionWatch study, conducted by The Vision Council in the 12 months ending in December 2016. All respondents are...

