

# Sunglasses Retailer Expands Business Quickly With Bespoke Stands On Mall Space

**NYS**  
COLLECTION®

## Customer

Jeffbry Limited (NYS Collection)

## Location

The Oracle, Reading  
Churchill Square, Brighton

## Industry

Sunglasses



## Background

- NYS Collection is a United States-based sunglass and eyewear company founded in 1996 by Sal Babbino and Marc Behar
- Today NYS Collection sunglasses are sold at more than 10,000 branded mall kiosks, franchised carts, and throughout a network of retail partners
- Jeffbry Limited has been trading since 2009 and is one of NYS's partners in the UK

## Venues

- Churchill Square is the south coast's premier shopping centre with over 90 major stores, specialist shops, and a food court, with a weekly footfall of 250,000
- The Oracle, situated in the heart of Reading, combines chic boutiques with major department stores like Debenhams and House of Fraser and a 10 screen Vue cinema

## Retail Activity

- Started trading with SpaceandPeople in April 2011
- Supply their own bespoke stands
- Having started off with a flagship stand in Bluewater, Jeffbry expanded into The Oracle and Churchill Square
- Current average turnover of the 3 outlets combined exceeds £12,000 per week
- Retail price for the sunglasses ranges from £15 to £59
- The target market is broad, but within this, certain segments have also been identified; holiday sunglasses, fashion items for under 30s and readers for over 30s

## Future Plans

- Since the demand for sunglasses is seasonal, Jeffbry would like to sell baby clothes in Churchill Square over the winter months and revert to sunglasses in March 2012
- Also looking to expand into retailing in airports, to capitalise on the holiday market

*"Retailing on mall space from our own bespoke retail stands in shopping centres has allowed us to expand our business quickly. We have access to the shopping centre customers, without the overheads and commitment of a shop unit."*

*It also gives us the flexibility to retail different products depending on the season."*

Suhail Jeffries  
Jeffbry Limited