

## Focus Group Questions

1. When you think of 1970s fashion, what pops into your mind?
2. How do you feel about sunglasses inspired by 70s trends — oversized frames, colorful lenses, chunky shapes?

### Strategic Idea 1: City-Inspired 70s Collection + Collectible Postcard Campaign

***Wish You Were Here*** is a city-themed sunglasses collection where each pair is inspired by an iconic city. It comes with a collectible retro postcard that evokes the nostalgic tradition of sending postcards home.

3. If each pair of sunglasses reflected the style of a city (like Paris, Tokyo, NYC) in the 70s area — how does that idea land with you?
4. In the 70s, people used to send postcards from every city they visited. What do you think about getting a collectible postcard with each pair, like something from the 70s? Would you keep it? Share it?
5. If the postcards are integrated with technologies such as AR, a QR code to unlock a vibrant 70s-style playlist and visual effect, how do you feel?
6. Imagine a mini pop-up store that feels like you're stepping into a 70s travel lounge — music, luggage, retro displays — would that grab your attention?

### Strategic Idea 2: 70s Aviation & Sustainable Materials

***Postcards from the Golden Hour*** is a bold eyewear collection that fuses 70s aviation-inspired design with futuristic, sustainable materials. Blending nostalgic style with cultural storytelling, each pair becomes a launchpad for self-expression, not escape.

7. What do you think about the retro 1970s' aviation-inspired shapes combined with futuristic, sustainable materials? Does this blend appeal to you? Why or why not?
8. The campaign emphasizes nostalgia, freedom, and future optimism. Which of these themes resonates most with you, and why?
9. How do you respond to eyewear that tells a story — with layers like cultural references, retro influences, and modern innovation?
10. Would you be more likely to support a brand that integrates sustainability subtly into its design and marketing?