

Pair Eyewear *Love Wins*: A Purpose-Driven Approach

Pair Eyewear, the first direct-to-consumer customizable eyewear brand reimagining the consumer experience for individuals with glasses, allows adults and children alike to quickly and easily change the look of their glasses – anytime, anywhere.

Pair's expanding product catalog gives their customers an opportunity to express their authentic selves & identities.



Since 2022, Pair & GLSEN have collaborated on the *Love Wins* capsule to transform eyewear from a functional accessory to a symbol of

visibility, acceptance, and the power of diverse narratives.

Together, we took our 2024 campaign to new heights & levels of impact...

“Launching this collection ahead of Pride Month is a testament to our commitment to making a positive impact and creating a sense of community and belonging through self-expression.”

- Sophia Edelstein, Co-Founder and Co-CEO of Pair Eyewear



The 2024 Love Wins Collection: Campaign Activation & Support

2024 provided opportunities for growth & exploration thanks to our strong partnership foundation. In addition to 20% of proceeds from the capsule benefiting GLSEN, other elements of the campaign included:

- ★ First-ever Love Wins **Design Challenge**, with 100% of proceeds from the winning design benefiting GLSEN; the inaugural challenge received an enthusiastic response with an impressive 95 submissions.
- ★ **On-site activation** at the Respect Awards, highlighting the collection.
- ★ Enhanced **marketing & storytelling** assets.
- ★ **In-kind gifting** to GLSEN's National Student Council.
- ★ **International expansion** to customers in the UK & Australia!



GLSEN is proud to serve as an activation & thought-partner to Pair Eyewear to find new & creative ways to engage our communities. GLSEN support included (but is not limited to):

- ★ Access to **GLSEN messaging, research & resources** to inform promotional materials and alignment with key themes like allyship.
- ★ Hosting a **customized learning session for Pair staff** on allyship & inclusion to promote employee engagement.
- ★ Amplification of the Love Wins Collection across GLSEN **social media, email & earned media** channels.

... and more!

Pair Eyewear x GLSEN: Key Learnings & Impact

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- ★ **Consistency is key:** Love Wins has been the showcase of our partnership since 2022, allowing customers to become familiar with the annual release. Each iteration has involved strategic expansion of the capsule & enhanced marketing assets, driving incremental impact each year.
- ★ **Think holistically:** To deepen awareness among our communities, we identified other moments to activate outside of Pride, such as the Design Challenge, GLSEN event activation and a learning session for employees.
- ★ **Listen to your audience:** Pair frequently assesses customer feedback to identify future areas of growth/opportunity. This year, we leveraged feedback to inform not only the capsule designs but also to test a year-round giveback Top Frame, taking the collection beyond Pride!

"The inspiration for my Love Wins design was from my school days. My Top Frame design is meant to remind someone of a kid goofing off at school, doodling on a chalkboard. Love Wins when our youth are given the space to be themselves and feel safe and confident in their schools."

-Design Challenge Winner, Dez Surprise, on the inspiration for their Rainbow Chalk Doodles design



KEY 2024 RESULTS:

- ❑ **\$104,000+** donated to GLSEN, up 10% YOY!
- ❑ 26 pieces of social & digital content, garnering **300K+ impressions** (up 27% YOY) and **9K+** engagements (up 46% YOY) on Pair channels.
- ❑ Earned media coverage in notable outlets such as **Parade, Out.com, Ad Age** and more.



Pair Eyewear x GLSEN: Envisioning Our Future

GLSEN and Pair are already thinking about ways we can take our partnership to the next level in the year ahead!



"We're thrilled about the future growth of our partnership with GLSEN as we continue to drive inclusivity and celebrate individuality through expanded designs year over year. The return of the customer design challenge will empower our community to express their creativity. At the same time, our joint social media outreach has amplified our shared commitment to making a positive impact. Together with GLSEN, we're excited to inspire change and champion diversity, one pair of glasses at a time. Love Always Wins."

- Ehrin Ward, Manager of Limited Edition Top Frame Product Design

Ready to collab? Research shows that Americans are 2x more likely to buy or use a brand that publicly supports & demonstrates a commitment to expanding LGBTQ rights.¹ In fact, 70% of non-LGBTQ people want companies to show public support of the community through activities like advertising & sponsorships!²

GLSEN can work with you to build an impactful & authentic partnership that uplifts your commitment to the LGBTQ+ community, and drives impact. Fill out our [inquiry form](#) today, or contact us at corporatepartnerships@GLSEN.org!

¹ Google. (n.d.). LGBTQ representation in marketing - think with google. Google. <https://www.thinkwithgoogle.com>

² Accelerating acceptance 2023. GLAAD. (2023, June 13). <https://glaad.org/publications/accelerating-acceptance-2023/>