

SunGod.

SunGod Wholesale 2025.



Lando Norris, McLaren F1 team driver wears SunGod x McLaren Zephyrs



Filippo Ganna, 4x Olympic Champion and UCI Hour World Record holder.
Filippo Ganna wears SunGod Vulcans TF .

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Welcome.

Over the last 3 years we have averaged 40% compound revenue growth and have experienced exploding demand around the world. This year following £3mil of investment from our community, we want to take this growth to the next level with select retailers.

We want you to offer the same premium product and brand experience SunGod is now renowned for to your customers, and help more people to [See Better](#).

Courtney Daulwalter, 3-time UTMB winner and record holder, Western-states100 record holder, Hard Rock record holder, SunGod athlete since 2022. Courtney wears Classics³.



Who are SunGod?

Sure, we're proud of the fact our eyewear is worn by Formula 1 race drivers, Tour de France winners and World Champions across countless different sports.

Yes, we're proud of the fact our products have gone to space, scaled Mount Everest, and won three different independent design awards in the last two years alone.

But we're more proud of the fact that we're a B Corp and a member of 1% For The Planet.

More proud of our King's Award for Sustainable Innovation and the fact we're still repairing SunGods that were bought in 2016, for free.

Why? Because, yes, whilst we love seeing our products break records and win world titles, we also see a better world out there. Through our lenses, through our actions and through doing business better.

We are SunGod. See Better.



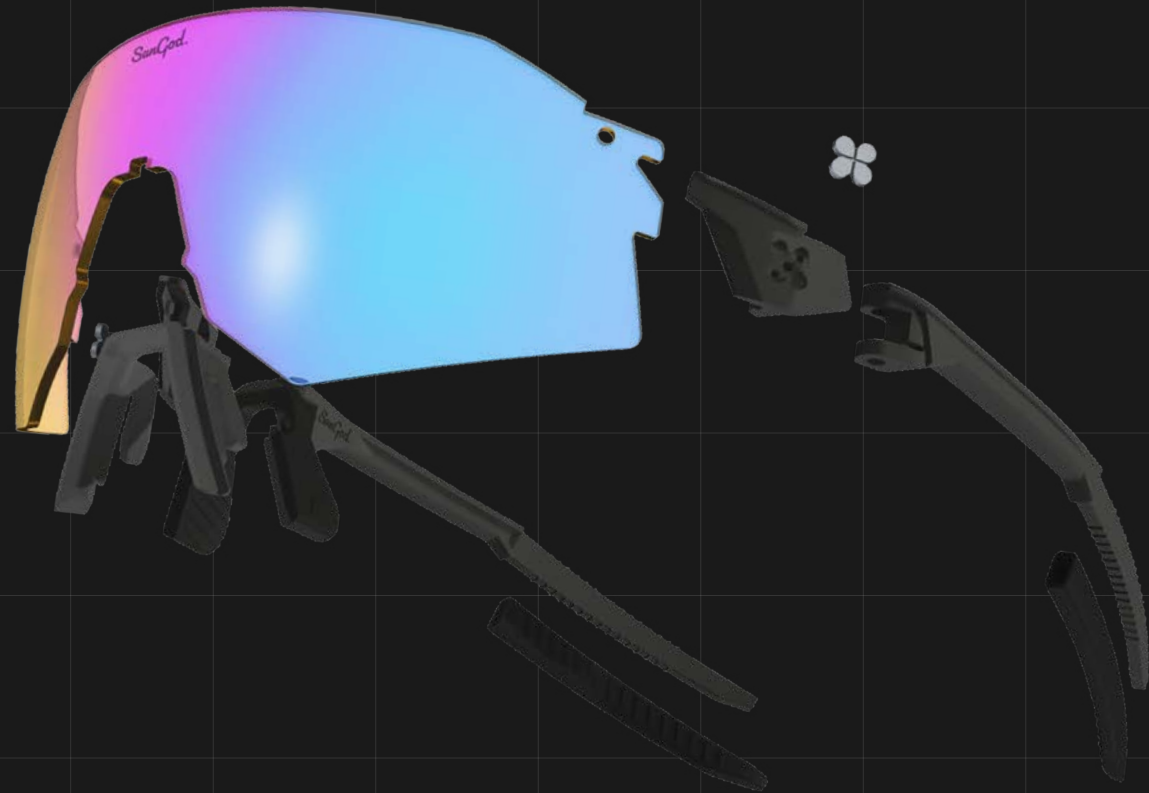
Our Products.

SunGod was founded through a need for durable, everyday eyewear. The highest possible protection and quality, without the over-inflated price tag. This created a customer-centric obsession, now a core internal company value that touches everything we do.

We are constantly innovating and refining our range in-house to ensure we offer the most functional, sustainable and aesthetically perfect eyewear with no compromises.

And it works. From the silent snap-lock hinges that keep all lifestyle models perfectly compact when folded, to the 198° angle engineered into the Ultras™ arms that eliminate bounce and interaction with a cap when running.

SunGods have achieved success at all levels, whether that's at the Olympics or your local park run.



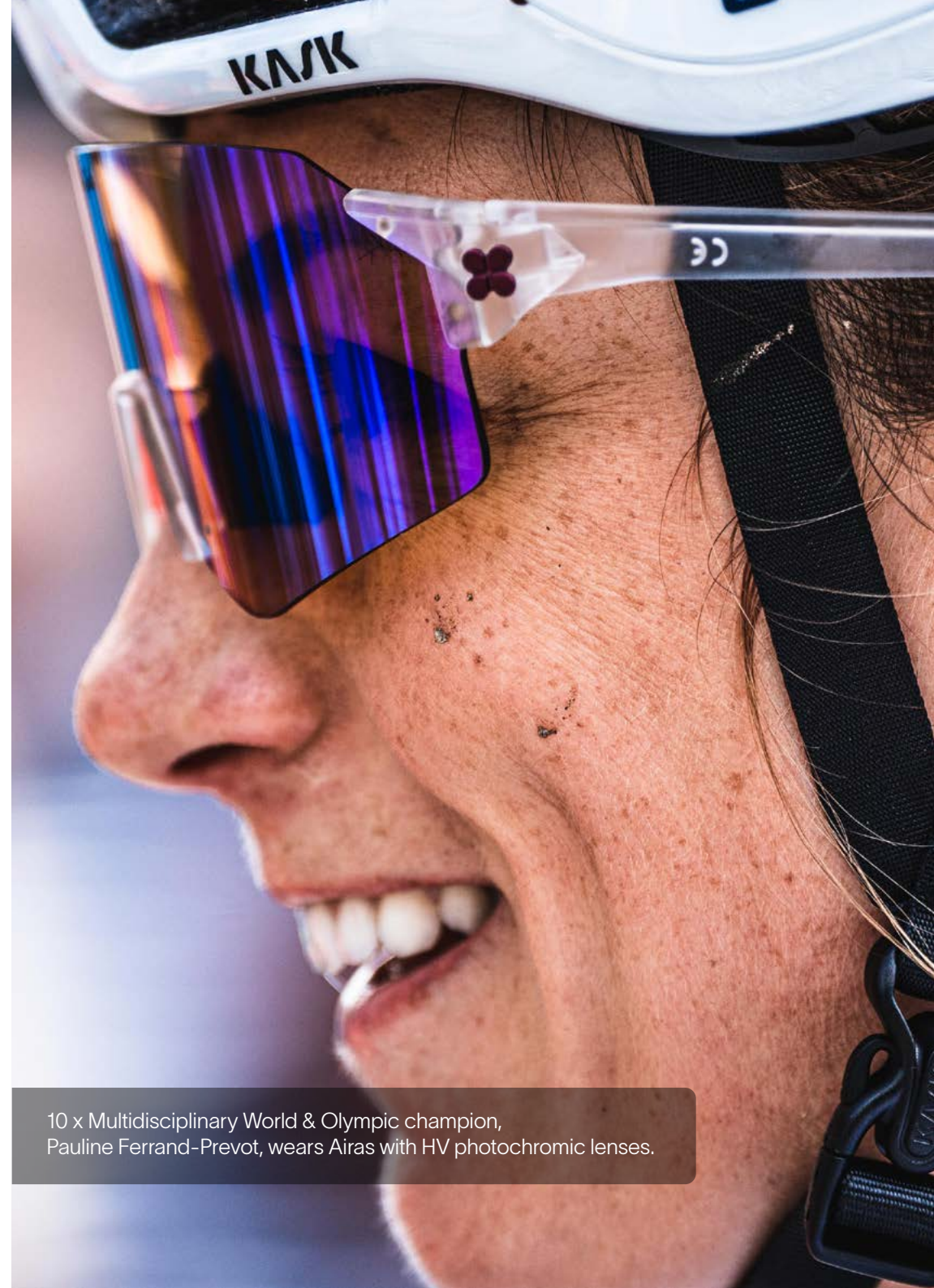
reddot winner 2023

8KO[®] Lenses.

Our lens quality separates us from other market players, who remain with Polycarbonate, a cheaper material that has been in use since the 1980's.

By going a step further and concentrating on the physical material in our lenses instead of marketing-terminology, it's allowed us to offer a clearer, lighter and stronger lens than the market.

Read more on the science behind 8KO[®] nylon [here](#)



10 x Multidisciplinary World & Olympic champion,
Pauline Ferrand-Prevot, wears Airas with HV photochromic lenses.

Our Athletes and Partnerships.

It's clear that in a world where every brand is trying to get your attention, consumers are now most influenced by the people they trust and follow every day. That's why our marketing and awareness campaigns have always been partnership and athlete driven. As a retailer, you will be able to leverage the credibility of these names to help you sell SunGod products.



Ultra runner
Courtney Dauwalter

3 x UTMB winner and
record holder



Ultra runner
Tom Evans

Western States winner and
record holder



Triathlete
Hayden Wilde

World No. 1 ranked Triathlete and
Paris Olympic Silver medalist



Triathlete
Chelsea Sodaro

Ironman World Champion



Kitesurfer
Airton Cozzolino

6 x World champion



Freeride Skier
Arianna Tricomi

3 x World champion



Freeride Skier
Maxime Chabloz

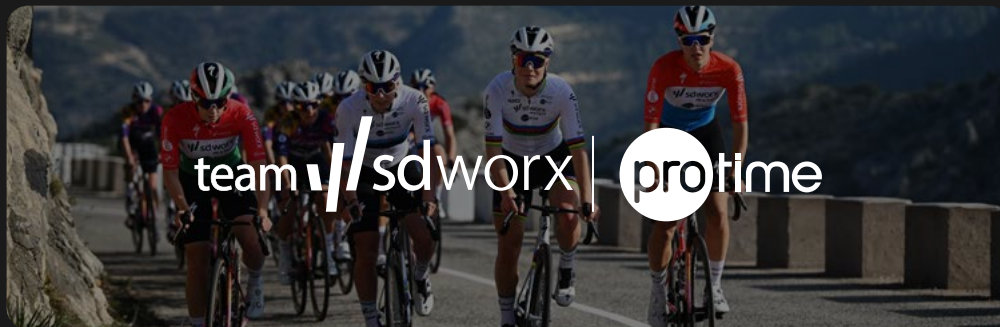
World Champion



Freestyle Skier
James Woodsy

World Champion and X Games
gold medalist





Our Promise.

As wholesalers you are an extension of our brand and your success is our success.

We promise you the following:

- All SunGod products are covered by our unrivalled lifetime guarantee against breakage and manufacturing defects, no matter where they are purchased. We will deal with their returns process directly, and will cover any accidental breakage or manufacturer defects indefinitely.
- You will always have an account manager. In a world of automation, we know a human account manager can make the difference. Your account manager is there to help you at every step of the way.
- Every account will receive training so that your teams can confidently act as an extension of SunGod. We'll teach you what makes SunGod different and how to convert customers using our products, partnerships and sustainability credentials.
- We will reward loyalty and repeat custom. We firmly believe that by joining our mission to See Better, you are not only helping drive positive change through the industry but you will create better relationships and lifetime customers.



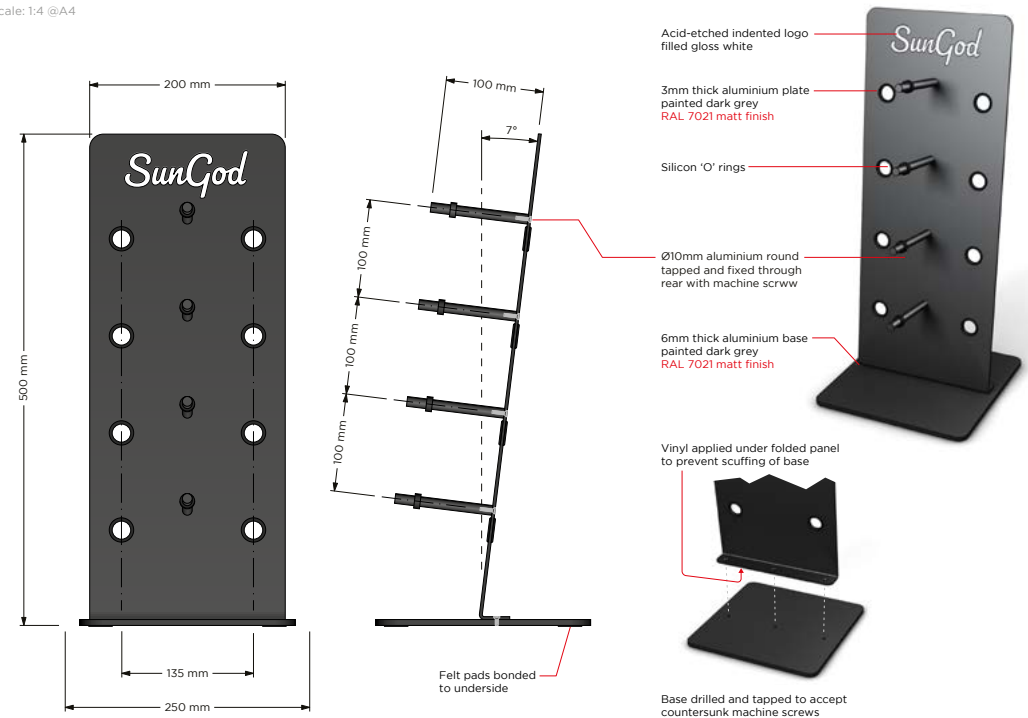
Fixtures, fittings and POS.

Depending on the size of your order, we'll supply display POS and advice on how you can present the SunGod brand in the most premium way possible.

We're building a number of new solutions which will be available for **Spring/Summer 2025**.

PROPOSED SPECTACLES DISPLAY STAND

Scale: 1:4 @A4



Thank you.

