

## CASE STUDY

# goodr – Looking Good With Diverse Design Options

### THE CLIENT

**goodr**

With a flamingo for a CEO, crazy brand stories, and kitschy sunglass names, goodr differentiates its eyewear company with over-the-top messaging and unique, uber-colorful offerings. Launched in 2015, goodr is a growing brand that makes “...fun, fashionable, and functional sunglasses that everyone can afford.”



*We love running, love telling stories, and love looking good! We're here to create fun, fashionable, and functional gear.”*

Carl the Flamingo, goodr CEO

### THE CHALLENGE

In 2017, LaFrance recognized goodr as a unique, up-and-coming fitness eyewear brand. We saw that its on-product branding did not match its messaging or the company's sunglass model designs. In a stage where it was creating visibility and building awareness, having consistent, stand-out branding was essential to match goodr's flamboyant personality.

We reached out to goodr and learned the company's leaders were unhappy with the quality and limited aesthetics of its existing zinc logos. There were inconsistencies in the parts goodr was sourcing from multiple vendors, and its suppliers were not able to provide colored logo options. goodr wanted to work with LaFrance if we could improve its logos without modifying the existing tooling or exceeding its price point.

### THE SOLUTION

Our relationship began with in-person visits at goodr's headquarters in California. This helped us understand the company's vision and strategically create custom concepts. We created multiple goodr samples in electroform and stainless steel. These logos offered higher quality branding that would differentiate goodr from its competitors without exceeding its price point. The logos showcased numerous finishes previously unavailable to goodr and helped the designers envision branding options for the future.

Our trend team also provided inspiration boards with forecasted colors, materials, and finishes, helping goodr build a design library of cutting-edge aesthetics. Over 100 different colors were processed on its logo, including color fade and color-blocking options. From flamingo pink to dayglow green and multicolored rainbow logos, goodr began to understand that it could have distinctive branding without compromising its budget.

LaFrance's extensive experience with the eyewear industry was a perfect match for goodr. Not only could we give the company the quality control and aesthetics it wanted, we knew how to execute its parts in a cost-effective way that would meet eyewear durability standards and industrialization requirements. Our team provided remote and on-site production support for a variety of goodr's vendors, assisting with logo application processes.

## THE RESULTS

### goodr Manifesto Supported By Elevated Aesthetics

- 👍 With over 60 finishes now in production, goodr supports its mission to "strive for greatness and fight the urge to settle for the ordinary."

### Simplified Sourcing & Quality Control

- 👍 LaFrance is the single-source supplier for all of goodr's core branding, providing sourcing ease, cost efficiency, and consistent product quality.

### Development Optimization

- 👍 With access to 100+ LaFrance samples of its actual logo for strategic product design and development, goodr can streamline its design cycles.

### Trend Forecasting

- 👍 LaFrance gives goodr cutting-edge inspiration from WGSN, the world's leading trend authority, with years-in-advance forecasts.

### Design Flexibility

- 👍 goodr uses stainless steel, metal letters, and low profile electroform. Material versatility allows for logo and product design harmony, from aesthetic cohesiveness to functional integration.

### Guidance From Industry Experts

- 👍 goodr receives specialized support from LaFrance's eyewear industry team consisting of engineers skilled in sunglass durability standards and industrialization solutions, including remote and on-site production assembly support.

### Future Inspiration & Collaboration

- 👍 goodr continuously receives samples and renderings to help generate unique ideas for sunglass branding applications, brand collaborations, special releases, point-of-purchase visuals, and peripheral products like key chains and metal decals.