

BUSM4799
Fashion Enterprise Partnered Project

FINAL STRATEGY REPORT

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OUR TEAM.



HUYEN TRAN (ROSIE)
S3938126

Huyen is a dedicated Fashion (Enterprise) student at RMIT University, passionate about creativity and innovation in the dynamic fashion industry. She has built a strong foundation in fashion marketing, design, and brand analysis, exploring the blend of traditional techniques with modern trends through her academic and practical work.

SAMIA FISHER
S3435018

Samia Fisher, an innovative designer, is furthering her studies in sustainability and innovation at RMIT University, blending her expertise in interior design. Her design ethos celebrates both functionality and aesthetics, with a strong emphasis on environmental sustainability.



NGUYEN VO
S3929382

Nguyen is a fashion student who finds deep inspiration in the creativity and vibrancy of the industry. For her, fashion transcends clothing; it is a dynamic form of self-expression and storytelling. She loves exploring intricate designs and the cultural stories behind trends, finding inspiration in the artistry and innovation of the industry.

CANDELA DUGGAN
S3969946

Meet Candela. She is currently advancing through a Bachelor in Fashion Enterprise at RMIT university. Candela has a passion for both fashion and business, with a focus on marketing and e-commerce. Her journey in fashion began with an appreciation for design and the importance of strategic thinking and entrepreneurial skills in turning creative ideas into successful business ventures.



EXECUTIVE SUMMARY

The aim of this report is to outline the commercial strategy for a capsule collection for Le Specs, tailored to travel retail channels. Revolving around 1970s themes and culture the selected strategic direction being put forward is **“Golden Hour Departures”**. To inform the development of this campaign, both primary and secondary research were conducted. The primary research included an online survey of 100 participants, four focus group sessions, and observational studies in fashion and travel retail spaces. These methods provided insights into consumer behaviours, travel habits, attitudes toward 70s fashion, and interest in immersive, narrative-driven shopping experiences. Secondary research supported these findings by exploring generational values, fashion trends, and best practices in travel retail marketing and design.

Overall, the results indicated that Gen Z is disengaged from conventional travel retail, and nostalgia is a strong driver of emotional resonance and purchasing behaviour. **“Golden Hour Departures”** aims to reframe airport shopping as an engaging, value-led experience, strengthening Le Specs’ cultural relevance and commercial impact in travel retail.

01



02

Travel retail presents unique opportunities for brands, particularly in travel retail environments, which attract high foot traffic from travellers looking to fill time and take advantage of duty-free pricing. With Gen Z expected to account for 30% of travellers by 2030 (Ireland 2024), there is growing potential to capitalise on this new wave of spending. However, research suggests that unlike previous generations, Gen Z displays lower levels of engagement and excitement around duty-free and travel retail experiences (Shirk 2023). This poses a challenge for retailers, yet also a significant opportunity for brands that can successfully capture Gen Z's attention.

With its established presence in travel retail and an opportunity to resonate with this demographic, Le Specs is well-positioned to deliver a compelling experience for Gen Z travellers. Playground Group Consultancy proposes a 1970s-inspired collection, **“Golden Hour Departures”**, consisting of eight sunglass styles and an immersive pop-up store installation that taps into the growing demand for emotionally engaging, design-led retail environments. This report details the research and strategic approach that informed the collection, as well as the supporting in-store marketing, promotional items, and sell-through programs designed to elevate Le Specs' impact in the travel retail landscape.

INTRO- DUCTION

03

RESEARCH

APPROACH

APPROACH

RESEARCH METHODS 3.1



Playground Group Consultancy used a mixed-methods research approach, combining both quantitative and qualitative approaches to explore Gen-Z's perceptions, preferences, and emotional responses to 70s-inspired sunglasses within the context of travel retail. The approach combined primary and secondary methods to understand Gen Z's behaviours, preferences, and attitudes toward travel retail and 70s-inspired fashion, focusing on three key areas:

Primary Research

The primary data collection included an online survey administered via Google Forms, gathering 100 valid responses from Gen Z participants aged 18–24. Four focus group sessions with 4–5 participants each deepened qualitative insights, using mood boards and visual mock-ups to prompt discussions. Audio recordings were transcribed and analysed thematically using Braun and Clarke's (2006) framework. In-store observational research in fashion eyewear retail settings further contextualized how themed displays and immersive storytelling influence shopper engagement.

Secondary Research

Complementing primary research, secondary sources included market reports, competitor case studies, and academic literature on Gen Z shopping behaviours, nostalgia marketing, and sustainability in fashion. This provided context and benchmarking for the "Golden Hour Departures" collection and identified gaps and opportunities in current travel retail practices.

PERCEPTION OF 70S AESTHETICS

APPEAL OF CITY- AND CULTURE- THEMED SUNGLASSES

INTEREST IN SUSTAINABILITY AND INNOVATION

KEY FINDINGS

3.2

Travel Retail Challenges & Gen Z Travel behaviour

It has been established that Gen-Z will emerge as the dominant consumer age segment, constituting most shoppers within 4-5 years (Bartle 2023). Although they have shown a lack of engagement in travel retail environments (Shirk 2023), and converting shop visits into purchases has remained challenging (Barras-Hill 2024).

This lack of enthusiasm could be attributed to a gap in understanding the value of duty-free shopping, especially for younger travellers who may be experiencing independent travel for the first time. A lack of differentiation in unique and experience-driven offerings can serve as a further explainer, with travel retail often struggling to stand out from increasingly competitive domestic retail markets (Pathak et al. 2024).

Additionally, retail shops also play a role in shaping the cultural identity of an airport's location (Zukowsky 1996). **Notably, 67% of Gen Z travellers express strong interest in exploring local urban culture (ETC 2020)**, presenting an opportunity for travel retail brands to provide destination-inspired products and interactive shopping experiences that resonate with this demographic.

57% of shoppers actively seek new or exclusive products

18% avoid duty-free stores because they do not find anything they need to buy

7% cite a lack of enjoyment in the duty-free experience

“

I would definitely stop to look even if I wasn't planning to buy anything.

”

Pop-up store designs to reinforce marketing and sales

Pop-up stores are described as temporary store location(s) intended to engage customers, aiming to be intriguing by creating a sense of curiosity and urgency through design, offerings and their temporary nature (Yu et al. 2018:2-17). According to Yu et al. pop-up stores can be used to achieve a variety of objectives (2018:24-27) including:

- Building brand awareness and managing perception
- Creating memorable, interactive experiences to strengthen brand value
- Driving transactions
- Testing new products or exploring new markets
- Responding to specific local needs

However, the success of a pop-up relies not only on purpose and product but also on location and visual intrigue. As Yu et al. (2018:94) note, “success is heavily dependent on operating the business from the right location.” This is especially relevant for travel retail, where focus group feedback revealed that most consumers don't arrive at airports intending to shop. Instead, browsing is often spontaneous, triggered by downtime or visual stimulation.

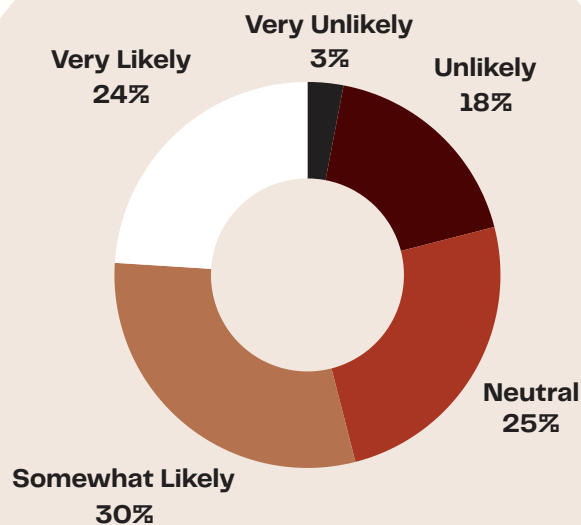
Nostalgia marketing & emotional branding strategies

Nostalgia marketing and emotional branding have become dominant forces in today's market, with around 60% of consumers reporting more positive brand associations when exposed to retro aesthetics, and 80% of Gen Z actively seeking brands that evoke childhood memories (Noah 2025). This emotional connection combats modern anxieties by offering comfort through familiarity, fostering social connectedness, and enhancing mood by recalling simpler times (Jun et al 2022). The approach encourages impulse purchases and increases shareability, particularly among Millennials and Gen Z who value authenticity and emotional connections tied to shared cultural touchstones like 70s fashion (Pichierri 2023). Consumers aged 25–44 are often willing to pay 10–15% more for products linked to personal or collective memories (Jenkin 2025).

The 1970s aesthetic holds significant cultural relevance today, reflecting a spirit of freedom, individuality, and rebellion through bold patterns, earthy tones, oversized sunglasses, and bohemian styles (Steele 2015; Insook 2013). These values of inclusivity and breaking traditional style boundaries resonate strongly with contemporary consumers (Insook 2013). Social media platforms such as Instagram and TikTok, amplified by influencer endorsements and viral hashtags, have played a pivotal role in normalizing and popularizing retro fashion worldwide (Dwyer 2022; Nicole 2024). This resurgence represents a deliberate merging of nostalgia with contemporary values and innovation (Ella 2024).

READ MORE

Secondary Research



**LIKELIHOOD IN PURCHASING
1970S-INSPIRED SUNGLASSES**

Survey results show over half (54%) of respondents are likely to purchase 70s-inspired sunglasses, indicating strong market potential for designs that combine nostalgic storytelling with modern style and innovation.



**PROPOSED
PROPOSED
STRATEGY
04**

OVERVIEW

“Golden Hour Departures” takes customers back to the 1970s through a modern lens of cities in the past. Each frame is a time machine, a vessel, to iconic moments and the rebellious and free-spirited cities of the 70s, blending nostalgia with modern identity and sustainable design. Designed as both a product and an experience, “Golden Hour Departures” invites travellers to explore and reflect. This collection is for those who want more than style or sun protection, it’s for the soul seekers, city lovers, and fearless explorers.

The collection is strategically positioned at the intersection of nostalgia and sustainability, the collection speaks directly to the evolving values of Millennial and Gen Z travellers. It is informed by Playground Groups’ research:

Focus group participants confirmed this sentiment, stating they are **“more likely to buy something at the airport if it feels collectible or meaningful.”**

This concept leverages both insights by fusing storytelling, cultural education, and technology to make Le Specs’ collection not just eyewear, but a journey through time.

55%

indicated they would be more likely to buy the sunglasses if the design reflected the city they were in or traveling to

83%

of respondents associate travel with emotional experiences such as freedom, escape, and meaning

72%

shop during airport layovers, seeing airport retail as a moment for indulgence and memory-making



4.1

Our survey results reveal that **47% of respondents prefer products that involve cultural and artistic collaborations**. Therefore, the cities that were chosen to be the main inspiration embody a distinct and recognisable style from the 70s era, ensuring both popularity and clear differentiation. Perfect to serve the initial intention of evoking a sense of place and time distinctly for each city.

Le soleil emplit votre horizon.
Vous avez mis entre lui et vous

DISCO

Post Card

DESIGN APPROACH

4.1.1



Every pair will feature a special touch that highlights its city's distinct character, with a signature slogan engraved on the arm to instantly evoke the spirit and vibe of that metropolis.

The slogan will appear as a sleek, laser-engraved inscription along the arm of the sunglasses. The engraving is subtle yet distinct, rendered in a refined script font that adds a touch of sophistication without overpowering the overall design. This detail not only personalises each pair but also creates a tactile and visual element that feels both exclusive and meaningful. The result is a premium finish that seamlessly integrates the city-inspired slogan into the sunglasses, making each piece feel like a wearable keepsake from a specific place and era.

To further unify the campaign and enhance its collectible appeal, these slogans will also be featured on our vintage postcard (GWP).

PARIS: Paris is a poem I still wear

NEW YORK: New York Taught Me to Shine
Uninvited

TOKYO: Tokyo Dreams in Future Tense

SAN FRANCISCO: Grounded in Earth, Lit by Love.

SYDNEY: Waves Don't End, Neither Does Sydney

BANGKOK: Lights On, Soul Awake.

RIO: Joy Wears Rhythm, Rio Wears Joy

LONDON: London wears rebellion



COLOURS & MATERIALS

4.1.2

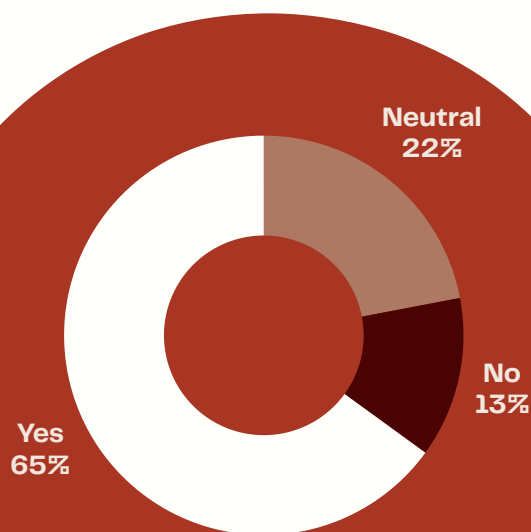
The material selections for the Golden Hour Departures capsule collection have been deliberately curated to reflect current environmental imperatives while advancing innovation within the eyewear industry. The collection prioritises handcrafted techniques and bio-innovative design solutions.

This approach aligns with broader industry shifts toward circular design and minimisation of post-consumer waste. Furthermore, qualitative feedback from focus group sessions highlighted consumer interest in materials that are perceived as both “genuine” and “functional,” underscoring the importance of tangible environmental benefits alongside aesthetic appeal. In response, the collection incorporates a carefully selected range of smart materials, including bioplastics, recycled aluminium, and natural fibre composites. Each chosen for their capacity to meet performance, sustainability, and design expectations in equal measure.

The collection features a selection of smart materials that align with these expectations:

- **Rilsan®** bio-based plastic – Lightweight, flexible, and renewable. Polyamide 11 compound derived from castor oil, suitable for tube extrusion. Bio-based polymer.
- **Recycled aluminium** – Durable, aviation-referential, and low-impact
- **Bio acetate** – Luxurious feel, biodegradable
- **Nuatan®** – Nuatan® is a 100% bio-based, designed to replace fossil fuel-based materials in durable consumer goods. A compostable, modular material praised by eco-conscious consumers for its innovation

As one participant noted that “it’s not enough to say something is sustainable. It needs to feel different”. This informed the selection of materials that not only perform functionally but also align with Le Specs’ values-led identity. Figures from our survey also showed a growing market expectation for brands to embed sustainability not as an add-on, but as an integral part of the design and production process.



65% of survey respondents expressed active interest in sustainable materials



COLOURS & MATERIALS

4.1.2

The selection of materials and colour palettes for the ‘The Golden Hour’ was informed by both primary focus group research and secondary trend forecasting, particularly WGSN’s 2026 Colour Forecast.

During early development stages, focus groups demonstrated a strong preference for muted, grounded tones over saturated or high-gloss alternatives. This user feedback directly influenced the integration of burnt orange, moss green, and deep browns and neutrals, which were perceived as warm, nostalgic, and versatile, aligning with a broader consumer desire for timeless yet expressive colourways.

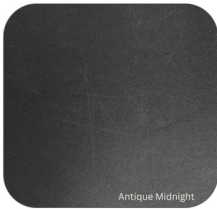
These findings were reinforced by WGSN (2026), which identified a shift toward earth-infused palettes and "quiet strength" colours, reflecting consumers' growing affinity for stability, sustainability, and emotional grounding in uncertain global contexts. In parallel, the use of recycled aluminium as a core material aligns with increased demand for lightweight, durable, and recyclable components, addressing both functional and environmental concerns.

The inclusion of antique rose gold, a more subdued, mature iteration of the enduring pink trend, and midnight black, a perennial favourite for its sophistication and versatility, further anchors the palette within both fashion-forward and emotionally resonant territory.

Altogether, the selected materials and tones respond directly to consumer values uncovered through qualitative research while reflecting macro trends in colour psychology and sustainability-led design.



Antique Rose Gold



Antique Midnight

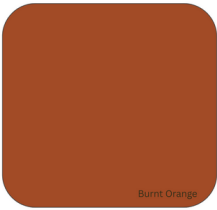


Aluminium



Tortise Shell

Materials



Burnt Orange



Moss Green



Porcelain



Deep Bark

Colourways



Vintage Rose



Moss Green



Golder Light



Graphite

Lenses

THEMES & STYLES

4.1.3

“Golden Hour Departures” is an eight-style collection where each pair of sunglasses channels a city’s spirit through a slice of 70s pop culture. Every frame captures the essence of its destination, from local fashion to legendary artists and defining cultural movements.

#1: LONDON



THE RIOT

A fierce, angular silhouette that doesn't play by the rules. With jagged studs, distressed and worn arms, and hardware that nods to punk's golden age, this frame is all edge

MATERIALS:

Recycled Aluminium frame in Antique with matte, distressed finish. Polished metal stud detailing.



COLOURWAYS:

Antique Midnight,
Aluminium

LENS:

Antique Rose
Gradient, Moss Green,
Graphite

#2: SAN FRANCISCO



THE LAUREL CANYON

A grounded take on the iconic aviator. With earthy tones and a bold silhouette, this frame channels the free spirit of 60s San Francisco. Made for sun-drenched days and spontaneous detours.

MATERIALS:

- Matte Bio acetate frame in Moss Green, Burnt Orange & Tortoise Shell
- Nuatan®



COLOURWAYS:

Moss Green, Burnt
Orange & Tortoise
Shell

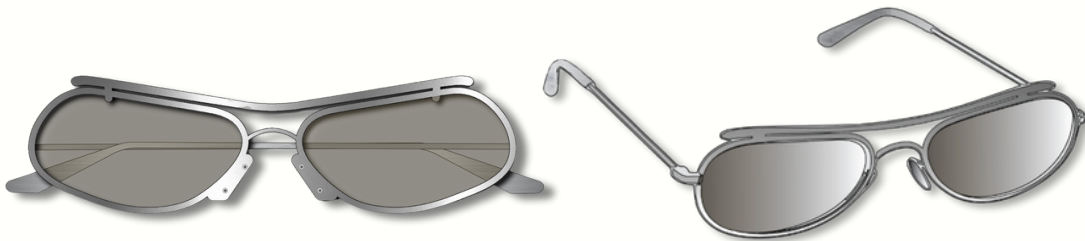
LENS:

Antique Rose, Moss
Green & Golden
Gradient

THEMES & STYLES

4.1.3

#3: TOKYO



THE SHADOW LOOP

A sleek collision of metal and light. Futuristic Dreamer blends cyberpunk cool with Tokyo street edge. Built for those who move through the world like a vision from the future.

MATERIALS:

- Matte recycled Aluminium frame in Aluminium, Antique Rose & Midnight Black
- Translucent acetate accents details



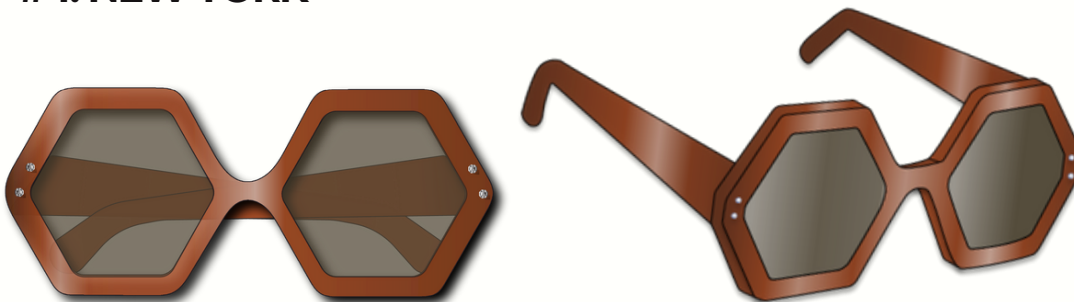
COLOURWAYS:

Aluminium, Antique Rose & Midnight Black

LENS:

Mirror lens Graphite

#4: NEW YORK



BURN BABY

Where 70s glamour meets downtown attitude. This oversized hexagon frame brings Studio 54 sparkle to the streets. Bold, glossy, and made to own the night.

MATERIALS:

- Bio acetate frame in Tortoise Shell, Burnt Orange and Moss Green with a gloss finish
- Nuatan®
- Polished metal hinges and tonal disco gem temple detailing



COLOURWAYS:

Tortoise Shell, Burnt Orange & Moss Green

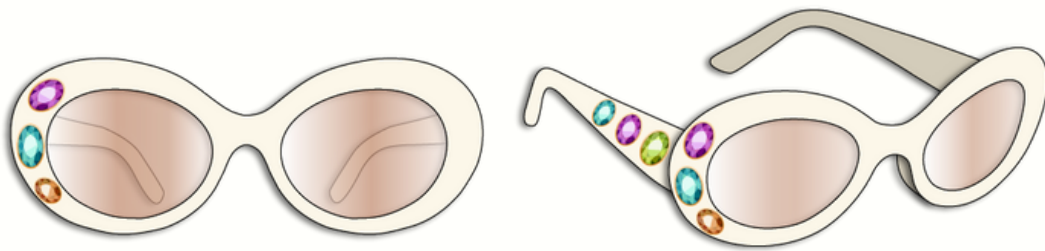
LENS:

Golden Gradient, Vintage Brown, Moss Gradient

THEMES & STYLES

4.1.3

5: PARIS



THE PARISIAN GEM

A touch of retro glamour to these oval frame with a slightly oversized silhouette with smooth, rounded edges. Featuring colorful gemstone accents, these shades blend vintage-inspired style with playful, modern flair.

MATERIALS:

- Bio acetate frame and arm
- Nuatan®
- Polished metal stud detailing.



COLOURWAYS:

Porcelain, Deep Bark, Tortoise Shell.

LENS:

Antique Rose Gradient

#6: BANGKOK



THE ELECTRIC LOTUS

Where old world mystique collides with 70s nightlife fever. These lightweight gold-detailed frames echo the glow of neon tuk-tuks and temple silhouettes at dusk. Sleek, luminous, and made to get lost in.

MATERIALS:

- Matte Bio acetate frame and arm details
- Recycled Aluminium



COLOURWAYS:

Antique Rose, Burnt Orange, Moss Green

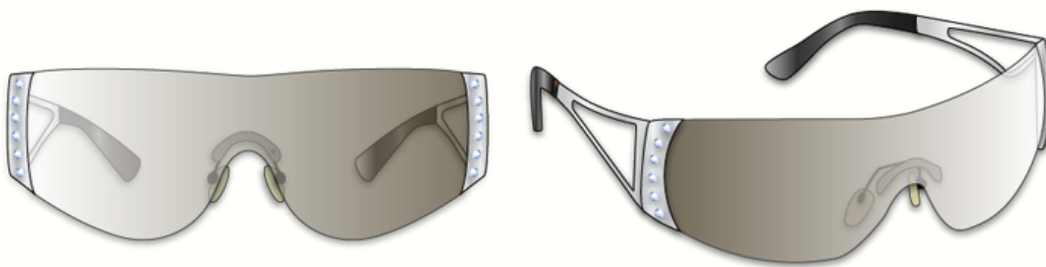
LENS:

Golden Light Gradient

THEMES & STYLES

4.1.3

7: SYDNEY

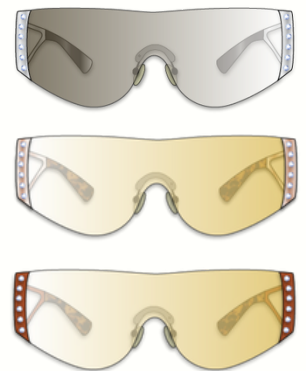


THE BLEACH HOUR

A sun-faded salute to endless summers. With a retro shield silhouette and beach-stained edge, this frame channels the rebel spirit of Bondi in the '70's. Laid-back, lived-in, made for golden hour drift.

MATERIALS:

Recycled Aluminium frame with matte, distressed finish. Polished metal stud detailing.



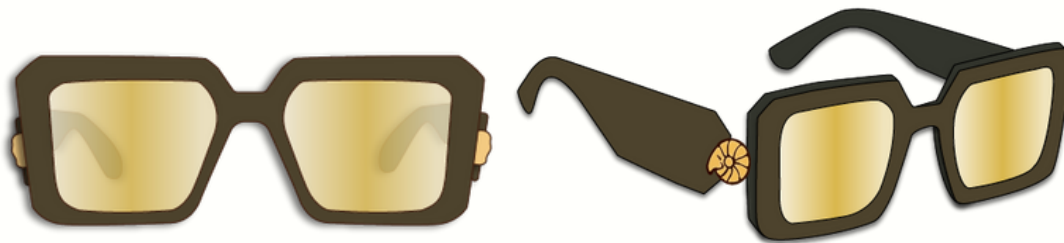
COLOURWAYS:

Aluminium, Antique Rose Gold, Burnt Orange

LENS:

Graphite, Golden Light Gradient

#8: RIO DE JANEIRO

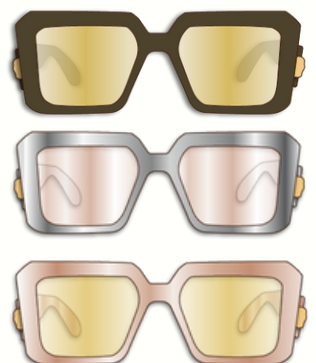


THE SOLAR SAMBA

Carnival heat with a side of disco soul. This oversized square frame brings the vibrancy of 70s Rio. All colour, rhythm, and movement. Glossy, tropical, and unapologetically alive.

MATERIALS:

- Matte Bio acetate frame in Deep Bark
- Nuatan®
- Recycled metal frame in Aluminium & Antique Rose Gold



COLOURWAYS:

Deep Bark, Aluminium, Antique Rose Gold

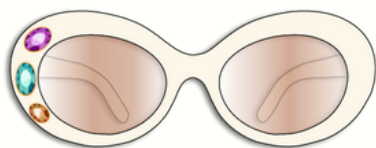
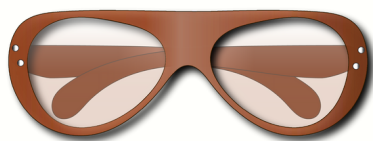
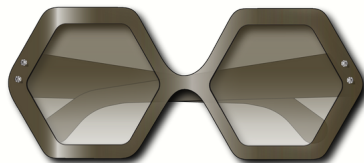
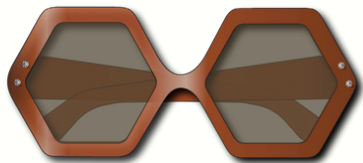
LENS:

Golden Light Gradient

RANGE BOARD

4.1.4

GOLDEN HOUR DEPARTURES
2025



RETAIL STRATEGY

4.2

4.2.1. In-store Design

“Golden Hour Departures” will be exclusive to travel retail collection with-in high traffic airport locations through intimate 70s airport lounge-style pop up stores. The retail space will be complete with golden lighting, curved seating and retro airline-style signage. The sunglasses will be grouped and displayed by city theme. This environment invites customers to time-travel while shopping, reinforcing the campaign’s nostalgic travel narrative, as well as positioning the eyewear as not just fashion accessories but as souvenirs from a retro-inspired journey.

76%

of survey participants expressed interest in immersive travel retail

72%

actively browse or shop during airport layovers

4.2.2. Interactive Engagement: “Send Your Postcard” Booth

In addition to atmospheric storytelling, the POS experience incorporates a highly interactive component; the “Send Your Postcard” Booth, a central feature of the installation. It will be designed to resemble a retro 1970s post office and blend analog rituals with digital technology. The booth allows customers to:

- Take a vintage-style photo via a branded photo booth, resulting Polaroid-style image
- Use the #ReframeThe70's
- Attached their photo to a city themed Le Specs postcard, which customers receive with their purchase.
- Customers can write and mail their postcards directly from the installation or share digitally via QR code, a concept which was positively validated in focus groups.

This curated storytelling format connects the product to place, emphasising collectability and travel nostalgia. Focus group participants described the concept as ‘fun’, ‘aesthetic’ and ‘something I’d post on Instagram’, validating the appeal of experience-driven retailing.



MARKETING STRATEGY

4.3

The marketing strategy for “Golden Hour Departures” centres on emotionally rich, designed content that celebrates the spirit of 1970s city travel while tapping into modern values of sustainability and self-expression.

4.3.1. Email Marketing

Targeted campaigns will spotlight the story behind each style, highlighting the city inspiration, unique design elements, and the sustainable materials used.

4.3.2. Social Media

Content across Instagram and TikTok will focus on visually immersive storytelling, bringing “Golden Hour Departures” world to life through:

- Influencer collaborations with travel and fashion creators
- Unboxing and styling videos
- City-specific '70s playlists and mood boards tied to each drop
- Branded hashtag #ReframeThe70's to inspire community sharing and identity-driven engagement

#ReframeThe70s



This approach is backed by insights from both surveys and focus groups, **with 82% of participants more likely to engage with products that tell a compelling story rooted in cultural significance and sustainability.** The marketing will position “Golden Hour Departures” not just as eyewear, but as a lifestyle movement, an invitation to step into the past and express the present.



4.3.1. Gift With Purchase (GWP)

Alongside each purchase, customers receive a retro-style postcard inspired by the city, designed to be either physically mailed from the store or shared digitally through a QR code. The QR code will generate a sharable, branded image and message on social media, encouraging use of the campaign hashtag **#ReframeThe70s**.

To further enhance this experience and extend engagement post-purchase, each postcard unlocks an augmented reality (AR) experience. When scanned via smartphone, users can unlock:

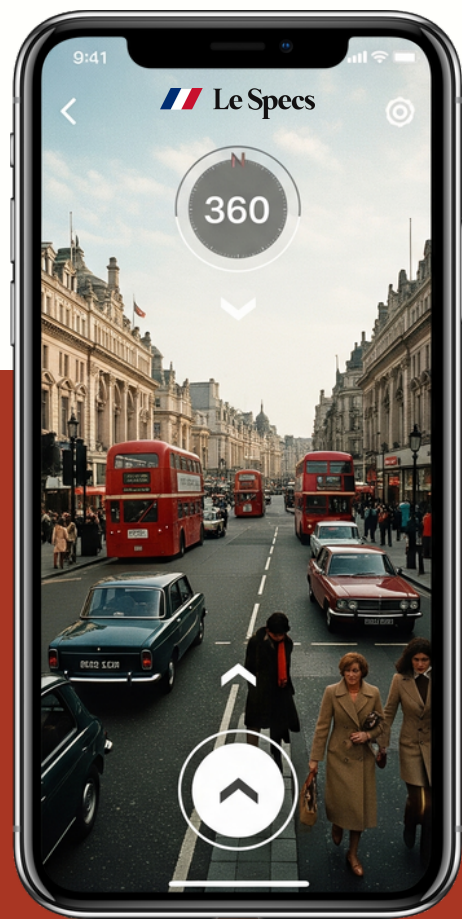
- **360° immersive view** of the city as it appeared in the 1970s, allowing them to explore iconic street scenes, landmarks, and cultural moments
- **Virtual try-on features** for sunglasses in the collection
- **A playlist of songs** famous in the '70s of that destination
- **Shareable AR digital versions** of their personalised postcard

EXPLORE MORE

Mockups

Additionally, users can record and send a digital voice message, mimicking the intimacy of handwritten notes. This audio feature allows customers to add a personal message to their AR postcard, which can be sent directly to friends and loved ones, blending the emotional nostalgia of postcard writing with the immediacy of digital communication.

This dual physical-digital touchpoint reinforces the joy of memory-making and connection that characterised in the golden age of travel. Moreover, customers can share their postcard on social media encouraging use of the campaign hashtag **#ReframeThe70s**, acting as a free marketing tool.



STAFF

INCENTIVES

4.4

The Golden Crew Program

The Golden Crew program empowers Le Specs' retail staff to become cultural storytellers and expert guides for The Golden Hour Departures. Inspired by the glamorous 1970s airline crew culture of stylish, worldly, and always ready for adventure, the program enriches the staff experience through a blend of training, rewards, and immersive perks.

Training and Cultural Storytelling

Staff members participate in Cultural Storytelling Workshops that dive deep into the narrative behind each city-inspired frame, from New York's rebellious art scenes to Paris's cinematic romance in the '70s. Through these workshops, the crew learns to articulate the why behind each design, blending artistry, heritage, and local spirit. Material Knowledge modules complement this, equipping staff with insights into the sustainable materials and thoughtful design choices that set The Golden Hour Departures apart.

Golden Post Moments

Crew members spark in-store engagement by encouraging customers to write postcards and share their travel stories online, creating authentic connections and organic buzz around the campaign.

Points-Based Incentives and Prizes

Staff earn points for each pair of sunglasses sold, with extra points awarded for AR/social engagement and interactive Golden Post Moments. Top scorers will win a dream vacation to one of the campaign's inspiration cities: Ho Chi Minh, Hong Kong, Paris, or New York.

Everyday Rewards

All participating staff enjoy campaign-exclusive perks, including generous staff discounts and weekly meals featuring the traditional or famous dishes of each city represented in the collection.

Sustainable Practices Recognition

The Golden Crew is also encouraged to support low-waste practices and promote product longevity through small but meaningful customer interactions, proving that even micro-moments can have a big impact on sustainability.



05

This report set out to explore how Le Specs could better engage Gen Z consumers in the travel retail space by creating an emotionally resonant, immersive shopping experience. The aims were to identify what drives Gen Z purchases, develop an experience that captures their attention, and position Le Specs distinctively in travel retail.

The research findings strongly support the strategic direction proposed. Gen Z respondents expressed a clear preference for products that feel meaningful, collectible, and culturally inspired, validating the concept of “Golden Hour Departures” as a 1970s-themed, city-specific capsule collection. Nostalgic storytelling and immersive design as drivers of engagement was supported, with 76% of respondents expressing interest in experiential airport retail and over half indicating intent to purchase 70s-inspired sunglasses.

CONCLUSION

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