



Brand Research





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Costa Del Mar or simply Costa is an American manufacturer of polarized sunglasses based in Daytona Beach, Florida. It is expanding to become a lifestyle brand adding apparel and accessories to compliment its core sunglasses. Costa was founded in 1983 by Ray Ferguson in Daytona Beach. The brand was acquired by Essilor in 2013 for approximately \$270 million.

Industry	Personal Products
Type	Private, Independent Company
Parent Company	Essilor (French-based international ophthalmic optics company)
Founded	1983
Headquarter	Daytona Beach, United States
CEO	Holly Rush
Estimated Annual Revenue	\$152M (2016)
Employees	150
Webpage	https://www.costadelmar.com/us/en/home



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- 1983** ● Costa Del Mar was founded in 1983 by Ray Ferguson in Daytona Beach.
 - 2013** ● The brand was acquired by Essilor in 2013 for approximately \$270 million.
 - 2016** ● Holly Rush appointed New CEO, who was most recently president of Luxottica's wholesale North America division, and left the company in 2015.
 - 2017** ● Costa partnered with NASCAR driver Austin Dillon to create a limited quantity of special edition sunglasses.
In August , a new vice-president of marketing by the name of TJ McMeniman was nominated.
 - 2018** ● Costa launched their *Untangled Collection*. This collection is a partnership with Bureo to reduce plastic waste from fishing nets in the ocean.



35 YEARS

Costa is celebrating 35 years of providing the best polarized sunglasses on the planet. Since we were born on the water, we are inviting the Costa community to help us protect what we love – the beach!



UNTANGLE OUR OCEANS

No form of ocean plastic pollution is more dangerous than discarded fishing nets. We're joining forces with Bureo and fishermen to prevent discarded nets from polluting our oceans and harming marine life.



OCEARCH EXPEDITIONS

As go the sharks, so go our oceans. We've partnered with OCEARCH to uncover the secrets of the deep to better help educate our fans on the importance of sharks and to help prevent a marine ecosystem collapse by preserving the ocean's apex predator.



#ONECOAST

The mission of #OneCoast is to bring relief to our coastal family and friends affected by natural disasters. Please join us as we seek to rebuild, restore and repair these areas we call home.



KICK PLASTIC



We humans have a bad habit: throwing out 200 billion plastic bottles per year, much of which ends up in our oceans. At Costa, we respect the unmatched importance of our oceans—and we think it's time to put plastic in its place.



BIO-BASED RESIN

As part of our Kick Plastic initiative, Costa's Bio-Resin Raw Material Process reduces our carbon footprint and protects our planet's waters. Wear every pair of Costas with pride—because every pair helps protect the places we love to explore.



- Costa has a charity campaign called **#OneCoast** that helps victims of natural disasters by raising funds for the Red Cross hurricane relief program.
- They also have a campaign called **Costa+OCEARCH**, as a result with a partnership with OCEARCH, also intended to raise funds to the non-governmental organization dedicated to protect ocean wildlife.
- In 2018, Costa launched their **Untangled Collection**. This collection is a partnership with Bureo to reduce plastic waste from fishing nets in the ocean. Bureo collects the fishing nets and turns them into plastic pellets, which Costa uses to create frames.

#ONECOAST SHORT SLEEVE

★★★★★ 4.5 (17)
\$25.00

COLOR: HEATHER GRAY

APPAREL SIZE: L

S

M

L

XL

XXL

[View Size Chart](#)

DESCRIPTION:

All proceeds from your purchase of #OneCoast T-Shirts benefit victims of recent natural disasters. 50% of the proceeds will go directly to the American Red Cross and 50% of the proceeds will go directly to IGFA's Worldwide Anglers Relief Fund.

Donate to the [IGFA's Worldwide Anglers Relief Fund](#).
 Donate to the [Red Cross's Hurricane Relief Fund](#).


[We are #OneCoast](#)

Availability: In Stock

[Share](#)

ADD TO CART



SPECIAL OFFER



Proceeds benefit the #OneCoast Mission

ONECOAST Collection


- 판매수익금을 자연재해로 인한 피해복구를 위해 기부
- “ 50% of the proceeds will go directly to the American Red Cross and 50% of the proceeds will go to IGFA's Worldwide Anglers Relief Fund.”

OCEARCH KICK PLASTIC CLASSIC

★★★★★ 5.0 (1)
\$20.00

COLOR: ROYAL HEATHER



APPAREL SIZE: M

M

DESCRIPTION:

OCEARCH KICK PLASTIC CLASSIC SHORT SLEEVE T-SHIRT. Super Soft 50% Organic Cotton, 50% Recycled Polyester t-shirt with slightly tapered fit. Sizes Small through XX-Large.

Sharks are in trouble, and without them the ocean ecosystem could collapse. Your purchase helps fund research expeditions aboard OCEARCH, a marine vessel and at-sea laboratory that generates critical data and puts science on the side of sharks. [Explore the Cause >](#)

Availability: In Stock

[Share](#)

ADD TO CART

SPECIAL OFFER

Free Expedited Shipping over \$199 [\(Details\)](#)

OCEARCH Collection

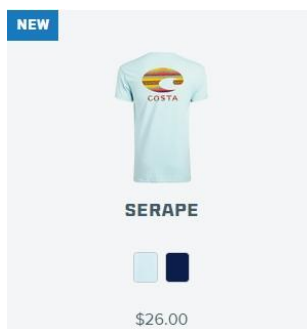
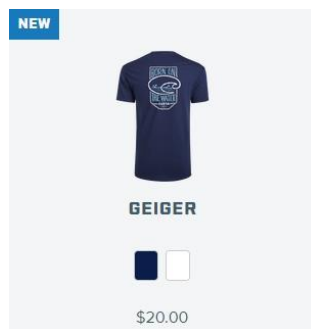
- 판매수익금 일부를 비영리 상어연구단체인 OCEARCH에 기부
- “ Your purchase helps fund future OCEARCH expeditions and their mission to protect sharks”

Costa 의 T-Shirts 라인 중,
일부 제품에는 Organic Cotton , Recycled Polyester 사용

Men

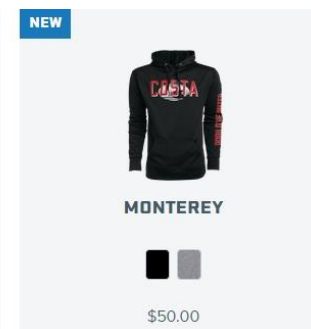
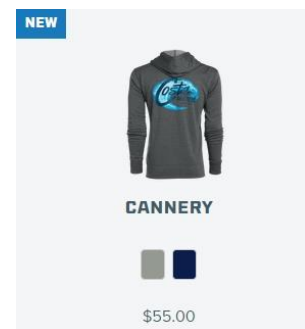
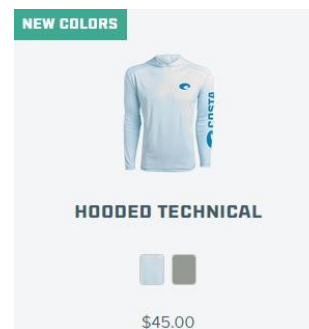
- Short sleeve T-Shirts

(\$20.00 ~ \$26.00)



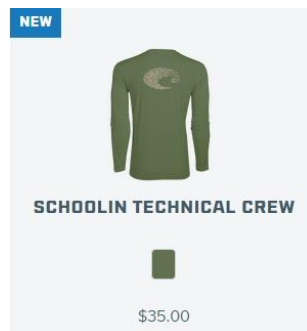
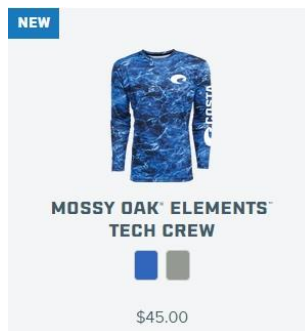
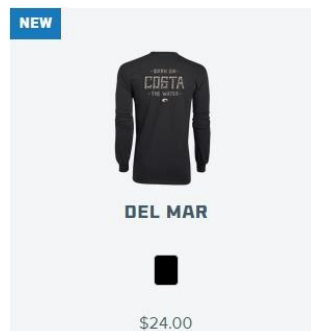
- Hoodie

(\$45.00 ~ \$55.00)



- Long sleeve T-Shirts

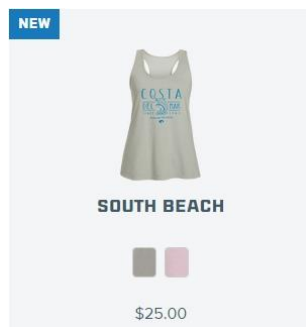
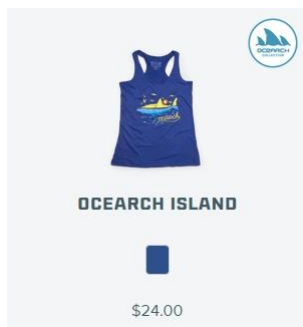
(\$24.00 ~ \$35.00)



Women

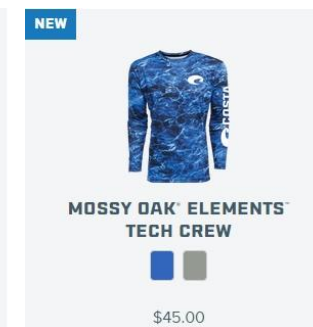
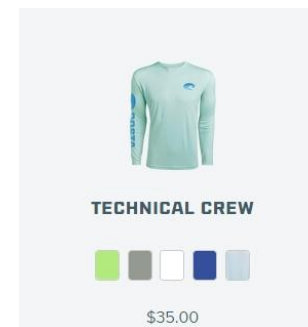
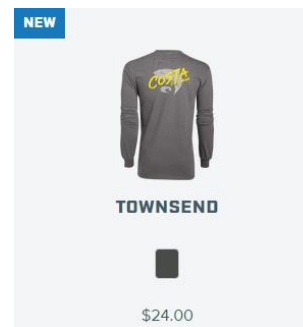
- Tank

(\$24.00 ~ \$25.00)



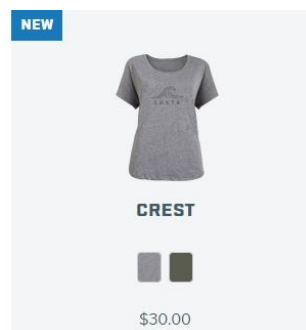
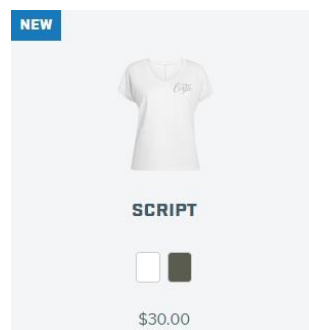
- Long sleeve T-Shirts

(\$24.00 ~ \$45.00)



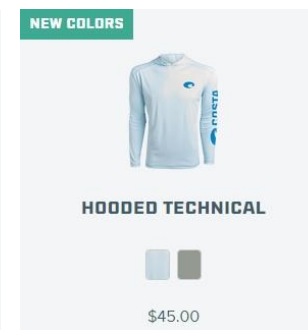
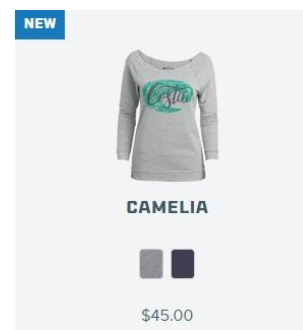
- Short sleeve T-Shirts

(\$20.00 ~ \$30.00)



- Sweatshirt & Hoodie

(\$45.00)



Kids

- Short sleeve T-Shirts

(\$16.00 ~ \$20.00)



OCEARCH SUPER SHARK KIDS

Color swatches: Blue

\$20.00

FREE EXPEDITED SHIPPING OVER \$199

COSTA + OCEARCH
Each purchase will help fund an OCEARCH expedition.

★★★★★



OCEARCH SHARKS KIDS

Color swatches: Green

\$20.00

FREE EXPEDITED SHIPPING OVER \$199


COSTA + OCEARCH
Each purchase will help fund an OCEARCH expedition.



COOPER KIDS

Color swatches: Green, Light Blue


\$16.00



TOPWATER KIDS

Color swatches: Green, Dark Blue

\$16.00



KINGSTON KIDS

Color swatches: Grey, Orange

\$16.00

KIDS SHIRTS

Costa Del Mar kids clothes and tees for children who were born to play on the water. Featuring fishing and shark inspired t-shirts for both boys and girls. We've picked some of our best-selling men's and women's t-shirts, and created new matching Costa kids clothing for 2019!



BEACHSIDE KIDS

Color swatches: Grey, Light Blue

\$16.00



Thank You

