

An aerial photograph of a beach with turquoise waves crashing onto the sand. The water is a vibrant blue-green, and the foam is white. The sand is a light beige color. The text 'BRAND OVERVIEW' is overlaid in white on the right side of the image.

# BRAND OVERVIEW



# BORN ON THE WATER

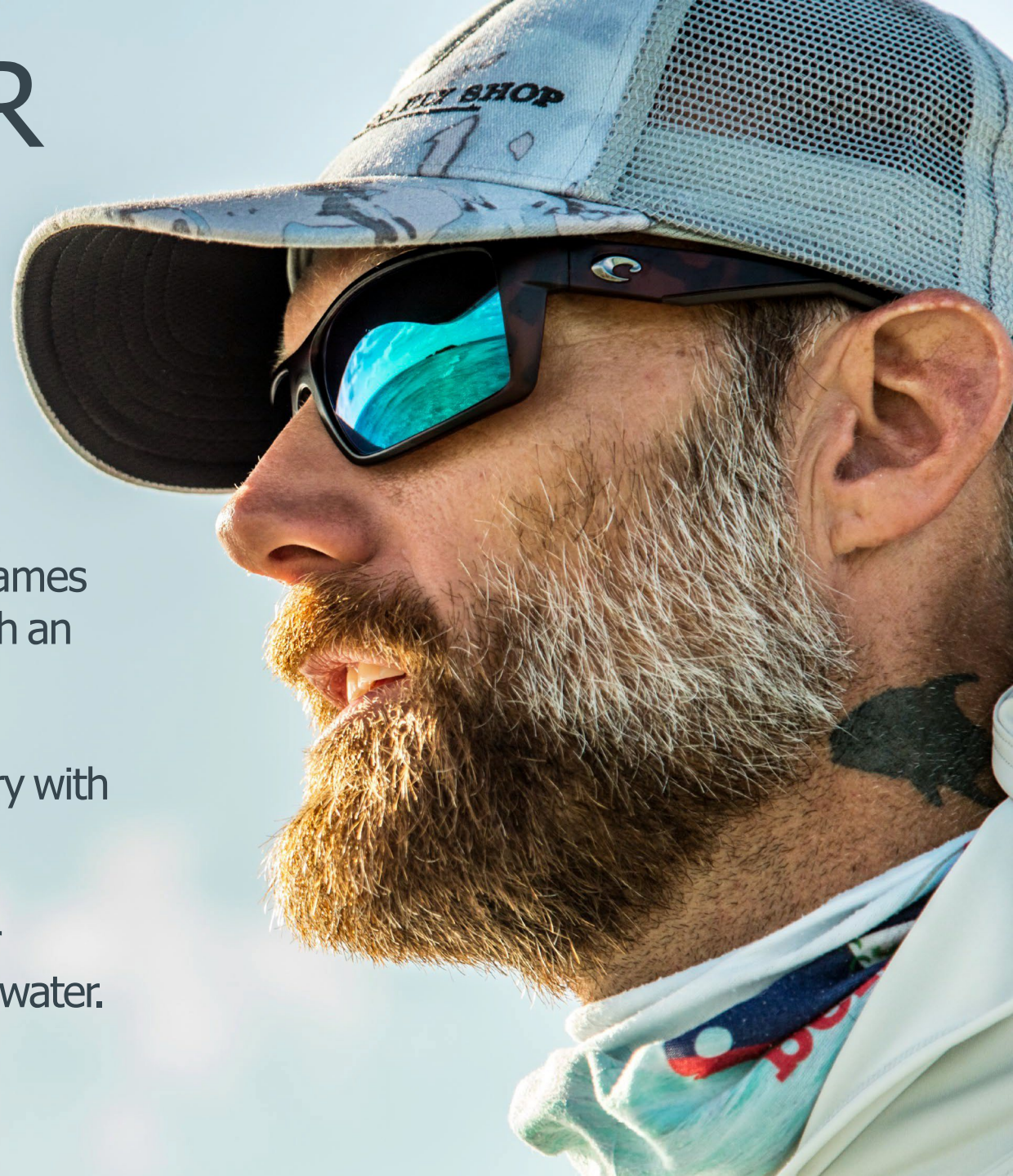
In 1983 a group of fishermen in Florida had a goal: to design a pair of sunglasses to help them better See What's Out There™.

Our formula is simple:

Craft sunglasses with the highest quality lenses and frames for comfort and fit. Combine this passion for product with an even deeper calling to protect the water we love.

Costa is one of the fastest-growing brands in the category with the most loyal and engaged fans.

We craft purpose-built all polarized eyewear made for The Waterman that enhance your experiences on the water.





# OUR MANTRA

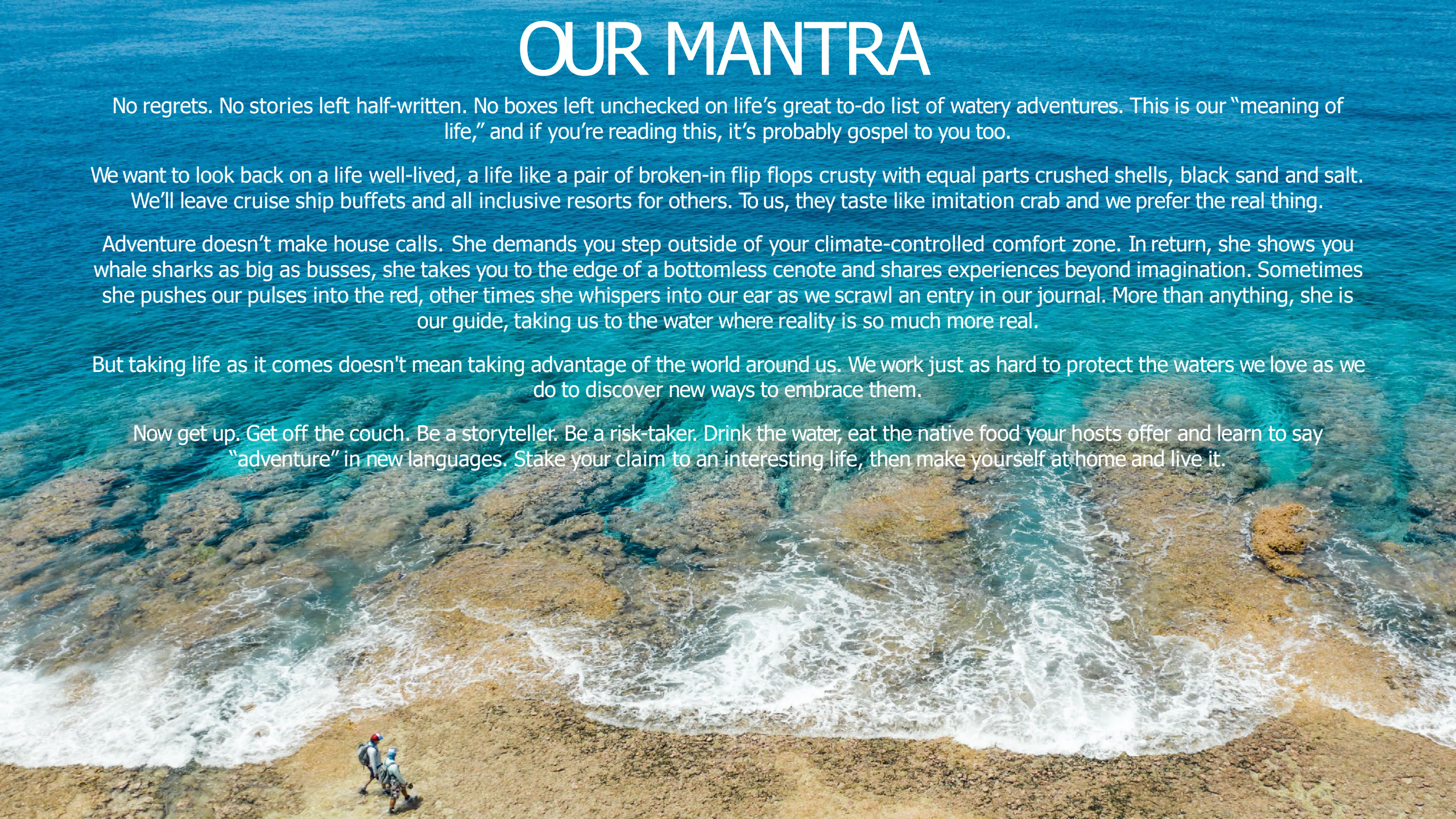
No regrets. No stories left half-written. No boxes left unchecked on life's great to-do list of watery adventures. This is our "meaning of life," and if you're reading this, it's probably gospel to you too.

We want to look back on a life well-lived, a life like a pair of broken-in flip flops crusty with equal parts crushed shells, black sand and salt. We'll leave cruise ship buffets and all inclusive resorts for others. To us, they taste like imitation crab and we prefer the real thing.

Adventure doesn't make house calls. She demands you step outside of your climate-controlled comfort zone. In return, she shows you whale sharks as big as busses, she takes you to the edge of a bottomless cenote and shares experiences beyond imagination. Sometimes she pushes our pulses into the red, other times she whispers into our ear as we scrawl an entry in our journal. More than anything, she is our guide, taking us to the water where reality is so much more real.

But taking life as it comes doesn't mean taking advantage of the world around us. We work just as hard to protect the waters we love as we do to discover new ways to embrace them.

Now get up. Get off the couch. Be a storyteller. Be a risk-taker. Drink the water, eat the native food your hosts offer and learn to say "adventure" in new languages. Stake your claim to an interesting life, then make yourself at home and live it.







FOR THOSE WHO  
NEED WATER  
TO BREATHE

 **COSTA**  
SEE WHAT'S OUT THERE®