

Verdster is one of the fast-growing European companies selling fashionable & affordable sunglasses!!!

Founded in 2017, Verdster specializes in the production and sale of fashionable, casual as well as sporty, affordable sunglasses. Their commitment is to sell high-quality sunglasses for an affordable price. Their focus is to sell sunglasses that are safe and made with quality material. Verdster follows new fashion trends and is constantly adding new models with new designs.

Verdster's founder Michael Soucek is a successful entrepreneur that has been in commerce business for over 13 years. He has a great talent to recognize interesting products that would be in demand. Afterward, he connects with high-quality manufacturers and offers it to the customers for an affordable price. He has succeeded in different industries such as catering, jewelry as well as baby products. In the last four years, his biggest project so far is the sale of high-quality sunglasses.

Verdster has grown at a very fast pace over the last three years in the European market with an almost double increase in its revenue every year. With such a success they decide to overtake the US market, going from \$0 to \$163k in the last four months in 2018 and to \$379K in 2019.

Their first ***Classics Collection*** was created from traditional classics in sunglasses. The models like Airdam which became the bestseller on Amazon in motorcycle glasses, with two versions for day and night vision, or Cosmo an oversized designer sunglasses with gradient rimless lenses were the staples of this collection and created the fuss about this company. As customers' demand started to grow rapidly the company grew its collection with some pretty amazing additions. Camo, camouflage sunglasses became the must between fishermen and hiking communities. Also, Islander in a classic wayfarer shape that dominates fashion for over 7 decades and is a staple sunglasses shape for Hollywood icons.

In 2020, the company decided to create a new ***Wooden Collection 2020***. As always, Verdster followed here a new trend and demand; eco-friendly and sustainable materials. After all, sustainability is an important issue nowadays and they wanted to contribute their share as well. ***Wooden Collection 2020*** has 24 new models. The main focus of this collection is to have all current fashion trend shapes while their temples are being produced from high-quality, but at the same time, reclaimed wood. The special manufacturing of these temples created very durable long-lasting sunglasses that will last several seasons with proper care and afterward they are easily recyclable and therefore eco-friendly. Verdster customers will, therefore, save money on an excellent long-lasting and fashionable product as well as will contribute to taking care of our planet at the same time. Another big advantage of ***Wooden Collection 2020*** is that anyone can find their perfect pair. There are sporty and adventure styles, business, and also high fashion models. In

short, it meets everyone's needs and therefore sustains a large clientele base. The amazing thing about the wooden temples is that each pair is **100% unique** as it has its own wood grain, no two pairs are exactly identical. On top of that, the wood ensures extremely lightweight comfort; it is hypoallergenic and biodegradable. Like that would not be enough each model has either stainless steel or polycarbonate frames. This combination with triple-layered wooden temples provides excellent resistance and durability. It is ultimately designed to last.

Overall, Verdster is the company to watch out for. It will be soon the "it" company to invest in. They rapidly growing their clientele and their product line is expanding almost every month with new products. Therefore, their revenue is growing at a very fast pace as well.