

Get the mix right

Pick 60-80% of the frames from the Icon Best Sellers and mix them with 20-40% more unique, colourful and 'emotional' frames.



EXAMPLE OF A 40 FRAMES RANGE:

- A. Pick 24-32 frames from the Icon Best Seller range = 60-80%
- B. Pick 8-16 frames from the most colourful and unique frames = 20-40 %

Check if ladies/mens ratio is right for your store

Make sure the men's/women's ratio is suitable for your store and that the mix of colours look attractive on the shelves.

The Icon Best Seller frames tend to come from the black/grey/blue colour palette. Spice it up with a few bestsellers in other colours and add colourful frames from the 'Emotional' range to ensure the shelves are eye-catching and inviting.

Stores following the concept often achieve a stock turn of 1.5 - 2.5

40 Monoqool frames on the shelves can represent annual sales of 80 Monoqool frames or more. That's the experience of many of the stores working with our Icon Best Seller Concept.

Sell the same bestsellers 5-8 times a year

To achieve high stock turnover, re-stocking the shelves with the same best sellers is absolutely essential. The best stores can sell the same best-selling frame - like our MM99 - up to 5-8 times per year.



TOP 50 ICON BEST-SELLING FRAMES 2022

- and how to increase your sales by up to 40%

MONOQOOL®

FOLLOW THE 6 STEPS OF THE ICON BEST SELLER CONCEPT

- and increase your sales by up to 40%

1) Select the size of the Monoqool range to suit you

We recommend minimum 40 pcs to work with the Icon Best Seller Concept.

2) Select your ideal mix of Icon Best Sellers and favourite "emotional" frames to suit your store

We recommend a mix of frames from the Icon Best Seller range (60-80%) with frames you personally pick out with favourite colours and designs (40-20%).

3) Pick the frames from the Icon Best Seller list

We recommend you select 60-80% of the collection from the Icon Best Seller collection. Ask your sales rep for the latest bestseller list.

4) Add the "emotional" range of frames

Choose the remaining 20-40% from Monoqool's "emotional range". Select unique styles and strong, exciting colours to find the balance that's perfect for you!

5) Ready to go!

You are now ready to start to sell! Double check that the ratio of men's/women's frames is right for your store, and that the colour selection is broad and balanced.

6) Re-order best sellers every week!

For the best results, re-order the Monoqool best sellers on a weekly basis as soon as you sell one frame. This will keep the frame selection fresh, attractive and eyecatching for everyone.

TOP 50 BEST SELLERS 2022



Mad Man MM - 50 / 22 mm

99 20 21 41 74 84
#1 #2 #7 #19 #45 #47



Spike SK - 54 / 19 mm

99 20 21 11
#3 #5 #12 #44



Popsicle PP - 46 / 20 mm

99 21 74 48 84
#4 #13 #20 #38 #50



Brand New Friend BN - 46 / 22 mm

99 20 11 47
#8 #10 #39 #42



Expresso EP - 50 / 19 mm

99 41 74
#9 #16 #40



The Rock RK - 50 / 20 mm

20 99 11
#11 #14 #46



Rain Bird RA - 47 / 22 mm

21 99 11
#15 #31 #37



Luka LK - 49 / 22 mm

20 99 41
#17 #21 #35



Broadway BW - 51 / 20 mm

20 99
#18 #25



Tiburon TI - 51 / 22 mm

99 20 21
#22 #27 #29



Walker WL - 52 / 20 mm

99 20 21
#23 #24 #32



Morning Glory M0 - 51 / 21 mm

99 20
#26 #30



Timbers TS - 58 / 19 mm

20
#28



Columbia CB - 46 / 21 mm

41 99 20
#33 #48 #49



Legend LG - 49 / 21 mm

41 99
#34 #41



Georgia GG - 48 / 22 mm

99
#36



Karma KA - 49 / 21 mm

21
#43



SAKAMOTO SA - 46 / 22 mm

99
#51

NEED INSPIRATION?

Must have Women's Frames



#33
Colombia CB41 - 46 / 21 mm



#16
Expresso EP41 - 50 / 19 mm



#40
Expresso EP74 - 50 / 19 mm



#42
Brand New Friend BN47



#20
Popsicle PP74 - 46 / 20 mm



#35
Luka LK41 - 49 / 22 mm



#43
Karma KA21 - 49 / 21



#38
Popsicle PP48 - 46 / 20 mm



#1
Mad Man MM99 - 50 / 22 mm



#15
Rain Bird RA21 - 47 / 22 mm




New
One Trick Pony OT41 - 51 / 19 mm




New
Engine EN51 - 48 / 22 mm


Must have Colourful Frames




#16
Expresso EP41 - 50 / 19 mm




#38
Popsicle PP48 - 46 / 20 mm




#35
Luka LK41 - 49 / 22 mm




#20
Popsicle PP74 - 46 / 20 mm




#42
Brand New Friend BN47 - 46 / 22 mm




#37
Rain Bird RA47 - 47 / 22 mm



#19
Mad Man MM41 - 50 / 22 mm



#45
Mad Man MM74 - 50 / 22 mm



#34
Legend LG41 - 49 / 21 mm

Must have 12 super cool frames from the "emotional range" to spice up the board



Duke DK74 - 48 / 23 mm



Sakamoto SA74 - 46 / 22 mm



The Joker JR99 - 47 / 22 mm



Double Vision DB13 - 43 / 22



Slow Train SL13 - 50 / 22 mm



Uptown UP20 - 43 / 22 mm



Black Bird BD74 - 47 / 22 mm



Temptation TP51 - 44 / 22 mm



Waltz WZ47 - 44 / 23 mm



Utopia UT20 - 43 / 24



The Gambler GB97 - 45 / 21 mm



Carson CR74 - 45 / 25 mm