



PRESS RELEASE
For Immediate Release

January 6, 2016

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Native Eyewear Announces New General Manager, John Sanchez

Sanchez to lead the way for Native Eyewear, carrying over two decades of industry expertise

Denver, Colo. (Jan. 6, 2016) — [Native Eyewear](#) is pleased to announce that John Sanchez will take on the position of General Manager and Vice President of Product Development, in addition to maintaining his role of Vice President of Product Development at [Costa Sunglasses](#) (Native Eyewear's parent company).

An industry leader in polarized eyewear made for the adventurer, Native Eyewear is launching two new collections this year: 2016 sunglass line with seven new styles and the all-new 2016-17 snow goggles featuring six different models.

"It is a privilege to be given the opportunity to lead and build a brand that has authenticity at its core," said John Sanchez, Vice President of Product Development for Costa Sunglasses and General Manager for Native Eyewear. "Given the current market, there is tremendous potential for Native Eyewear to continue to grow and to evolve the brand over time."

After joining Costa Sunglasses in 2014, Sanchez has developed products for one of the top, global sunglass brands.

Prior to his work at Costa, Sanchez was President of Zeal Optics and has garnered more than 23 years of experience in product development, operations, manufacturing, management and international sales with eyewear brands including Maui Jim, Serengeti, Bolle', and at Bausch & Lomb with Ray-Ban.

Sanchez holds a bachelor's of science degree in Industrial Engineering/International Business Studies from Texas Tech University in Lubbock, and has completed the Executive Leadership Development Program from the Ross School of Business at the University of Michigan, serving as the Executive Vice President from 1997 to 2005.

About Native Eyewear: To live in the spirit of Native is to live the life you want to live – not the one you have to live. It's pursuing your adventures with the best gear, the right companions, and a free spirit, tempered only by an enduring respect for the world that is your playground. Learn more about Native Eyewear at nativeeyewear.com.

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