

cube
— EYEWEAR —

THE BRAND

cube

CUBE

The Brand:

established in 2005

- The idea at the time , was to establish a brand that I would design in a way that would cater for the needs of majority eyewear wearers. Cube had to be stylish, fashionable, comfortable & quality , most important, it had to be affordable.
- This took me 2 years to perfect and allow me to create the collection, which is forever changing and always will with new developments, as we follow fashion trends. Cube has been very successful in the South African market, we feel we have perfected the Brand so much so that it is ready for international export market, we will add the belated sunglass collection which will be ready by spring time [Europe] next year
- The Cube Eyewear Collections is a comprehensive, versatile, fashionable and attainable collection.
- In the beginning we wanted to establish a Brand that would be offering , price, quality and design. For starters we needed to introduce a product name that would be short, sweet and catchy. We achieved this with the name, CUBE.
- Over the last 10 years, we have achieved our goal quite easily, and with a winning combination at present. We have decided a sunglass collection and packaging with the attempt of building a brand. Cube is currently trademarked in South Africa and Australia. And for purposes of international distribution we would have to consider identifying the countries for distribution, so that we could cover the legal trademarking of the Cube brand.

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- It's entry-level Cube Lite Collection is available in Stainless Steel Metals and Acetate Plastics and boasts a beautiful variety of colours. We then move onto the Cube and Cube Exclusive Collections. These collections follow with the latest fashion trends and predominantly covers the ladies and unisex market.
- We tried to cover a wide variety of fashion and trends to cater for a large commercial market. The product is not exclusive in price and design, but rather fashionable and price driven for the masses. Lastly, the Cube Titanium Collection is classic, sporty and stylish. This serves our more mature Cube wearers that seek a distinguished look and feel. With comfort and light-weight an added bonus.
- The shapes and styles are relevant to the latest styles and fashion trends. They range from round (retro), cats-eye, square, etc.
- 2019 Trends: Consists of metal and acetate materials, sometimes constructed in full metal and full acetate or combination thereof. However, the trend at present does exist "less is more" and "light-weight". With notices of slightly heavier acetate (plastic), starting to be present, predominantly in the sunglass market.
- Advantages of Cube Eyewear:
 - It is tailor-made and designed by Wade Miller himself.
 - Follows the latest fashion trends in eyewear, shapes and colours.
 - Always has new models available to keep things fresh and exciting.
 - Made from various types of materials to suit almost every individual consumers wants and needs.
 - Cube is not for an exclusive market, but more for a mass market.