



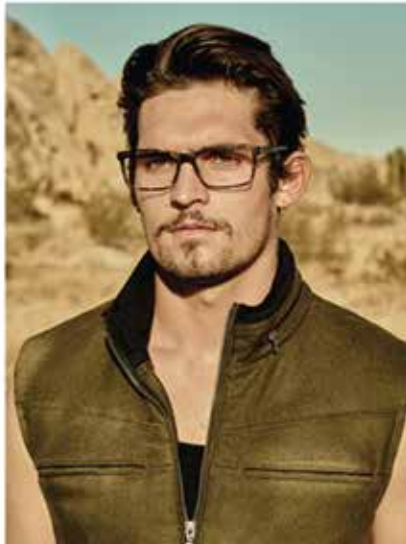
Tuesday, April 5, 2022

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LaunchPad: Also New

WestGroupe Launches Evatik 2022 Visual Campaign

By Staff
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Quick Take: WestGroupe is launching the 2022 visual campaign for Evatik.

Specifics: Evatik's 2022 visual campaign, Desert Escape, showcases the brand's clean and modern 2022 collection. Shot on a 25-acre desert property with Joshua trees and starring a vintage blue 1961 Corvette, the campaign is modern and masculine, rounded out with seasonal pops of color.

Selling Point: Alexis Nyiro, director of marketing and product development at WestGroupe, said, "We wanted to capture the classic yet modern appeal of the Evatik brand in a manner that was relaxed and casual, but with a bit of edge. The natural ruggedness of the location worked perfectly with our 2022 eyewear collection and the '61 Corvette added a classic dose of cool to the campaign."

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