

COTI

Eyewear Accessories

OUR STORY



WE ARE COTI

We are COTI and introducing you to our brand is like welcoming you to our family.

Our vision is to make needing to wear glasses fun, fashionable and always at your fingertips.

COTI launched in 2020 and leaped in popularity after being featured on UK's Dragons' Den in April 2021.

As Deborah Meadon stated: “they brought an important bit of everyday kit out of the dullness and into the light”.

Today COTI is seen as a market leader that has undoubtedly revolutionised the glasses chain.

THIS IS US

COTI was founded by friends and former colleagues, Julie and Nancy, to combat the frustration of never having reading glasses available when needed.

Deteriorating eyesight is simply one of the many challenges we need to navigate through as we age. The acronym for COTI is 'Chuckle On The Inside', and is Julie and Nancy's view on life and all things associated with encouraging others to live their best midlives.

COTI is a creative and colourful lifestyle brand that provides many options to help make reading small print easier.





OUR INSPIRATION

As we entered the reading glasses age, we noticed the gap in the market. We couldn't find what we liked anywhere. It felt like there was something missing. So we set out to completely redefine the 'glasses chain'.

In our journey to create unique and functional products, we have opened a wonderful new retail channel. Initially designed with a vision to target reading glass wearers, we have also influenced the opinion that glasses chains are for an older generation. Our products are now equally appreciated by a younger audience wanting the convenience and functionality as sunglass holders.



COTI collab with Le Salty, Australia

OUR TIMELINE

2020

JANUARY: COTI Established and launches first collection at 100% Optical in London

MAY: Launches first collection of ECO Friendly Amore Italia

JULY: Launches in Harrods & Selfridges

NOVEMBER: Appoints distributor in Australia

2021

FEBRUARY: Appoints distributor in Belgium

FEBRUARY: Appoints distributor in France

MARCH: First Arline listing

APRIL: COTI appears on Dragon's Den

APRIL: Appoints distributor in Germany

DECEMBER: Collab with Le Salty Australia

2022

FEBRUARY: Launches in the Middle East

MARCH: COTI ITALIA is formed

MARCH: Collab with Ilekeco

MAY: Appoints distributor in Mexico

MAY: Appoints distributor in Austria

JUNE: Appoints distributor in Poland

AUGUST: Launches in UK Airports

AUGUST: Appoints Distributor for Travel Retail

SEPTEMBER: Launches first ECO Friendly Reading Glass Collec

OCTOBER: Finalists Travel Retail Awards as voted by shoppers / Frontier Awards Finalist

2023

MAY: Extends distribution to New Zealand

OUR REACH

Offices in UK & Italy servicing
distributors in eight countries and
wholesale accounts in more that 40 countries.





OUR CHAINS & HOLDERS

The extensive range of COTI chains and holders cater to all demographics and price points. Styles range from chunky to fine acrylic, metal, pearls, leather, rubber, and gemstones. COTI demonstrate their passion to reinvent this category by creating chains from unexpected sustainable materials such as wood and paper. What's next? Let us surprise you!

All COTI chains have been developed to be used as a glasses chain or to celebrate them solo as a necklace.



OUR READING GLASSES

We wanted to make wearing reading glasses stylish, sophisticated and most importantly, always at your fingertips. Our signature Necklace

Reading Glasses are available in two versions:

- * our magnetic version JOEN
- * and lobster clasp version CARA

Lifted when needed to read small print, like a magnifier, our Necklace Reading Glasses come in a range of colours and powers. The fabulous part is that you can simply remove the front reader element and select additional chains to customise your look.

We also offer a traditional reading glass, EDEN. Made from ECO material, with a blue-blocker lens, the frame features notches in the temples to snugly fit our chains.



OUR COMMITTMENT TO SUSTAINIBILITY

We aim to incorporate recycled or eco-friendly components in all aspects of our business and are conscious and mindful in our approach to sustainability.

All of our Amore Italia chains are handmade in Italy from recycled acrylic.

The material used is leftover from the production of high-quality belt buckles, buttons, handbag handles, etc which is ground down and re-injected. The result is truly unique as no two chains are ever the same.

Our reading glasses are made from specially designed material called Hexetate, which does not use plasticisers and is therefore particularly environmentally friendly



OUR MISSION

to Chuckle On The Inside

FOR MORE INFORMATION: info@cotivision.com



AS SEEN ON

BBC
DRAGONS' DEN



www.cotivision.com