

Pecks Launch Sanibel Sunlass Company

Sanibel has been the home to many very successful retailers...Chico's started in 1983 on Sanibel Island with sales of Mexican folk art and cotton sweaters.

Neil and Birgit Peck are trying to build the Sanibel Sunlass Company into the next Chico's by using their flagship store in Periwinkle Place as a launching pad for a national brand.



Birgit and Neil Peck

The Pecks started Sanibel Sunlass Company in November, 2008, at the height of the financial crisis with their 1st store at Periwinkle Place, Sanibel, FL, and have held their nerve and now operate seven stores in Florida and the southeastern U.S., including South Seas Resort on Captiva Island. They will be looking to open seven more stores in 2011.

Neil began his career by owning and operating surf shops on Martha's Vineyard, called Pecks Bad Boy. From there Peck's trajectory follows the classic American storyline. He began his first sunglass chain, called Sunglass Outlet in San Marcos, Texas and was the only employee, paying himself \$8 an hour. In only

nine years Peck grew the company to 40 stores operating in 22 U.S. states, then sold to a major competitor in 2002.

The rising entrepreneur met his future wife, Birgit, in 1996. Her corporate expertise from 12 years at fashion giant Hugo Boss as vice president of U.S. sales brought an extensive amount of retail knowledge to team Peck. Her understanding from corporate operations to retail sales put the finishing touches on his sunglass enterprise. Birgit gave the brand a polish and helped Neil bring the sunglass company to the next level.

"We've always loved sunglasses and the outdoors, and we wanted to create a new company here on the islands," said Birgit. The Pecks bought a home on Sanibel in 2003, and have lived here year round since 2008.

After their five-year non-compete agreement expired, the Pecks jumped back into the sunglass business. While retaining majority ownership, they pitched their track record to investors and raised half of their capital requirements for their new network of stores, which they hope will total from 40-100 in the U.S. In the summer of 2010 they opened their corporate headquarters on Periwinkle Way not far from the Sanibel Causeway.

Neil confidently declares, "Sanibel Sunlass Company is new, unique and it is NEXT."

Sanibel Sunlass Company offers close to 20 brands of stylish, high-quality designs that all offer the UVA, UVB and UVC protection, including Bolle, Costa Del Mar, Kaenon, Maui Jim, Oakley and Reptile.

The Pecks love the Sanibel lifestyle, especially fishing and tennis with son Olin and daughter Lander. Check them out at www.sanibelsunglasscompany.com.



Sanibel Sunlass Company is now in seven locations, including Periwinkle Place on Sanibel



SUNGLASSES

We carry the best sunglasses in the world, at a variety of price points from \$25 to \$300, for adults and children. Our focus is on high-performance sport sunglasses, with premium quality UVA, UVB, and UVC protection and the latest in polarized lens technology. We also carry a broad range of fashion sunglasses, readers, sunglass readers, clip-ons and accessories galore. Our selection ranges from recognized brands like Maui Jim and Costa Del Mar, to the cutting-edge, new technology brands like Kaenon and Reptile, among many others.



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