

How to Customize Your Own Logo on Sports Sunglasses — A Complete Guide for Brands

01

Customized LOGO



Cold Foil Logo



Metal Logo



Printing Logo



Laser Logo

02

Customized Lenses



Photochromic Lenses



PC Lenses



PC Polarized Lenses



Polarized Lenses

03

Customized Frames Color



Single Color



Mix Color



Dot Paint



Transparent Color

04

Custom Package



Xiamen, Fujian Dec 15, 2025 ([Issuewire.com](https://www.issuewire.com)) - In the rapidly evolving world of performance eyewear, brand owners and retailers are increasingly looking to set themselves apart through bespoke private-label products. That's why full-service OEM/ODM providers like JDS Eyewear are becoming indispensable partners for international brands. Founded in 2006, JDS Eyewear is a professional manufacturer, supplier and exporter of high-end sunglasses, specialising in sports sunglasses and

outdoor sunglasses. With rich design experience and strong production capacity, the company works with customers worldwide to develop their own brands.

When you're sourcing from a specialist provider, you want a trusted partner among the [Custom Logo Sports Sunglasses Manufacturers](#) who can guide you—from logo placement and lens specification, through frame design, production, finishing and packaging. JDS Eyewear offers exactly that: a full-spectrum service allowing brands to customise lenses (polarised, photochromic, floating), frame styles (wrap-around, cycling, fishing, lifestyle sport) and apply your own logo across temples, nose-bridge, lens-corner and packaging. With private-label production in China, JDS helps brands design, sample, tool and launch collections tailored to their identity and performance requirements.

Industry Outlook: Market Growth, Trends & Brand Opportunity

The global sports sunglasses market presents robust growth opportunities driven by multiple converging trends. According to market research, the sports sunglasses segment was valued at approximately USD 3.34 billion in 2023 and is expected to grow at a CAGR of around 6.6 % between 2024 and 2032. At a broader level, the global sunglasses market reached about USD 23.52 billion in 2023 and is anticipated to hit around USD 36.44 billion by 2030, reflecting a CAGR of about 5.6 %.

Several key dynamics are shaping this growth:

Rising participation in outdoor sports, running, cycling, water sports and adventure travel is producing greater demand for performance-centric eyewear.

Consumers are becoming more aware of UV protection, glare reduction, visual clarity and fit comfort — pushing demand beyond fashion sunglasses into the specialised sports and outdoor domain.

Customisation and private-label models are gaining traction: brands want to differentiate by offering unique designs, colours, lenses and logos. Additionally, e-commerce growth means shorter product cycles, smaller batch runs and faster time-to-market.

Ethical sourcing, supply-chain transparency and audit-compliance are increasingly important. Certifications like the social-audit standard SMETA (Sedex Members Ethical Trade Audit) matter more than ever, particularly when brands source overseas.

For brands considering launching or expanding a sports sunglasses line, partnering with a manufacturer that understands both performance frame/lens engineering and brand-identity customisation is a strategic advantage. Especially when that partner supports logo-branding, small batch private label orders, and is fully set up to transform design ideas into finished products ready for global markets.

JDS Eyewear: Core Strengths, Certification, Products & Brand Use-Cases

Since its establishment in 2006, JDS Eyewear has built a reputation as a professional manufacturer, supplier and exporter of high-end sunglasses. Based in Xiamen, Fujian Province, China, the company focuses on the design and manufacture of sports sunglasses and outdoor sunglasses. With rich design experience and global customer reach, JDS works with brands to develop their own collections.

Core Advantages:

Holistic OEM/ODM Service: JDS Eyewear supports the full chain—from concept drawings and

lens/frame specification, through prototyping, mould development, finishing (paint, surface treatment), to packaging and private-label branding.

Custom Logo Implementation: Brands can customise logos on temples, lens corners, nose-bridges, inside arms, packaging boxes and even lens coatings. JDS enables unique colour-finishes, bespoke branding tags and tailored packaging — a key differentiator for private-label lines.

Performance-Oriented Product Range: JDS's portfolio emphasises functional models: cycling sunglasses with aerodynamic wrap-around frames; floating sunglasses for fishing/water sports; polarized and photochromic lens options; lifestyle sport frames blending outdoor function with urban appeal.

Small-Batch Flexibility & Market Agility: Recognising brand needs for rapid market-tests and agile iterations, JDS supports smaller MOQs (minimum order quantities) and quicker turnaround compared to traditional large-scale mould-only manufacturing.

Manufacturing Scale & Quality Control: JDS boasts significant production capacity, mature tooling, surface finishing expertise (colour-matching, durable coatings) and a manufacturing footprint capable of handling both niche and volume brand projects.

Product Applications & Scenarios:

Cycling & Running: Lightweight, wrap-around frames offering full eye coverage, wind resistance, anti-glare lenses and brand-logo placement for team kits or event promotions.

Fishing & Water Sports: Floating frames bearing your logo, polarized glare-reducing lenses, durable materials suited for marine environments — ideal for angler-targeted brands.

Outdoor Travel & Adventure: Photochromic lenses shifting with light conditions, premium finishing, customised colour-ways and logo-branding for adventure-lifestyle brands.

Lifestyle & Urban Sport: Sport-inspired frames with subtle branding for urban outdoor consumers, customised to brand aesthetics and seasonal collections.

Brand & Customer Use-Case Examples:

Global brand partners have leveraged JDS Eyewear's services to launch private-label lines. For example, a Europe-based cycling gear brand collaborated to launch a photochromic cycling sunglasses collection under its own logo and packaging. Another U.S. outdoor-lifestyle retailer engaged JDS to produce a floating fishing sunglasses line, customised in lens-frame combination and branded packaging, and saw strong consumer feedback on both performance and design. These case studies illustrate how JDS supports differentiated branding, faster time to market and tailored product solutions.

Step-By-Step Guide: Customising Your Logo on Sports Sunglasses

Concept & Branding Brief: Begin by defining your brand identity, target sport/outdoor activity, lens/frame requirements and desired logo placements.

Design & Specification: Work with JDS's design team to select frame style (e.g., wrap-around, floating, sport-lifestyle), lens type (polarized, photochromic, standard), colours and custom logo positions (temple arm, lens corner, nose bridge).

Sample & Prototype: JDS develops 2D/3D drawings and produces prototypes for review. Pay attention to logo clarity, colour accuracy, frame fit, lens performance and brand packaging.

Production & Logo Implementation: Upon approval, mould tooling/pilot production begins. JDS applies logos via screen printing, laser engraving, embossing or hot stamping depending on material and design. Packaging is tailored with your brand logo, hang-tags and marketing inserts.

Quality Control & Compliance: Ensure manufacture under audited conditions. While specific audit details vary, many leading suppliers align with SMETA and other social-compliance standards to support global brand sourcing.

Launch & Distribution: Finished products bearing your logo arrive ready for market — whether direct-to-consumer via e-commerce, retail lines, team gear or global export.

Iterate & Renew: Leverage small-batch flexibility to test new logo variants, colourways or sport-specific models — iterate quickly with JDS's OEM/ODM support.

Why This Matters & Why JDS Eyewear Should Be Your Partner

In an era where performance, branding and sourcing integrity matter equally, being able to offer sports sunglasses with customised logos, unique colours and brand-specific packaging is a powerful advantage. JDS Eyewear enables brands to go beyond generic sourcing — you gain a manufacturing partner able to deliver performance eyewear aligned with your brand identity and ethical supply-chain expectations.

With their deep lens/frame expertise, private-label readiness, logo-customisation capability and manufacturing base in China (offering export-ready capacity), JDS Eyewear is positioned to help brands launch successful sports sunglasses lines. Whether you're a cycling brand, water-sport gear company, lifestyle outdoor label or general retailer, the ability to put your logo on high-performance sports sunglasses tailored for your audience is a differentiator.

For more information on how to customise your logo on sports sunglasses, collaborate on OEM/ODM sports eyewear projects or explore JDS Eyewear's full service, please visit:

<https://www.sportsunglassesmanufacturer.com/>

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