

# How to Start a Sunglasses OEM / ODM Project Without Delays

Joysee Eyewear

If you are planning a sunglasses project and want a faster, more useful reply, this short guide will help you send a cleaner first inquiry. You do not need a perfect brief to start. Even one reference image is enough to begin.

## 1. What to send first

The best first message is usually short and clear. Use the checklist below as a guide, not a rulebook.

Send this	Why it helps
Reference image, sketch, or inspiration photo	Shows the style direction faster than a long explanation
Product type	Helps us route the project correctly
Target quantity	Helps us judge the right production path
Target market	Helps us understand compliance and market fit
Logo idea	Helps us estimate branding options
Packaging direction	Helps us plan the full private-label setup

**If you do not have all of this yet, send what you have first.**

## 2. What counts as a good project start

We usually move fastest when the buyer can share a reference photo or product link, the style they want to make, the expected quantity range, the target market or customer type, and whether the project needs OEM, ODM, or private label support.

A project can still be a good fit even if some details are missing. What matters most is that the buyer is real, the project is active, and the communication is honest.

## 3. MOQ and lead time basics

MOQ and lead time depend on the project type. These are working ranges, not rigid promises.

Project type	Typical starting point
Stock order	12 pcs/color
Custom development	300-600 pcs/model
Sample lead time	5-30 days
Mass production lead time	15-60 days

Final timing still depends on design, material, production plan, and quantity.

## 4. Material direction and product scope

Joysee Eyewear supports multiple eyewear directions, including sunglasses, optical frames, and blue light glasses. Common material directions include acetate, metal, TR90, titanium, and mixed material builds.

If you are not sure which material is right, send the style first and we can help narrow it down.

## 5. Logo, packaging, and private label

Many projects look similar on the outside, but the branding details are what make a product feel like your own. Useful branding options can include logo on the frame, logo on the lens, custom case, cleaning cloth, paper box, insert card, barcode, or product label.

If you are building a private-label line, it is often smarter to keep the first version simple and practical. You can always expand the branding package later.

## 6. Quality control points that matter

- material consistency
- hinge performance
- finish quality
- lens appearance
- logo result
- color consistency
- assembly accuracy
- packaging detail

This is what helps a project stay repeatable for export buyers.

## 7. A simple inquiry template

You can copy and send this as your first message:

“Hi Joysee, I am planning a sunglasses / eyewear project. I have a reference image and I want to discuss the style, quantity, logo, packaging, and production timing. Please help me understand the best way to start.”

“Hello, I want to make a custom sunglasses project. Can you help with sample, MOQ, and production timing?”

That is enough to start the conversation.

## 8. What to expect after you contact us

Once we receive your inquiry, we usually try to help you narrow down the right product direction, the best material choice, the practical MOQ, the sample path, the production timeline, and the branding options.

Our goal is not to make the process harder. Our goal is to help you move from idea to quotation to sample to production with less friction.

## 9. Fast contact options

Website: <https://www.joysee-eyewear.com/>

Contact page: <https://www.joysee-eyewear.com/contact-us/>

Sunglasses manufacturer page: <https://www.joysee-eyewear.com/sunglasses-manufacturer/>

Email: [allen.lin@joysee-eyewear.com](mailto:allen.lin@joysee-eyewear.com)

WhatsApp / Phone: +8613456050627

## **10. Final note**

If you are not sure what to send, do not wait. Send the reference image, the style you like, and any rough quantity idea you have. We can help you turn that into a clearer OEM / ODM eyewear project.

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