

sunstyler

edition 5

Polaroid
Hot Right
Now!

75

Years of
Polarization
Expertise

*Learn
all about*
**Polaroid
Lenses**

The Creation of
 **Polaroid**

KNOW YOUR BRANDS

sunglassstyle

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The Stats

Founded 1937

Founder Edwin Land

Headquarters Zürich, Switzerland

Owner Safilo Group S.p.A

Country of Origin USA

Social Media

www.facebook.com/polaroidsunglasses

twitter.com/polaroidsun

[instagram.com/polaroideyewear/](https://www.instagram.com/polaroideyewear/)

258,178 followers

11.9k followers

1390 followers

Whos wearing Polaroid



Justin Bieber



Laura Pausini,
Italian musician



DJ Pauly D from Jersey Shore



Malcom Kelley from MKTO



Russell Crowe



Polaroid sunglasses for all,
even camels

The Creation of Polaroid

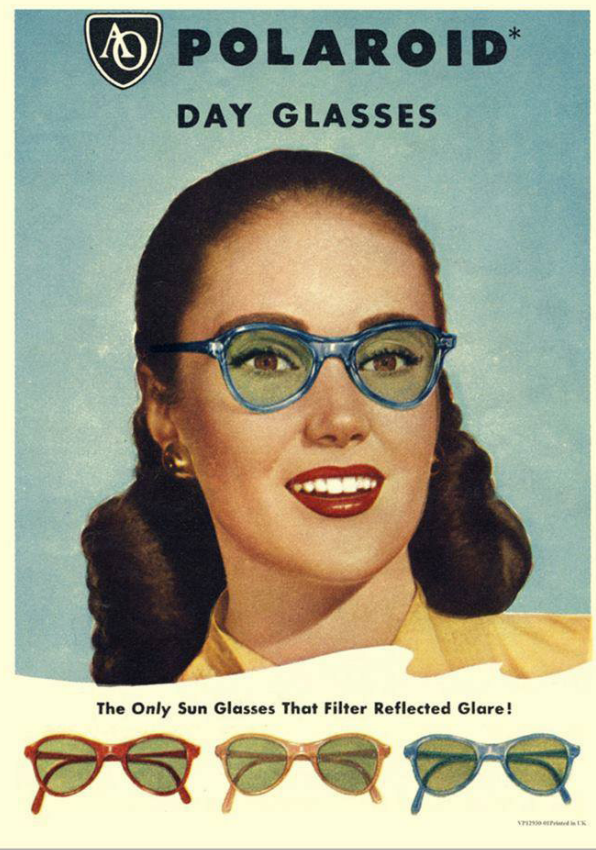
The name Polaroid refers to the invention that changed the world of technology and optics - especially the polarized lenses.

It was 1929 when the scientist Edwin Land invented the first synthetic polarizing filter, a breakthrough invention that is still the basis of all polarized eyewear, photo lenses and screens manufactured today. Since then Polaroid continues to research into technology and design, evolving its great expertise to achieve even better results in terms of eye protection, clarity of vision and wearable comfort.

In New York City, Land invented the first inexpensive filters capable of polarizing light, Polaroid film. Because he was not associated with an educational institution, he lacked the tools of a proper laboratory, making this a difficult endeavor. Instead, he would sneak into a laboratory at Columbia University late at night to use their equipment. He also availed himself of the New York City Public Library to scour the scientific literature for prior work on polarizing substances. His breakthrough came when he realized that instead of attempting to grow a large single crystal of a polarizing substance, he could manufacture a film with millions of micron-sized polarizing crystals that were coaxed into perfect alignment with each other.

Over the years Polaroid has strengthened its reputation as a world leader in polarized lens technology and is one of the world's best known and most trusted eyewear brands. Every pair of sunglasses features premium Polaroid UltraSight™ polarized lenses to ensure perfect vision, high protection and comfort at its best.

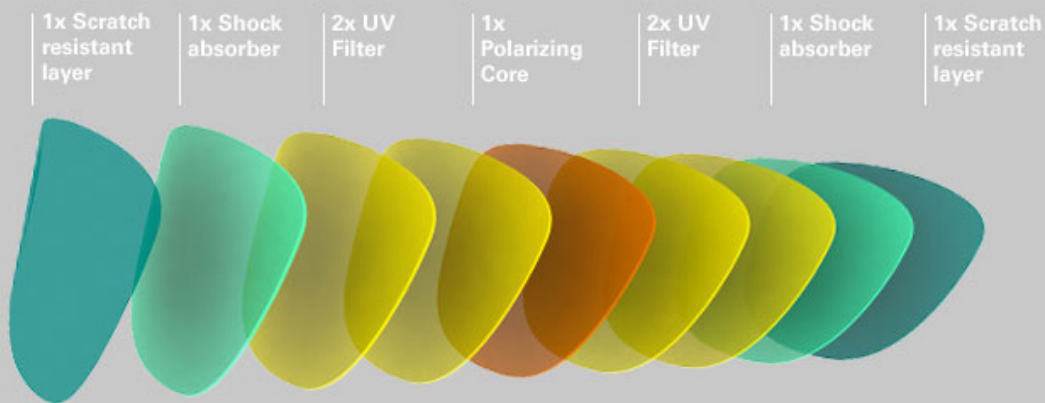
Polaroid covers different product categories with different price ranges: polarized sunglasses, children's sunglasses, clip-ons, sun covers and also optical frames (selected countries only). Since 2012, Polaroid Eyewear is part of Safilo Group, world leader in optics and lens technology, distributing its products worldwide.





Polaroid Lenses

When light reflects off a shiny surface such as sand, water, snow or roads, it becomes concentrated horizontally and causes glare. Glare reduces visibility and makes it uncomfortable, painful and dangerous to carry on driving, cycling, skiing or even just sunbathing. While non-polarized lenses just make things look darker, Polaroid polarized sunglasses block virtually all glare. Light is made up of waves travelling in all directions. Upon reflection on certain surfaces, light travels in two main directions, vertically and horizontally. Vertical light is useful to the human eye: it helps us see. Horizontal light, however, simply creates glare. The horizontally-stretched polarizing layer inside every Polaroid lens does not allow horizontal light to pass through. With Polaroid's unsurpassable anti-glare properties, you can wear Polaroid lenses all day every day and enjoy whatever you're doing stylishly in safety and comfort.



UltraSight™ lenses, exclusively developed for Polaroid polarized sunglasses, are made of nine functional elements. The core element is the polarizing light filter. UV light absorbers are bonded to both sides of it. These block all harmful UVA, UVB, and UVC light rays. Shock-absorbing layers are then fused to both sides of the UV absorbers, making the lens light, flexible and impact resistant. A scratch-resistant layer on both the outer surfaces completes the lens structure.



Hot
Right
Now



- PR - PLD 5006/S D28
\$99.90



- PR - P8422 B OBM
\$119.90



- PR - PLD 3003/S PHT
\$119.90



- PR - P4217 09Q
\$119.90

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75 Years of Polarization Expertise

First, There Was an Idea

1937

As pioneer and expert in polarizing lens technology, Polaroid invented the first man-made polarizer for commercial use in 1929. In 1929 Edwin Land, then an undergraduate at Harvard University in Massachusetts, had his invention of modern filters to polarize light patented. He then went on to produce them for use in sunglasses, automobile headlights and photography. In 1937 he founded the Polaroid Corporation that gained fame through a landmark invention of the 20th century - the instant camera. The findings of Edwin Land still are the basis of how polarized lenses are manufactured by Polaroid Eyewear today.



30's

A Rocket Start

In 1937, the newly founded Polaroid Corporation sells their first pair of sunglasses. And this is only the beginning. The engineers are at work incessantly so at the New York World's Fair in 1939, Polaroid showcases the first 3D movie glasses, polarized lens technology and sunglasses.



40's

Polarization in the Air

Polaroid's Air Force and sport goggles made with Polaroid® lenses are worn by celebrities and war heroes alike.



50's

State of the Art

In 1950, Polaroid Eyewear launches their Cool Ray sunglass generation, the best sunglasses yet, made to protect people from reflected glare.



60's

Shaping the 20th Century

The unique windsor rimmed sunglass models launched by Polaroid create a new benchmark for 60's lifestyle. In other news, Polaroid produces its 4 millionth instant camera in 1962.



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70's



More inventions

As of 1972, Polaroid Eyewear uses a unique and exclusive press polishing technology to make premium optical-class polarized lenses at the new European lens-manufacturing site in Scotland. New inventions like the first Polamatic styles and polarized gradient lenses emerge, having long-term influence on the market.

80's

Style icons

In 1985 Polaroid launches aviator styles with interchangeable lenses in collaboration with tennis star Boris Becker, as well as the unique IMAGE style designed from scratch by the well known Pentagram Design Partner, Kenneth Grange.



90's



Greater Visions

The polarized PTX4000 lens is launched using Polaroid's unique Press polishing Technology. Production expands with the second high capacity lens production wheel at the Vale of Leven, Scotland.

2000's

Ultimate Technology

Polaroid launches and trademarks its unique Thermofusion™ Technology.

The new UltraSight™ premium polarized lenses are developed and introduced, created using Polaroid's exclusive technology.



5 Fun Facts

1

Polaroid was the first ever to use polarised lenses.

2

Every pair of Polaroid sunglasses features its UltraSight polarized lenses to ensure perfect vision, high protection and comfort at its best.

3

In 2010, Polaroid appointed Lady Gaga as Creative Director for the company.

4

Polaroid Corporation also manufactured the first polaroid camera and 3D glasses.

5

Polaroid is one of Sunglass Styles fastest growing brand.