

sunstyler

edition 8

**Mick
Fanning
&
Owen
Wright**

**What's
New!**



DRAGON
A L L I A N C E

KNOW YOUR BRANDS

sunglassstyle

sunstyler

Founded 1993

Founder Will Howard

Country of Origin USA

The Stats

Social Media

www.facebook.com/DragonAlliance

67,800 followers

twitter.com/dragonalliance

12.4k followers

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

72.6k followers



Whos wearing DRAGON



Owen Wright
- Surfer



Mick Fanning
- Surfer



Jason Anderson
- Motocross



Ben Howard -
Singer/Songwriter

Dragon's Story

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Since the beginning, Dragon set out to be the leading eyewear and accessories brand in the active youth lifestyle market by supporting the best athletes with the best product, while remaining connected to core retailers and consumers. That mission still holds true today and is the driving force behind the company's success and heritage.

In 1993, in a garage in Capo Beach, CA, founder Will Howard aimed to build a company that encompassed his passions for surfing, snowboarding, and riding dirt bikes. Enthusiasm and knowledge of the market bore Dragon's first and still primary product, sunglasses. The company began distributing to local surf shops before expanding to Hawaii and Florida, and later Australia and other international markets.

Dragon gradually extended its reach as well, developing innovative, diversified products in all eyewear categories. With an emphasis on creating functional, high-quality merchandise that appealed to the youth market and pushed the status quo. Dragon introduced a number of innovative products early on. "We saw an opportunity to add snow goggles to the lineup by aligning ourselves with the emerging snowboard market," says founder Will Howard. "We loved riding and realized snowboarders were treated as second-class citizens just like we were as a start-up, so we thought that would be a good match." From there, Dragon recruited snowboarders Jamie Lynn, Chris Roach, and a few others. Many years and many ride days later, Dragon has established itself as a leader in the snow goggle business.

More recently, Dragon's innovative approach has led to further market-leading developments, including the first-ever frameless snow goggle which launched in the winter of 2011. This goggle has revolutionized the snow market and is one of the most sought after styles at retail. Along with that, the latest Dragon sunglasses have showed design innovation and a unique styling like the JAM, Domo, and Viceroy. Rider-inspired design and feedback has always been key and one of the important philosophies of the brand in creating new products.

Through it all, Dragon has continued to be true to its roots. Original snow team rider Jamie Lynn, along with Dragon's first surf team rider, Shane Dorian, remain on the team roster today. With top-tier product and athletes in mind, Dragon's roster has grown to include some of the best surfers, snowboarders, moto riders, and wakeboarders in the world.



- DR REMIX MATTE BLACK SILVER ION
\$209.90



- DR THE JAM MATTE TORT BRONZE P2
\$259.95

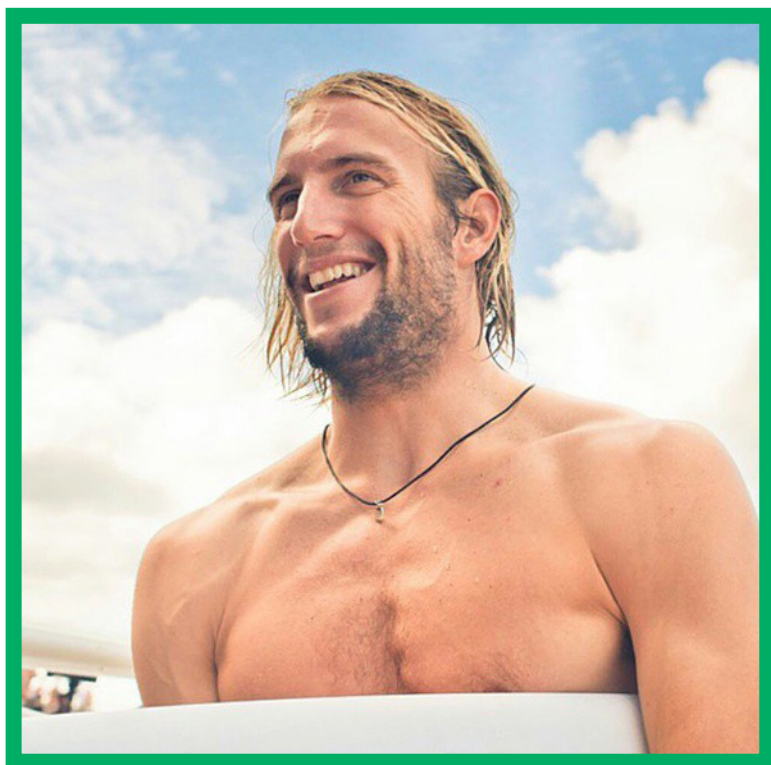


- DR DOMO MATTE BLACK SILVER ION
\$219.90



Hot
Right
Now

Athlete Profile: OWEN WRIGHT



AKA: Owe

Birthdate: January 16, 1990

Born: Culburra Beach, NSW, Australia

Resides: Lennox Head, NSW, Australia

Height: 6'3"

Stance: Goofy

Hobbies: Tennis and golf

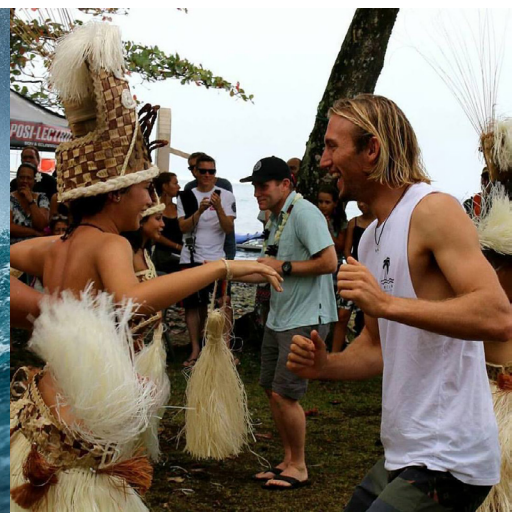
Favourite Dragon Sunglasses:
The Remix



Owen Wright's brilliant performance at the Fiji Pro this year could not have been scripted any better. In perfect eight- to ten-foot surf at the infamous Cloudbreak, Wright cruised to his first world tour victory since 2011.

Wright now sits ranked third on the World Surf League ratings, right in front of fellow Dragon team member Mick Fanning. Both are within striking distance of the 2015 WSL World Title and are looking to make a strong push as the season hits the halfway point.

Wright has been a part of the Dragon family since his early days and has helped provide inspiration and design feedback for our award winning sunglass line. He has his own signature sunglass color ways in the Jam and Remix styles and was a key inspiration in the development of the H2O Floatable Collection, which has revolutionized sunglasses for those who live their lives in and around the water.



Athlete Profile: **MICK FANNING**



AKA: Micktor, Eugene or White Lightning

Birthdate: June 13, 1981

Born: Penrith, NSW, Australia

Resides: Tweed Heads, NSW, Australia

Height: 5'10"

Stance: Regular

Hobbies: Training of hanging out with friends

Favourite Dragon Sunglasses:
Mr. Device Regal



Mick Fanning has been part of the Dragon team since his early teens. There's a lot to admire about Mick. Aside from the fact he rips and is the fastest surfer on earth, he's a top bloke. Fame hasn't changed him. He makes time for people and uses his influence for good.

On his quest to be World Champ Mick overcame some remarkable obstacles including the loss of his older brother, a horrific career-threatening injury and Kelly Slater, the greatest surfer of all time.

Did you hear about the time Mick Fanning punched a shark?

Earlier this year during the J-Bay Open World Surf League in South Africa, Dramatic vision showed a shark thrashing in the water near Fanning during his final against fellow Australian Julian Wilson.

The footage shows a fin sticking out of the water as the shark appears to knock Fanning off his board. Fanning, the world number four and a triple world champion, said he punched and kicked out at the shark as it broke his leg rope. The 34-year-old returned to the shore unharmed with the help of organisers, with the competition halted.

"I just saw fin - I didn't see the teeth, I was waiting for some teeth to come at me as I was swimming. I punched it in the back." - Fanning



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What's New

Be sure to keep an eye out for these new styles hitting stores soon!



• DR MONARCH
MATTE BLACK GREY



• DR MONARCH
MATTE TORT G15



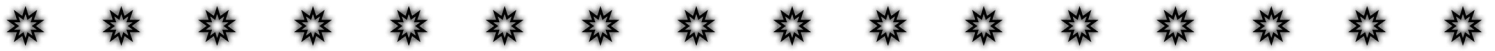
• DR ROADBLOCK
MATTE BLACK GREY



• DR HEX
MATTE BLACK
RED ION



DRAGON
A L L I A N C E
IS COMING TO
DRESS-SMARTS
SOON!



5 Fun Facts

1

All Dragon sunglasses are made in Italy.

2

Dragon sunglasses have a 2 year warranty.

3

H2O
FLOATABLE

Is made out of specially formulated, light-weight injection molded thermoplastic material that allows it to float.

4

Our Bayfair store is the top selling store for Dragon.

5

Lisa (HO) basically knows Mick Fanning – he is her friend's husband's sister's husband's cousin!

