

sunstyler

edition 13

Oakley
Top Sellers

Jim Jannard
The Oakley Grip

HDO
High Definition Optics


OAKLEY



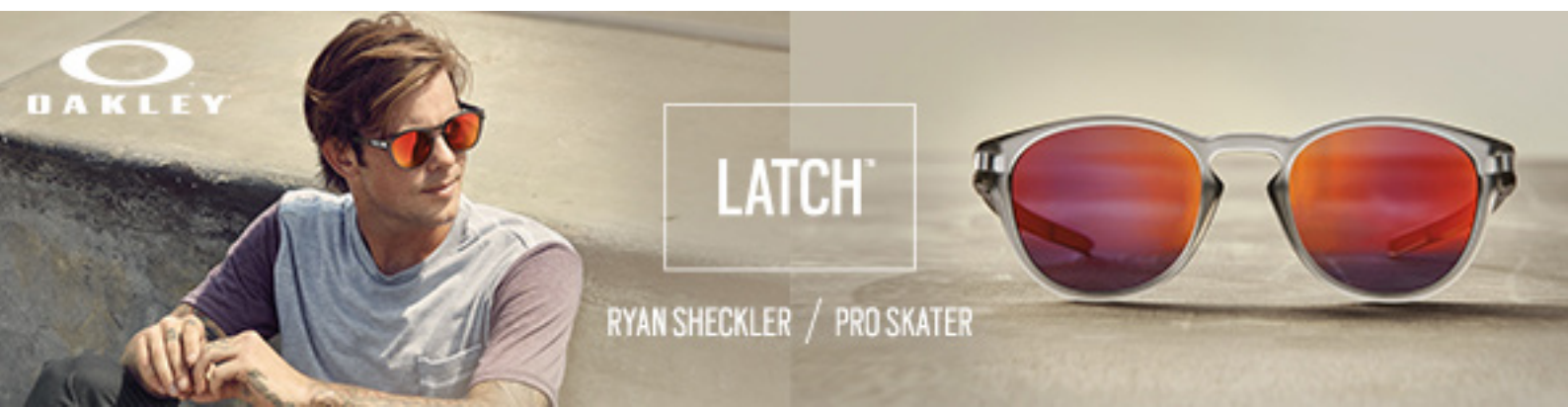
Key Selling Features

► History

- In 1975, Jim Jannard started Oakley.
- The first Oakley product was 'The Oakley Grip' used for motorcycles.
- 'The Oakley Grip' is made from Unobtanium which is also used in Oakley sunglass nose pads and earsocks.

► Technology

- Every pair of Oakley sunglasses comes with HDO (High Definition Optics). They are 100% UV protected with clearer, sharper vision without distortion.
- Oakley uses 'O Matter' to make their frame which is extremely strong as well as flexible and lightweight. This is used in all sports performance pieces, and a variety of lifestyle sunglasses.



Oakley History

The Oakley Grip

Oakley was started by Jim Jannard in 1975 out of his garage with an initial investment of \$300. The name "Oakley" came from Jim's dog, an English Setter called "Oakley Anne." Jannard began by selling what he called 'The Oakley Grip' out of the back of his car at a number of different motocross events. His motorcycle grips were unlike other grips available at the time, using a unique patented material creation by Jannard. The material is still used to make the earsocks on Oakley glasses, and many of the nose pads. Following this success, Oakley went on to produce number plates, gloves, grips, elbow guards, chin guards, and goggles for the BMX and motocross communities.

By 1983, Oakley began manufacturing ski goggles which led to the increase in its overall reputation and company recognition within the sports community. The first Oakley sunglasses; Factory Pilot Eyeshades, were sport-oriented, resembling goggles and were released in 1984. These were followed in 1985 by the Oakley Frogskin, a casual sunglass style that was made in Japan. Now Oakley, with its iconic styles, is one of the largest companies in developing eyewear and other sports goods in the world.

Oakley also sponsors a range of athletes around the world including golf, cycling, ski, surf, snowboarding, BMX, skate, two-wheel motorsports and triathlon.

Jim Jannard



Oakley Frogskin



Oakley Grip



Factory Pilot

Oakley Technology

Lens Technology

High Definition Optics - HDO

Every pair of Oakley Sunglasses come with HDO. Oakley HDO is a combination of Oakley's proprietary lens technology applied to the best high performance lens material available.

XYZ Optics

- The lens is tapered across the 3 axis - left to right, top to bottom and front to back; which allows light to travel through the lens at its true angle without distortion.
- Allows wide peripheral view and maximum protection from the sun, wind and debris.

HD Polarised

- Polarised filters absorb bad light – allowing good light to pass through.
- Oakley lenses remove distortion – inducing headaches.
- Conventional polarised lenses use sandwich method. This causes haze and optical distortion. Oakley's injection moulding process creates a one layer lens that offers unbeatable clarity and protection.

Impact Protection

- High mass impact and High velocity impact are two tests are performed on every set of eyewear.
- Plutonite is the strongest material on the market that Oakley uses in their lens. Plutonite can withstand high mass impact and high velocity, protecting the eyes when in a dangerous situation.



Prizm Lens

Prizm™ is Oakley's lens technology that fine tunes vision for specific sports and environments. Emphasizing colours where the eye is most sensitive to detail, Prizm improves performance and safety by enhancing vision without the compromise of conventional lens tints.

- Sharpens visual acuity to help you see more clearly and react faster
- Enhances colour recognition to help you spot what you need to see
- Optimizes your ability to see and track moving objects in your periphery
- Improves performance and safety to help you compete with confidence

Frame Technology

O Matter

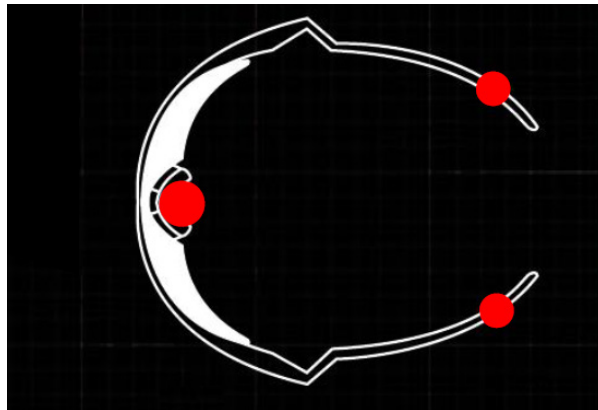
- O Matter is made from a patented nylon-infused frame material that is formulated for high durability and controlled flexibility.
- This lightweight frame maintains superior protection, comfort and performance. Used in all sports performance pieces, and a variety of lifestyle sunglasses.

Three Point Fit

- This is a feature where the only place the frame is touching your head is at the nosepiece and above the ears.
- This design enables the glass to accommodate any head shape or size, while enhancing performance during exertion and maintaining comfort.

Unobtanium

- Found originally in 'The Oakley Grip'.
- Was the first ever patented technology by Jim Jannard.
- Used on the earsocks and nosepads of Oakley's sport performance products, the grip of the rubber increases with sweat; providing increased comfort and performance



Top Sellers



• Holbrook OO9102-01
\$179.95



• Turbine OO9263-07
\$269.95



• Offshoot OO9190-01
\$199.95



• Two Face OO9189-01
\$289.95

Oakley Athlete Profiles

Julian Wilson - Surf Pro Since 2008

Age: 27

Country: Australia



Career Highlights

2015 – 2nd, J-Bay Open (CT) – Final cancelled due to shark attack.
2015 – 2nd, Fiji Open (CT)
2015 – 2nd, Quiksilver Pro Gold Coast (CT)
2014 – Vans Triple Crown of Surfing Champion
2014 – 1st, Billabong Pipeline Masters (CT)
2013 – 2nd, Hurley Pro - Lower Trestles, CA (CT)
2012 – 1st, Quiksilver Pro Portugal (CT)
2012 – 1st, Nike US Open of Surfing – Huntington Beach (QS)
2011 – 1st, Quiksilver Pro Portugal (CT)
2010 – Triple Crown “Rookie of the Year”
2010 – 2nd, O'Neill World Cup - Sunset Beach (Prime)
2010 – Released First Signature Film, “Scratching the Surface”
2008 – Surfer Poll Awards’ “Best Performance of the Year” for Young Guns III (Youngest-ever recipient)

Biography

The last couple years have been a whirlwind of promo shoots and non-stop competition for Australia's Julian Wilson. Since qualifying for the WSL World Tour in 2011, he's been circling the globe and living the glamorous life of a prodigious talent and heart-throb (have you seen the way the young ladies scream when he's near?!). Along the way, Julian has proved himself more than an aerialist or performance wave specialist. There was the historic tow session during the Code Red swell at Teahupo'o in 2011, where Julian was one of the few Tour guys to charge the ferocious conditions on hand, and then his first-ever WCT win at Portugal in 2012, where he proved that he can compete with the best in the world.

The accolades have certainly been many over the years: attempting and landing the world's first “Sushi Roll” (2007); the youngest-ever recipient of the Surfer Poll award for “Best Performance of the Year” for his part in Quiksilver's “Young Guns III” (2008); and Pipeline Masters and Triple Crown Champion (2014). Between his competitive fire and desire to improve, there's no reason to believe the momentum will cease any time soon.

Aside from his surfing talents, Julian is also an ambassador for the National Breast Cancer Foundation. His mother is a breast cancer survivor, so Julian is known to ride pink boards and integrate the color in his signature products with sponsors.

Ryan Sheckler - Skate Pro Since 2003

Age: 26

Country: USA



Career Highlights

- 6x Summer X Games Medalist (First Medal at 13)
- 6x Dew Tour Event Winner
- Founder of the Sheckler Foundation, which assists children, injured and recovering athletes (Motto: "Be the Change")
- Featured in the Hit Video Game "Tony Hawk's Underground 2"
- Star of Popular MTV Show "Life of Ryan"

2006: 1st Overall AST Dew Tour Park

2005: "Athlete of the Year," Action Sports Tour

2005: 1st Overall, World Cup of Skateboarding Street

2003: 1st Overall, Vans Triple Crown Street

Biography

Ask any skateboarder or action sports junkie on the planet who Ryan Sheckler is and you're sure to receive an array of different answers – and for good reason. A child prodigy turned professional skateboarder, action sports icon, teenage heartthrob, business owner, charity founder and TV star has made his name synonymous with skateboarding. What Sheckler accomplished before his twenties most could only dream of accomplishing in a lifetime.

Now 26, Ryan's portfolio is no less impressive. While he remains involved with dozens of different ventures, it's still his jaw-dropping skills in the park and on the street, which have won the respect of pros old enough to be his father, while his big green eyes have attracted the adulation of girls too young to get a driver's license. He's a phenom in every sense of the word. Yet, the guy is ever-focused on his future and that of his sport. "Shecks" wants to go down in the record books as one of the greatest and most recognizable skaters who ever lived—and he's on path to doing just that with the contest results, banger video parts and just Ryan being Ryan.



Jamie Anderson - Snowboard Pro Since 2008

Age: 25 Country: USA



Career Highlights

- 10x Winter X Games Slopestyle Medalist
 - 4x Burton US Open Slopestyle Winner
- 2014 – Won ESPYS for “Best Female U.S. Olympian” & “Best Female Action Sports Athlete”
- 2014 – World Snowboard Tour Slopestyle Champion
- 2014 – Gold Medal, Winter Olympics Slopestyle – Sochi, Russia
- 2013 – 1st, Dew Tour Slopestyle
- 2013 – “No. 2 Rider of the Year,” Snowboarder Magazine Reader’s Poll
- 2012 – 1st, Burton Canadian Open Slopestyle – Calgary, Canada
- 2011 – 1st, Burton New Zealand Open – Cardrona, New Zealand

Biography

Jamie Anderson entered the snow scene and the industry has flapped its lips with praise ever since. The media can't get enough of her unadulterated youthful attitude. Judges are wowed by her unfathomable ability and her sponsors love her no-nonsense way of walking the planet. Fact is, Jamie knows how to win better than anyone in her league.

What Jamie has accomplished at still such a young age is not standard practice. At 15, she made her first Winter X Games appearance, bumping Shaun White out of the history books as the youngest medalist in Winter X Games history. In 2007, she won her first women's slopestyle gold medal, becoming the youngest female gold medalist. In 2014, she added an Olympic gold medal to her resume. She's now one of the most decorated athletes in the sport and leading the charge in trick progression.

What Jamie is not, is cocky. She is rooted in South Lake Tahoe, surrounded by her easygoing friends and supportive family. She's still in love with snowboarding and is still as motivated as ever to see where she can help the sport to grow.

