

# sunstyler

\*edition 22\*

  
**OAKLEY**  
**TECHNOLOGIES**

**NEW SEASON**

**OAKLEY**





## Key Selling Features

Established in 1975, Oakley is one of the leading product design and sport performance brands in the world with products that world-class athletes depend on to compete at the highest level possible. The holder of more than 800 patents, Oakley is also known for its lens technologies, including High Definition Optics®.

### ➤ Technologies

- High Definition Optic (HDO)
- PRIZM Lenses
- Active Performance Sun

### ➤ New Season

New to their ACTIVE PERFORMANCE SUN range:

- Double Edge
- Drop Point

### ➤ Top Sellers

See our top sellers in Oakley

**PRIZM**  
LENS TECHNOLOGY

SEE WHAT  
YOU'VE  
BEEN  
MISSING™



# OAKLEY

## Oakley Technologies



### High Definition Optic

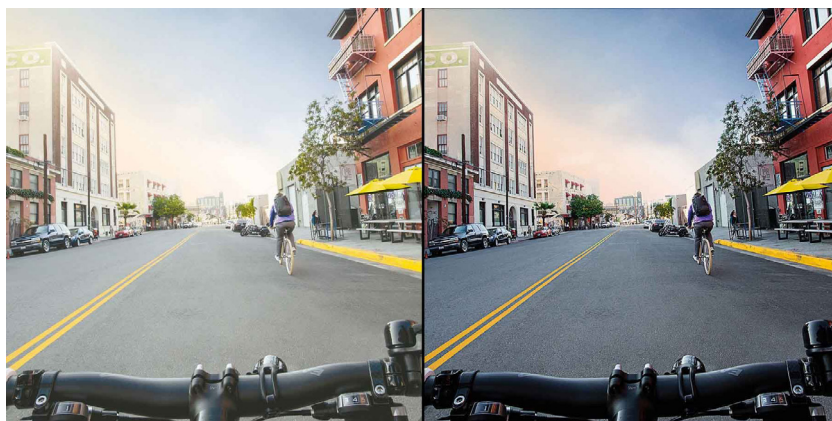
You may have seen this on the Oakley boxes and on the lenses. What exactly does it mean? Oakley High Definition Optics® (HDO®) lenses optimize safety and performance to meet the uncompromising demands of professional athletes who settle for nothing less than the clearest, sharpest, most accurate vision. It offers truer, more accurate vision versus conventional lenses that magnify images and make objects appear shifted from their true position.



### PRIZM Lenses

Watch out for the glasses with the PRIZM lenses. It's a Sport and Environment specific lens designed to optimise and sharpen visual clarity. Oakley Prizm™ lenses fine tune individual wavelengths of colours, enhancing detail for an optimized experience. Prizm lens technology makes everything look vivid and vibrant.

Without PRIZM



With PRIZM

### Active Performance Sun

Oakley has a number of different ranges, most of the product we stock falls into the 'Active Performance' category. This category uses the Oakley technology developed to meet the demands of professional athletes in a range that serves everyone. The Active Performance segment is for those who seek versatile eyewear that combines daily wear styling with functional performance features for active lifestyles. Echoing the sport culture of the brand, this segment offers unsurpassed innovation to those who lead active lives and want a look of originality for daily wear.

# OAKLEY

## New Season

New to their ACTIVE PERFORMANCE SUN range are the  
DOUBLE EDGE and DROP POINT.

### DOUBLE EDGE



OO9380-01  
Mt Blk/Grey  
\$199.90



OO9380-03  
Gry Ink/Jade Iridium  
\$209.90



OO9380-05  
Mt Blk/PRIZM Ruby Pol  
\$289.90



OO9380-06  
Grey Smk/PRIZM Blue Pol  
\$289.90



OO9380-08  
Blk Ink/PRIZM Blk Pol  
\$289.90

#### DESIGN:

- Large high wrap rectangular lens shape with active components
- Sleek, sharp silhouette delivers hat compatibility
- Frame suitable for medium to large faces

#### COMFORT:

- Durability and all-day comfort of lightweight, stress-resistant
- O Matter™ frame material
- Comfort and performance of Three-Point Fit that holds lenses in precise optical alignment

### DROP POINT



OO9367-01  
Mt Blk/Grey  
\$199.90



OO9367-03  
Grey Ink/Ruby Iridium  
\$209.90



OO9367-04  
Blk Ink/Jade Iridium  
\$209.90



OO9367-07  
Mt rootbeer/PRIZM Pol  
\$289.90



OO9367-08  
Mt Blk/PRIZM Blk Pol  
\$289.90

#### DESIGN:

- Medium high wrap rectangular lens shape with active components
- Sleek, sharp silhouette delivers hat compatibility

#### COMFORT:

- Durability and all-day comfort of lightweight, stress-resistant O Matter™ frame material
- Comfort and Performance of Three-Point Fit that holds lenses in precise optical alignment
- Unobtainium® nose pads increase grip with perspiration for a no slip grip



# OAKLEY

## Top Sellers



1. TURBINE ROTOR  
OO9307-07 MT BLK PRIZM



2. HOLBROOK  
OO9102-01 MT BLK / WARM GREY



3. HOLBROOK  
OO9102-52 Mt Blk / Ice Irid



4. HOLBROOK  
OO9102-90 Covert Mt Blk /  
Prizm Pol



5. OFFSHOOT  
OO9190-01 Mt Black /  
Warm Grey

## Oakley Ambassador

### CHAS CHRISTIANSEN - Cyclist



Fast and loose, constantly smiling and sharing the stoke, Chas has been a pioneer and fixture of the fixed gear scene since 2008. From racing Alleycats in crowded city streets around the world to rubbing elbows with continental and domestic pros in the fixed gear criteriums, Chas' unique approach to competitive cycling has set him apart. The "shred for stoke not results" philosophy has landed Chas on more than a few podiums but has also set him apart from his peers in a results-driven scene.

Chas has raced for MASH Transit in SF for the last 6 years, opening more and more doors through his committed relationship with one of the pioneering brands in the fixed gear scene. Highlights include bringing his team and the concept of team tactics to the Red Hook Criterium in 2013, and designing, testing and promoting multiple frames for legendary Italian bike brand Cinelli.