



**OROTON**

EST. 1938

FEBRUARY 2019 COLLECTION



## ABOUT THE BRAND

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Synonymous with accessible luxury, casual glamour and an ineffably Australian appreciation for the good life, Oroton is the preeminent luxury lifestyle brand in Australia

Oroton is the destination for modern accessories that have been designed for everyday luxury and crafted with authenticity.

Oroton celebrated 80 Years in 2018 and is the unparalleled premium accessory brand for Australian customers.

## OROTON COMPETITIVE ADVANTAGE

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Reliable and trusted for 80 years

Iconic luxury designed in Australia

Authenticity of heritage, craftsmanship and origin

Effortless style truly reflects local audience

Well established for mature and classic customer





NAVIGATE 1900804 | REVOLVE 1903203

PRODUCT SNAPSHOT

Classic and conservative styling

Lightweight

Hypoallergenic materials

Petite collection

Heritage and signature branding

Optical collection weighted towards metal frames

Titanium collection

Affordable price point

Includes Exclusive to OPSM designs





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## DESIGN PROCESS

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The design process for each season begins by looking to Oroton's heritage for inspiration. We delve into the archives for hardware and shape references that are then reworked in a new, modern way.



Concepts are hand-sketched, focusing on clean lines and modern silhouettes, and working with innovative manufacturing techniques. Every detail of the frame is considered; from the thickness of the acetate, to the shape of the tips, to the weight of the frame and how it feels when worn.

Designs are then cut from paper to see how the shape looks on the face. It is important to consider how the frame works on a variety of different face shapes and sizes.

Designs then evolve into prototype samples, handcrafted at every stage. Each piece is tumbled polished for no less than 48 hours to give that glossy premium finish associated with handmade frames. Each piece is pored over to ensure that it tells a story within the range and reflects Oroton's aesthetic of sophisticated elegance and every detail of the frame adheres to Oroton's high standards of quality.



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## THE CRAFTSMANSHIP

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Oroton frames are crafted and assembled in China by state-of-the-art manufacturers renowned for their quality and innovation. Each collection adopts age old techniques for shaping each individual frame, passing through 200 pairs of hands for finessing before the frame is completed. This craftsmanship and high attention to detail is evident when you see and feel the frames.



### CR39 LENSES

All Oroton sunglasses use CR39 lenses. CR39 lenses offer the best clarity, durability and sun comfort. These premium lenses offer 100% UV protection which makes them an ideal choice for Oroton eyewear.



### ACETATE

Oroton frames are hand-crafted from cellulose acetate, a plant-derived plastic that is hypoallergenic. It is made from natural cotton and wooden fibres, with characteristics such as strength and flexibility, which makes it the perfect material for eyewear.

Acetate frames differ from cheaper plastic injected frames in that they offer stronger durability, increased flexibility to fit individual heads and a wide array of rich colour options.



### MONEL

Metal Oroton frames are crafted from monel. Monel is the most common type of metal used in eyewear due to characteristics such as comfort, lightness and durability.



## FEATURES & BENEFITS

### ACETATES

**PREMIUM ACETATES**  
Unique hand polished acetate

**HIGH QUALITY LENS**  
For clarity and protection

**MOULDED NOSE PADS**  
Designed for comfortable fit

**ICONIC INSIGNIA**  
Instantly recognisable



### METALS

**NICKEL FREE COATING**  
Allergy-free coating

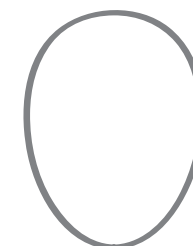
**HIGH QUALITY LENS**  
Clarity and protection

**ADJUSTABLE NOSE PADS**  
For tailored a fit

**PREMIUM ACETATES**  
Unique hand polished acetate



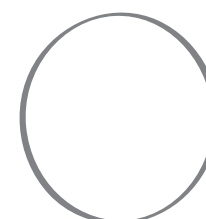
## FACE SHAPE GUIDE



### OVAL

Oval faces are well balanced, so virtually any shape will suit, as long as the sunglasses are as wide as the broadest part of your cheeks. Glasses with upswept corners emphasise cheekbones and make the jaw look slimmer and more angular.

**Suggested styles for oval faces:** REVOLVE



### ROUND

Straight or slightly angular glasses will minimize curves and add definition to your cheekbones. Avoid oval and circular styles, as they will make your face appear fuller. Flattering rectangular frames that are fairly narrow will suit.

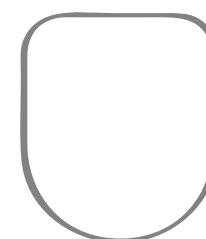
**Suggested styles for round faces:** WANDERLUST



### HEART

Semi-rimless or Catseye shapes are best, because they will create a soft look and bring focus to your eyes, whilst balancing your jaw area. Avoid sunglasses that are top-heavy or that sit too high, as they will draw attention to your forehead.

**Suggested styles for heart shaped faces:** VOYAGE



### SQUARE

Wide and narrow sunglasses will downplay a strong jaw line and make your face appear longer. Curvy styles such as the Catseye will also give your face more definition. Steer clear of square frames.

**Suggested styles for square faces:** SEAFARING





## THE LENS CATEGORY

Oroton sunglasses are not just a fashion statement. They provide your eyes with protection against the sun's ultraviolet rays which cause sunburn of the retina. Continual squinting in bright sunlight can cause wrinkles around the eye and sunburn of the delicate skin around the eye can result in premature aging.

In addition to this, sun glare can also cause fatigue, irritability and headaches. Dilated pupils take forty minutes to return to normal after exposure to bright light, causing blurry vision, decreased range of visibility and loss of the ability to distinguish colours. With Category 2 or 3 lenses in every frame, Oroton Eyewear are the perfect solution to combat the sun's harmful UV year round.

The Australian and European standards have five classifications of lens categories. The lens category refers to the luminous transmittance, or in layman's terms, the amount of sun glare that is filtered by the lens.

CATEGORY <b>0</b>	<ul style="list-style-type: none"> <li>• Fashion spectacles not sunglasses</li> <li>• Very low sun glare reduction</li> <li>• Some UV protection</li> </ul>	
CATEGORY <b>1</b>	<ul style="list-style-type: none"> <li>• Fashion spectacles not sunglasses</li> <li>• Limited sun glare reduction</li> <li>• Some UV protection</li> </ul>	
CATEGORY <b>2</b>	<ul style="list-style-type: none"> <li>• Sunglasses</li> <li>• Medium sun glare reduction</li> <li>• Good UV protection</li> </ul>	
CATEGORY <b>3</b>	<ul style="list-style-type: none"> <li>• Sunglasses</li> <li>• High sun glare reduction</li> <li>• High UV protection</li> </ul>	
CATEGORY <b>4</b>	<ul style="list-style-type: none"> <li>• Sunglasses - special purpose</li> <li>• Very high sun glare reduction</li> <li>• High UV protection</li> </ul>	

The category information is identified clearly on the reverse of the swing tag as stipulated by the Australian & New Zealand and European standards for sunglasses and fashion spectacles.

 **MUST NOT BE WORN WHEN DRIVING**



## TOP 5 SELLING TIPS

1

### Make sure your frames are clean

- Please use lens cleaner and cleaning cloth to wipe down frames after they have been tried on

2

### Know how to fit the frames

- Adjust the nose pads on metal styles
- Ensure the swing tag is not caught in the hinge
- Let the customer know that they can visit their nearest optometrist to adjust the fit of the frame

3

### Know the range

- Know the correct terminology for the parts of the frame
- Talk confidently about the names of different frame shapes
- Understand the current trends in eyewear

4

### Know your face shapes

- Know the frame that suits all face shapes
- Know that a round frame is not going to complement a round face

5

### Be confident in your knowledge of sun protection

- Know that these sunglasses are not just a fashion accessory
- Know that each frame offers maximum sun protection
- Know why sun protection is important and the benefits of wearing sunglasses



# OPTICAL NEWNESS 2019



ENTRADA 1900801

## OPTICAL COLLECTION

KEY **RX** Prescriptible **P** Petite



ENTRADA 1900800  
BLACK  
54 15 140

**RX**



ENTRADA 1900801  
BURGUNDY  
54 15 140

**RX**



ENTRADA 1900802  
CLASSIC TORT  
54 15 140

**RX**



NAVIGATE 1900803  
CLASSIC TORT  
52 16 140

**RX**



NAVIGATE 1900804  
TAN  
52 16 140

**RX**



NAVIGATE 1900805  
GREY  
52 16 140

**RX**



MELAQUE V3 1900806  
BURGUNDY  
54 15 140

**RX**



COAST 1900807  
ROSE PINK  
53 17 140

**P**



COAST 1900808  
ROSE BROWN  
53 17 140

**P**





# SUNGLASS NEWNESS 2019



SEAFARING 1903200

## SUNGLASS COLLECTION

KEY **RX** Prescriptible **P** Petite



SEAFARING 1903200  
BURGUNDY  
53 22 140  
**RX**



SEAFARING 1903201  
BLACK  
53 22 140  
**RX**



SEAFARING 1903202  
TAN  
53 22 140  
**RX**



REVOLVE 1903203  
TAN  
51 20 140  
**P**



REVOLVE 1903204  
CLASSIC TORT  
51 20 140  
**P**





SUNGLASS COLLECTION

KEY  Prescriptible  Petite



REVOLVE 1903205  
NAVY  
51 20 140

P



WANDERLUST 1903206  
BLACK  
56 15 140

RX



WANDERLUST 1903207  
BURGUNDY  
56 15 140

RX



WANDERLUST 1903208  
CLASSIC TORT  
56 15 140

RX



SUNGLASS COLLECTION

KEY  Prescriptible  Petite



VOYAGE 1903209  
ROSE GOLD  
59 12 140

RX



VOYAGE V2 1903210  
GOLD  
59 12 140

RX



QUEST 1903211  
GOLD  
59 15 140



QUEST 1903212  
ROSE  
59 15 140



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EST. 1938