

T R A I N I N G B O O K




OAKLEY



LUXOTICA | University

Summary



THE OAKLEY BRAND

- 03 Our Vision & Our Values
- 04 A Story of Innovation
The Oakley Journey
- 05 Oakley Portfolio
- 06 Designed in USA
- 07 Technologies

PRIZM™

- 08 Prizm™
- 09 Choose your Prizm™

OAKLEY AUTHENTIC PRESCRIPTION LENSES

- 15 Oakley True Digital Freeform Technology Prizm™
- 16 Solutions for Sport Etched for Authenticity

CLARITY

- 17 High Definition Optics®
- 18 Plutonite™ Iridium®
- 19 XYZ Optics® HD Polarized
- 21 Photochromic

PROTECTION

- 22 Impact Protection
- 23 UV Protection

COMFORT

- 24 Oakley Frames & Materials
- 26 Oakley Hinge Technology
- 27 Trubridge
- 28 Mad Science
- 29 Frame / Lens Data



Our Vision



Our Core Belief
Everyone in the world
can and will become better.

Our Essence
We exist to ignite
human possibility.

Our Values

Progression



Drives the creators, inventors, idealists and scientists, obsessed with using design & innovation to push the boundaries of what's possible.

Passion



Is a part of the culture, inspiring creativity and innovation that leads to uncompromising performance.

Performance



Is in our blood. If it's not good enough for the world's best, it's not good enough.

Selfless



Our achievements are only measured by our success in helping others reach their greatness.

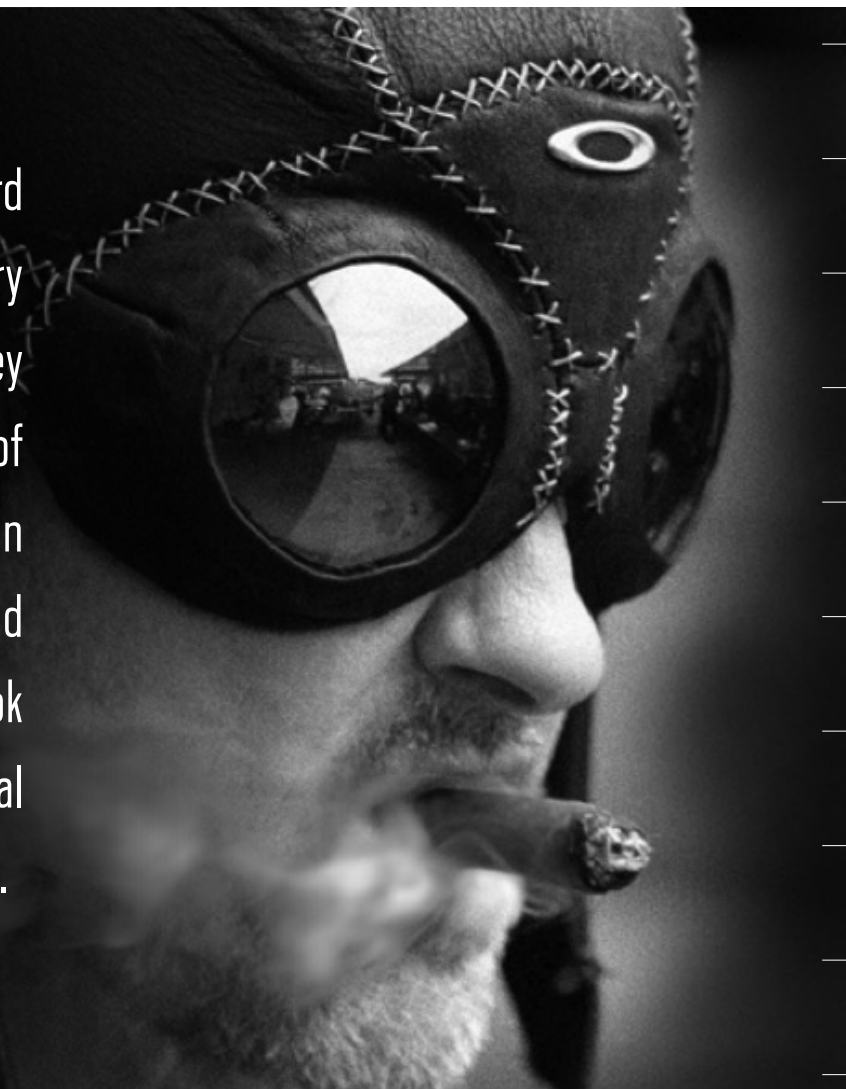
Provocative



The level of provocativeness is fueled by our rebellion spirit, we will always believe that "whatever stands in our way, is the way".

A Story Of Innovation

A mad scientist named Jim Jannard began questioning the limits of industry standards. In 1975, he started Oakley with \$300 and the simple idea of making products that work better. In his garage lab, he developed a new kind of motorcycle hand-grip. Top pros took notice of the new design and its material that actually increased grip with sweat.



The Oakley Journey

Decades of innovation brings over 800 patents that combine new product technology with blends of science and art. Since 1975, Oakley has developed iconic products across multiple categories.

1975

JIM JANNARD FOUNDS OAKLEY WITH THE OAKLEY GRIP

CELEBRATED FOR ITS PATENTED UNOBTANIUM MATERIAL, UNIQUE TREAD AND ERGONOMIC FIT.



1980

LAUNCH OF MOTORCROSS GOGGLES

THE O-FRAME GOGGLE WAS CHAMPIONED FOR ITS CLARITY AND WIDE PERIPHERAL VIEW.



1984

EYESHADES: THE START OF THE PERFORMANCE EYEWEAR REVOLUTION

HEAVILY INFLUENCED BY THE O-FRAME GOGGLE, WITH A SUPERIOR WIND PROTECTION, PERIPHERAL AND VERTICAL VISION. IT HELPED GREG LEMOND TO WIN 3 LE TOUR DE FRANCE.



1985

THE CLASSIC REINVENTED: FROGSKINS

INSPIRED BY 'POP' CULTURE, AN INSTANT CLASSIC, AS POPULAR TODAY AS THEY WERE IN 1985.



1992

RX, THE FIRST PAIR OF EYEGLASSES

OAKLEY BRINGS ITS RENOWNED HERITAGE OF OPTICAL EXPERTISE TO THE WORLD OF OPHTHALMIC.



2001

THE FIRST OAKLEY OPHTHALMIC FRAME COLLECTION

OAKLEY ENLARGES ITS OFFER TO THE WORLD OF OPHTHALMIC FRAMES.



2014

PRIZM™, THE OAKLEY PATENTED LENS TECHNOLOGY

OAKLEY REVOLUTIONIZES THE WAY WE SEE THE WORLD WITH THIS PATENTED TECHNOLOGY.



2016

OAKLEY INTRODUCES ITS PREMIER SNOW HELMET

LIKE A SECOND SKULL, THERE IS NO BETTER FIT, COMFORT OR DURABLE DESIGN.



2018

OAKLEY PRESENTS THE EVOLUTIONARY ARO CYCLING HELMETS SERIES

DESIGNED BY OAKLEY. TESTED BY THE WORLD'S BEST.



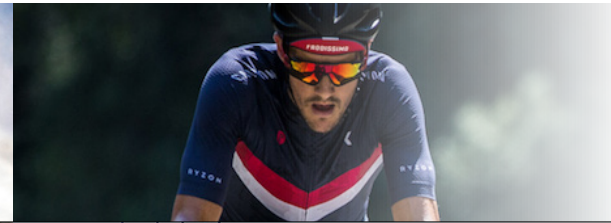
Oakley Portfolio

Oakley is more than just eyewear.

Our passion for performance and expertise in technology expands over multiple categories. A wide product offering will help address your customer's needs.

Snow

Goggles - Helmets - Apparel



Endurance

Optics (sun and ophthalmic) - Helmets

Golf

Optics (sun and ophthalmic) - Apparel



Fishing

Optics (sun and ophthalmic)

Bike

Optics (sun and ophthalmic) - Helmets - Apparel

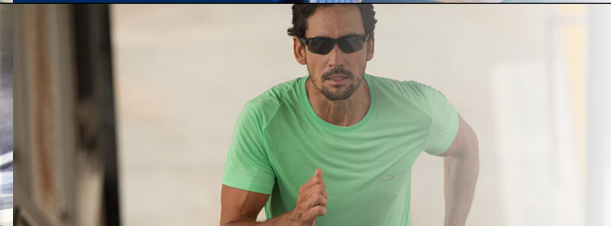


Baseball

Optics (sun and ophthalmic)

Two Wheel Motorsports

Goggles

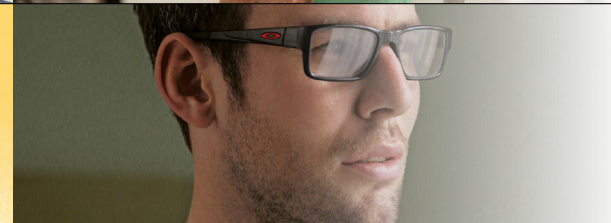
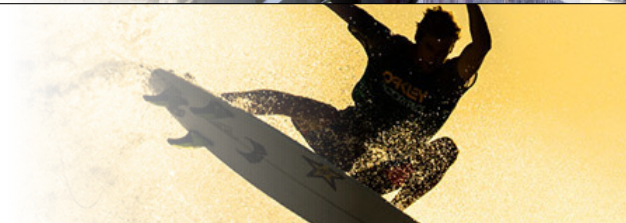


Training

Optics (sun and ophthalmic) - Apparel

Surf

Optics (sun and ophthalmic) - Apparel



Lifestyle

Optics (sun and ophthalmic) - Apparel

Designed in the USA.

Since always.

Oakley optics have always been Designed in the USA. Our DNA and the eyewear that put us on the map, is rooted in the place we call home

The Oakley optics design team is based, guided and influenced by where this company first began, in the mountains, on the trails, on the roads and on the beaches of Southern California. Driven by a team of California-based designers, engineers, inventors and mad scientists, all Oakley eyewear – sunglasses, eyeglasses and goggles – are Designed in the USA. From the first sketch to prototypes to product development and testing, every step in the process from concept to consumer runs through our headquarters in Foothill Ranch.

To put the spotlight back on Oakley’s American heritage, in 2018, we will roll out eyewear featuring a badge to honor that history and the product’s origin. By the close of the year, nearly all Oakley eyewear styles made in our Foothill Ranch, California facility will feature a “USA Made” or “USA Assembled” badge.

Our heritage is a part of everything we do. We’re proud of where we come from. Our products have and will continue to be a reflection of that revolutionary internal fire that brought Oakley to life all those years ago.





Technologies

Educate your customers how to select the right frames and lenses according to its needs.



Prizm™

Oakley Authentic Prescription Lenses

Clarity

Protection

Comfort

PRIZM™

Lens technology that enhances detail for an optimized experience.



Prizm lenses are specially engineered to provide greater richness in your visual experience so you can perform better. The benefits of this visionary technology are game changers.

FEATURES

- Ultra-precise color tuning designed specifically for any environment
- Emphasizes colors where the eye is most sensitive to detail

BENEFITS

- Sharpens visual acuity
- Enhances detail recognition
- Improves performance and safety
- Helps you compete with confidence



HOW DOES PRIZM™ WORK?

Prizm™ lenses filter the correct wavelengths of light to create an optimized experience. Through an understanding of the complex way the eye interprets color, we are able to engineer lenses that enhance detail by fine-tuning the specific wavelengths of light that make the eye perceive color more vividly.

Technologies **PRIZM™** | Oakley Authentic Prescription Lenses | Clarity | Protection | Comfort |

Choose your PRIZM™ lens

Use these examples to explain Prizm benefits to your customers.



Engineered to help you spot transitions between the fairway, fringe, and rough and gauge distance with accuracy to help you read the course better.



Engineered to help you spot transitions between the fairway, fringe, and rough and gauge distance with accuracy to help you read the course better in bright, sunny light.

Technologies **PRIZM™** | Oakley Authentic Prescription Lenses | Clarity | Protection | Comfort |

Choose your PRIZM™ lens

Use these examples to explain Prizm benefits to your customers.



Engineered to help you spot transitions between dirt and distinguish obstacles in a variety of lighting conditions so you can ride with confidence.



Engineered to help you see subtle changes in road texture and quickly spot hazards like rocks and potholes so you can perform at your best.

Choose your PRIZM™ lens

Use these examples to explain Prizm benefits to your customers.



Engineered to enhance contrast to help you easily track the cricket ball against the grass and dirt.

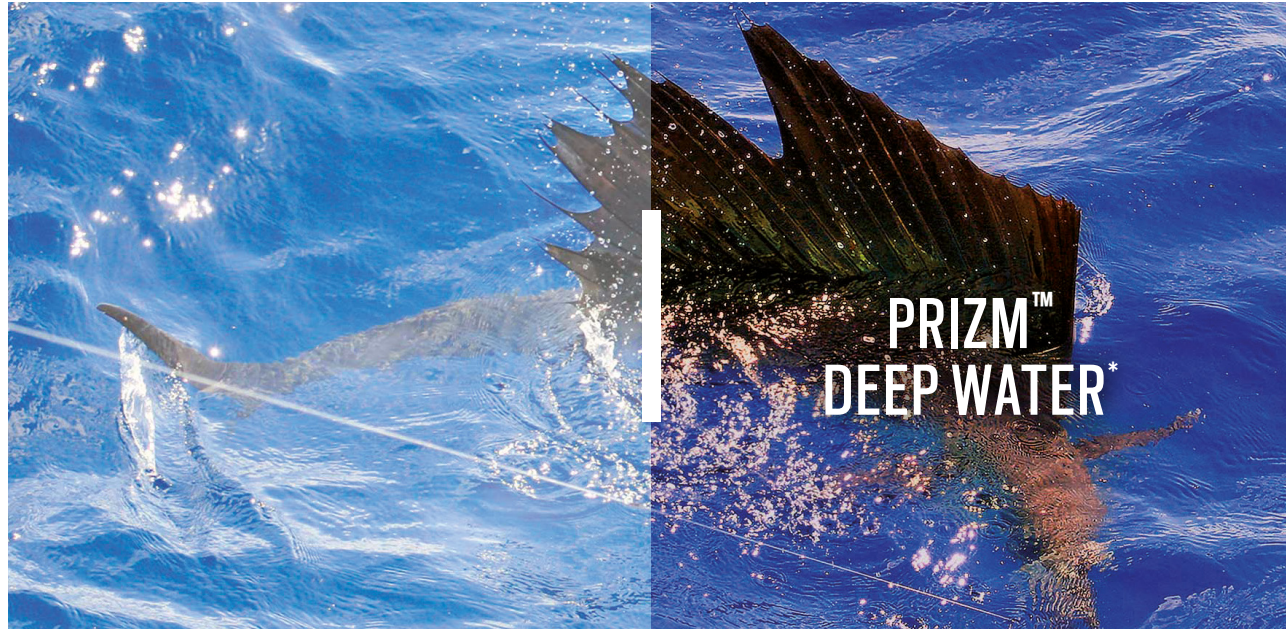


Engineered to enhance contrast to help you easily track the baseball against the green of the grass and the brown of the dirt.

Technologies **PRIZM™** | Oakley Authentic Prescription Lenses | Clarity | Protection | Comfort |

Choose your PRIZM™ lens

Use these examples to explain Prizm benefits to your customers.



*Polarized

Engineered to cut through glare and filter the shades of blue that overwhelms your vision in open water to help you see what's going on below the surface.



Engineered to cut through glare and boost green and copper hues to help you see the shadows of fish in hiding spots.

Choose your PRIZM™ lens

Use these examples to explain Prizm benefits to your customers.



PRIZM™ LOW LIGHT

Engineered to help optimize detail recognition in low light conditions and artificial light environments without causing a color shift in your vision.



PRIZM™ SNOW

Engineered to help you see details in the snow and experience the mountain with confidence.

Choose your PRIZM™ lens

Use these examples to explain Prizm benefits to your customers and help him to choose the right lens.



GREY BASE

Lenses also available in Polarized



Prizm Grey



Prizm Sapphire

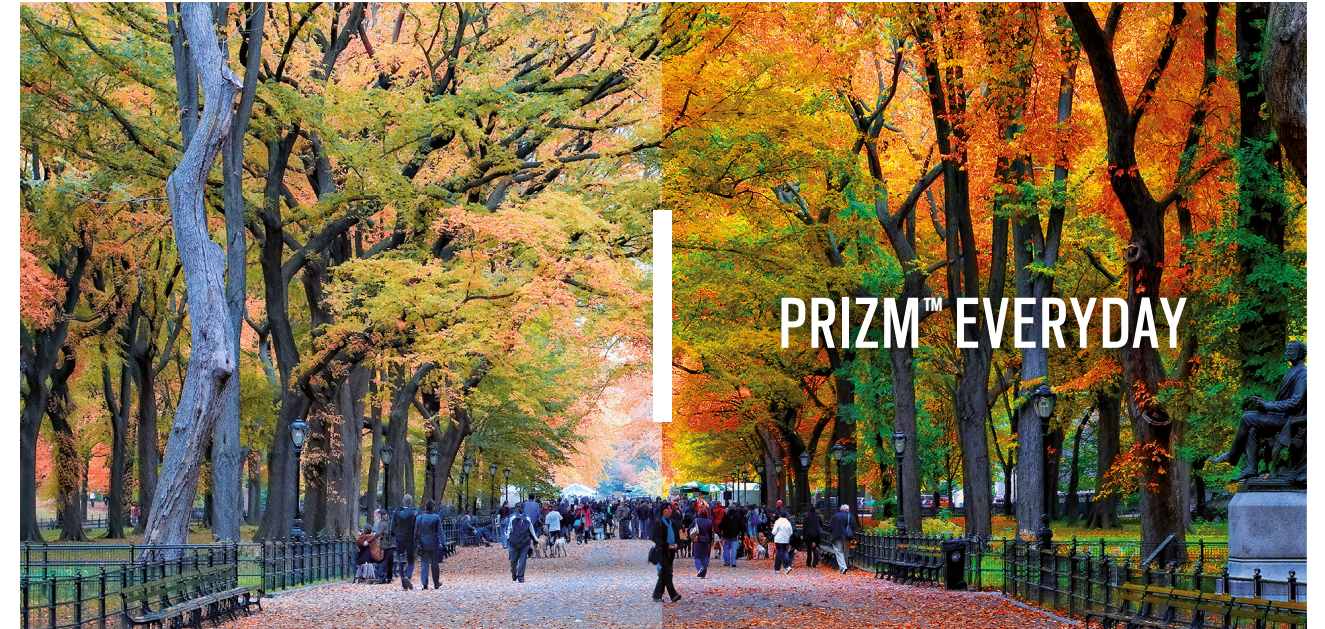


Prizm Black



Prizm Jade

Engineered to enhance colors and details and reach a higher aesthetic level, Prizm lens technology is now available in our most popular lenses to help boost your everyday experience.



BRONZE BASE

Lenses also available in Polarized



Prizm Bronze



Prizm Ruby



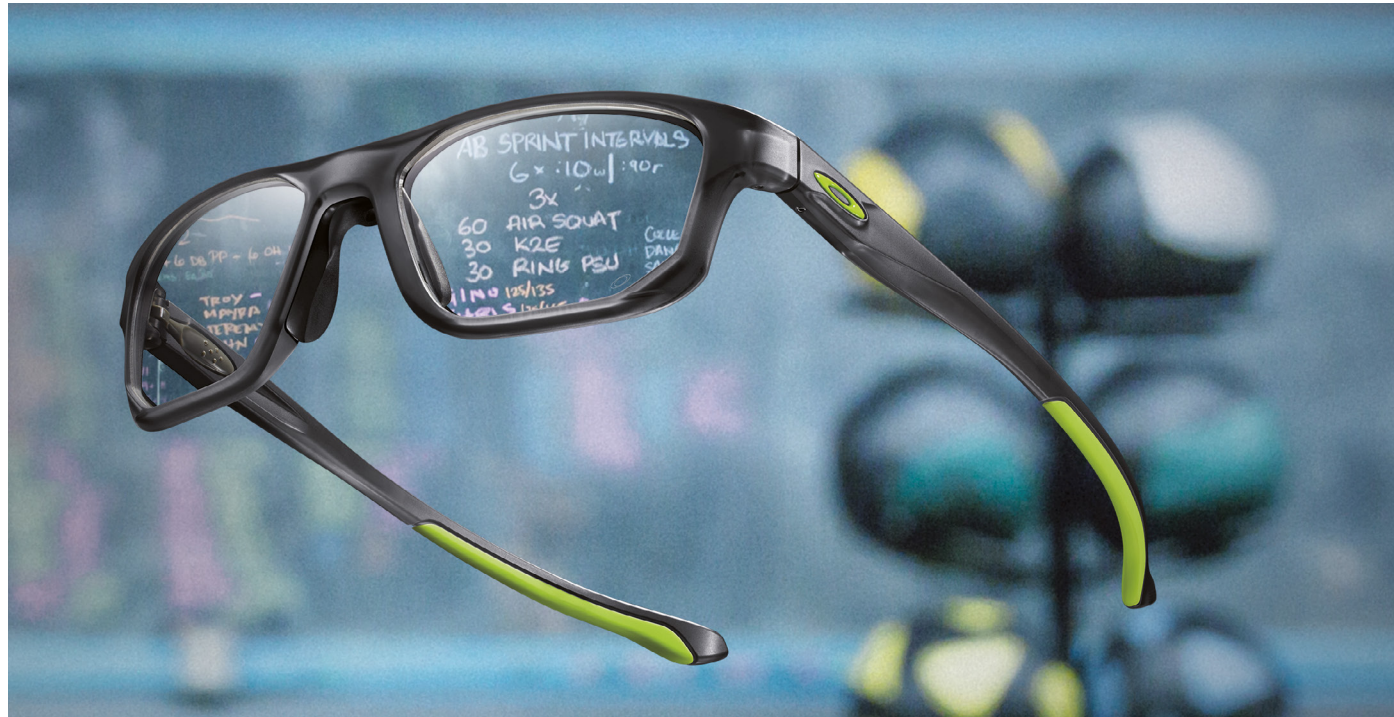
Prizm Tungsten



Prizm 24K

Oakley Authentic Prescription Lenses

The authentic Oakley advantage.



OAKLEY TRUE DIGITAL FREEFORM TECHNOLOGY

Oakley True Digital (OTD) II technology, a digital freeform design, optimizes vision, minimizes blurring and reduces peripheral distortions with innovations that answer the uncompromising demands of world-class sports professionals.

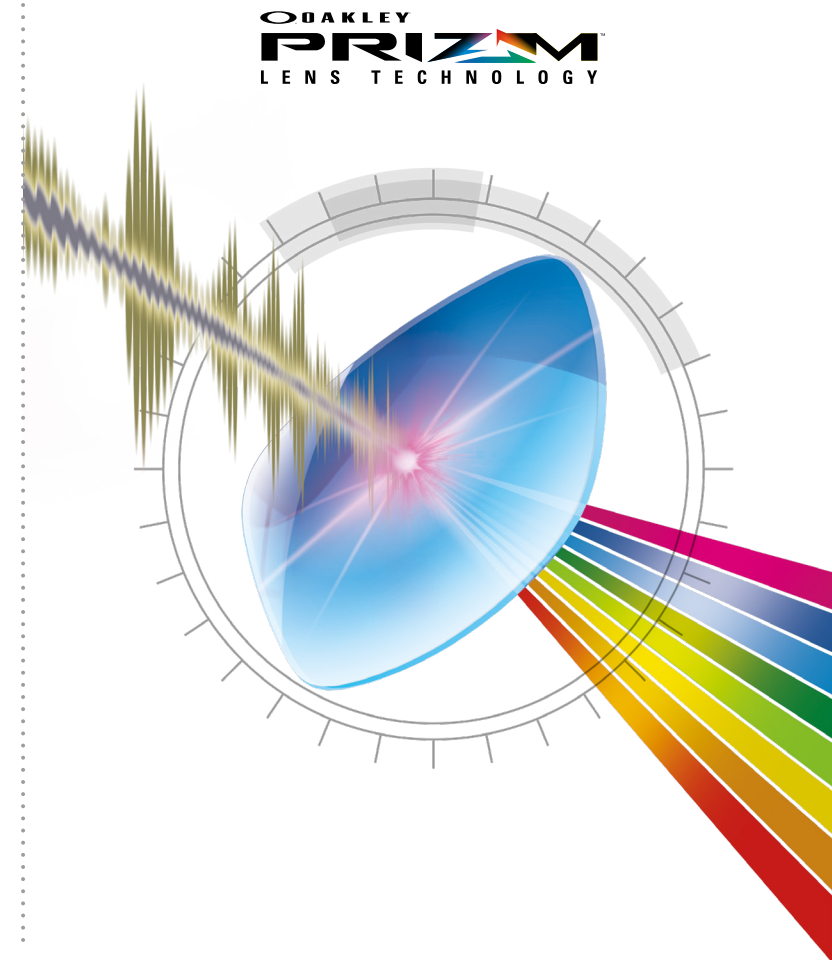
With consistent power control across the entire field of view, this technology reduces power error, or rather the change in the optical power of the lens as you look through various points. The OTD technology is offered in both sun and optical styles.

The Oakley Authentic Prescription Lens Program includes sun and optical styles, featuring Oakley's unparalleled optical innovations merged with leading technologies designed to meet and exceed the uncompromising demands of sport and everyday life.

PRIZM™

A variety of Oakley Prizm™ Everyday and Oakley Prizm™ Sport lenses are available with prescription - giving athletes and consumers a true Oakley authentic edge.

Through the specific Prizm™ lens and based on the mechanism of the eye and the visual demands of the environment, Oakley adjusts the color filtering to enhance the visual experience.



Oakley Authentic Prescription Lenses

The authentic Oakley advantage.

SOLUTIONS FOR SPORT

THE MOST COMPREHENSIVE SPORTS OFFERING

Oakley has developed the ultimate sports performance sunglass – merging Oakley Prizm Sport lenses, protective coatings, frame technologies, and progressive lenses optimized for cycling, golf and fishing.



PRIZM™ LENS TECHNOLOGY



OPTIMIZED FRAME



SPORT SPECIFIC TUNING

ETCHED FOR AUTHENTICITY

THE OAKLEY LOGO

Only Oakley Authentic lenses are signed with the ellipse logo, an icon of uncompromising quality for proof of Oakley authenticity.



High Definition Optics®

Uncompromised clarity for an optimized vision.



FEATURES

- Gives you the clearest, sharpest and most accurate vision
- Conventional lenses magnifying images
- Makes objects appear shifted from their true position

BENEFITS

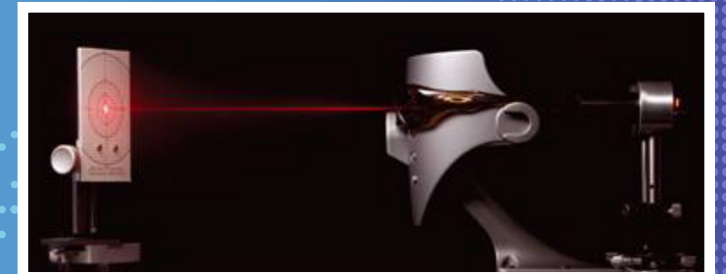
- Eliminates distortion for clear, sharp and accurate vision
- Eyes & brain don't have to correct distortions
- Thanks to HDO, Oakley lenses meet or exceed the industrial standard of the American Nation Standards Institute

Oakley lenses are designed to help you see better and perform better. Our patented technologies of High Definition Optics® (HDO®) give you clearer, sharper, and more accurate vision. HDO® virtually eliminates distortion, common in high wrap sunglasses.

HIGH DEFINITION OPTICS® (HDO®)

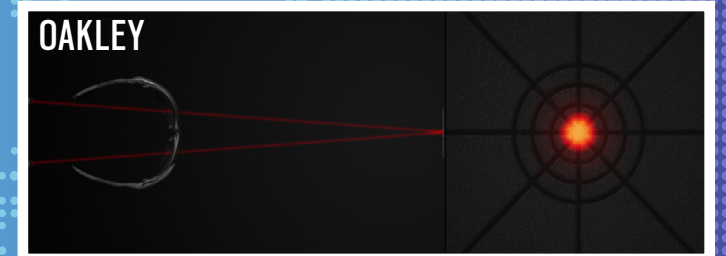
REFRACTIVE POWER

Conventional lenses can magnify images. HDO® precision gives less distorted vision across the entire field of view.



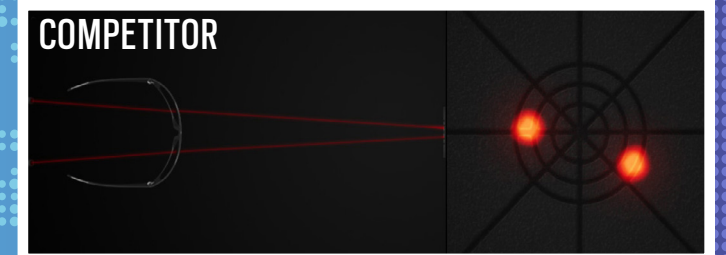
ASTIGMATISM

Ordinary lenses can't focus all light waves in the part of your eye that does the seeing. With HDO®, you won't have the blur of inferior optics.



PRISMATIC POWER

With regular lenses, objects aren't really where you see them. HDO® offers a truer visual image, and it helps ensure each eye has the same image, so your brain won't have to work overtime.



Plutonite™

The durable and optically pure lens material.



The lens material is designed and manufactured exclusively for Oakley. It is made from the purest form of optical polycarbonate.

FEATURES

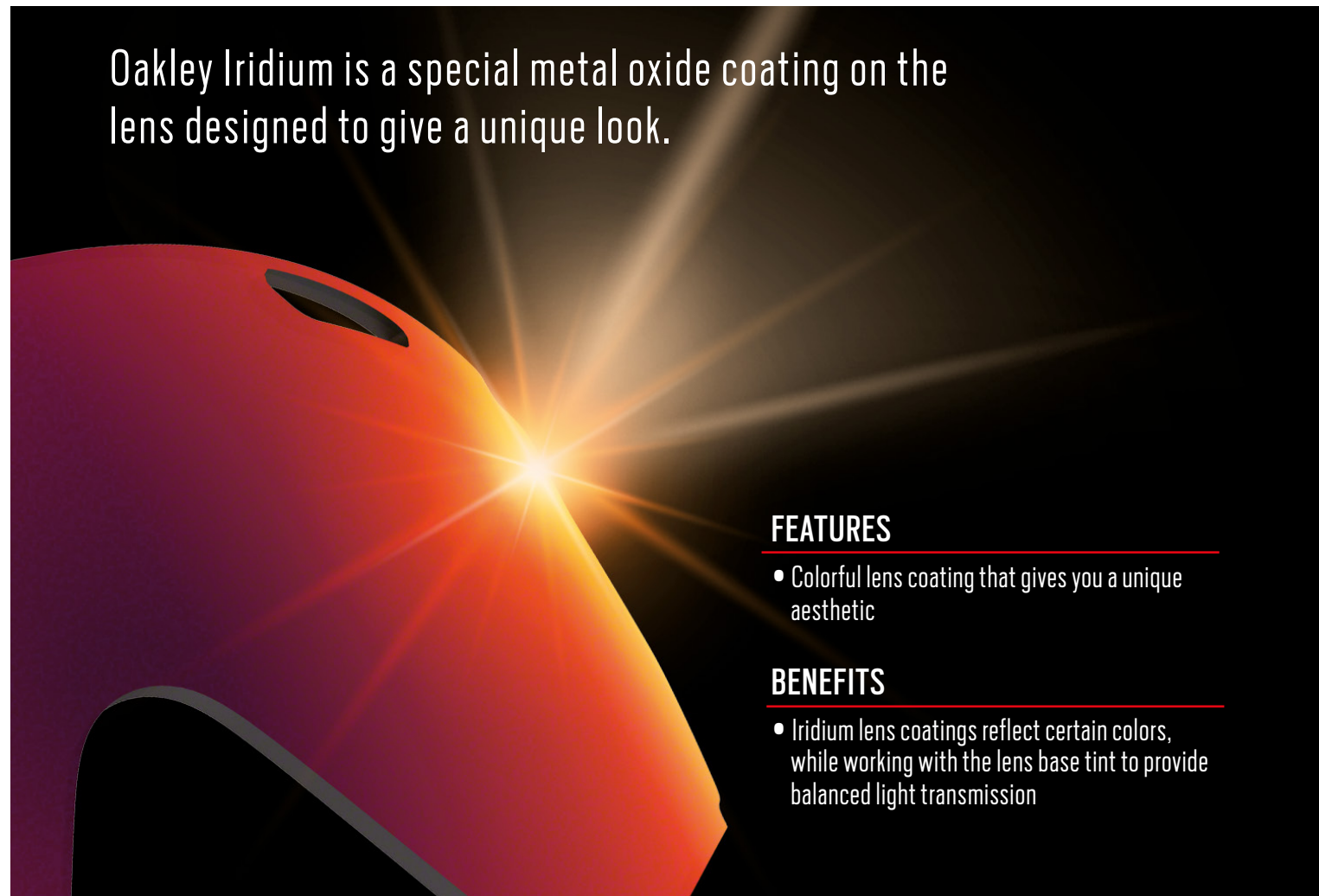
- The durable and optically pure lens material
- A clearer and lighter vision guaranteed

BENEFITS

- Blocks 100% of UVA, UVB & UVC rays and harmful blue light up to 400 nm.
- Extremely strong
- Lightweight
- Clear crisp vision

Iridium®

The coating that reflects light.



Oakley Iridium is a special metal oxide coating on the lens designed to give a unique look.

FEATURES

- Colorful lens coating that gives you a unique aesthetic

BENEFITS

- Iridium lens coatings reflect certain colors, while working with the lens base tint to provide balanced light transmission

XYZ Optics®

Lenses with less distortion and better clarity.

Through patented XYZ optics technology, Oakley lenses provide optical clarity across all axes of the lens (X, Y, Z).



FEATURES

- Lens cut is thicker towards the optical center of the lens and thinner towards the edges
- Light is pulled towards the center of the lens and helps eliminate distortion

BENEFITS

- Maximum protection
- No distortion
- Better clarity

HDPolarized™

A single lens that eliminates glue and films.

Oakley HDPolarized: the best polarized lens is just that, one lens.



FEATURES

- A single lens that eliminates glue and films
- Unmatched clarity of vision
- Optically superior to competitor polarized lenses

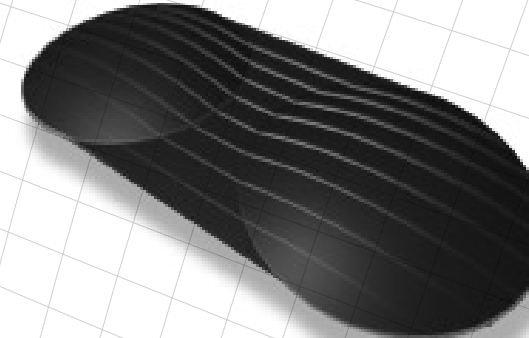
BENEFITS

- Blocks 99% of reflecting glare
- Minimizes eye strain with unmatched clarity
- Improves depth perception, contrast, safety and comfort

HDPolarized™

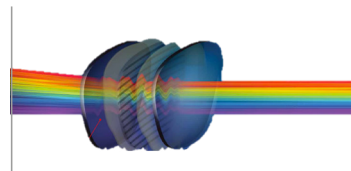


POLARIZATION AXIS



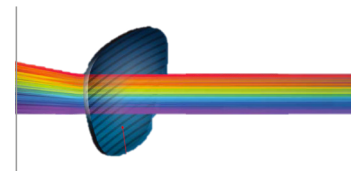
OAKLEY

Both lenses in a single pair of Oakley sunglasses are manufactured at the same time to perfectly align and center the axis of polarization. Doing so prevents unwanted and distracting glare from sneaking through any part of the lens.



COMPETITOR

Conventional lenses are made from multiple layers and use glue to bond them together.



OAKLEY HD POLARIZED™

Only one layer, no glue: the recipe for superior optical performance.

COMPETITOR

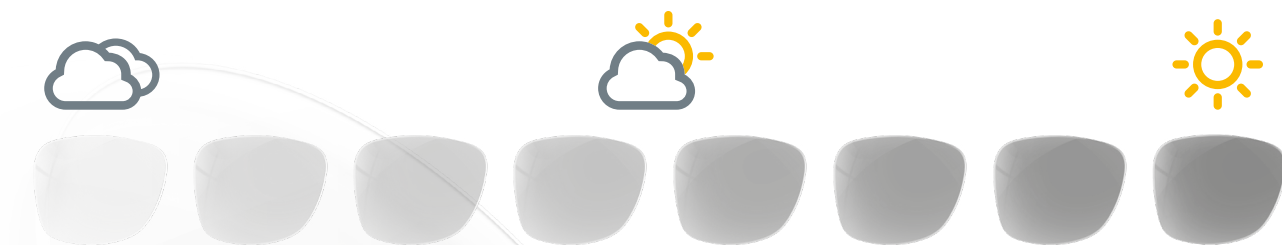
Competitor lenses are manufactured at different times without precise alignment of the axis of polarization. These mismatched pairs result in compromised glare protection and clarity, putting you at greater risk of eye strain, headaches, and the rear bumper of an F250.



Photochromic

The lens gets darker when the sun becomes stronger.

Built with Oakley HDO®, photochromic technology creates lenses automatically adjusted to increasing UV light exposure.



FEATURES

- Photochromic lenses help you adapt to changing light conditions so you can always perform at your best.
- The lenses darken when exposed to ultraviolet rays. When the UV light diminishes, the lenses fade back to the original base.

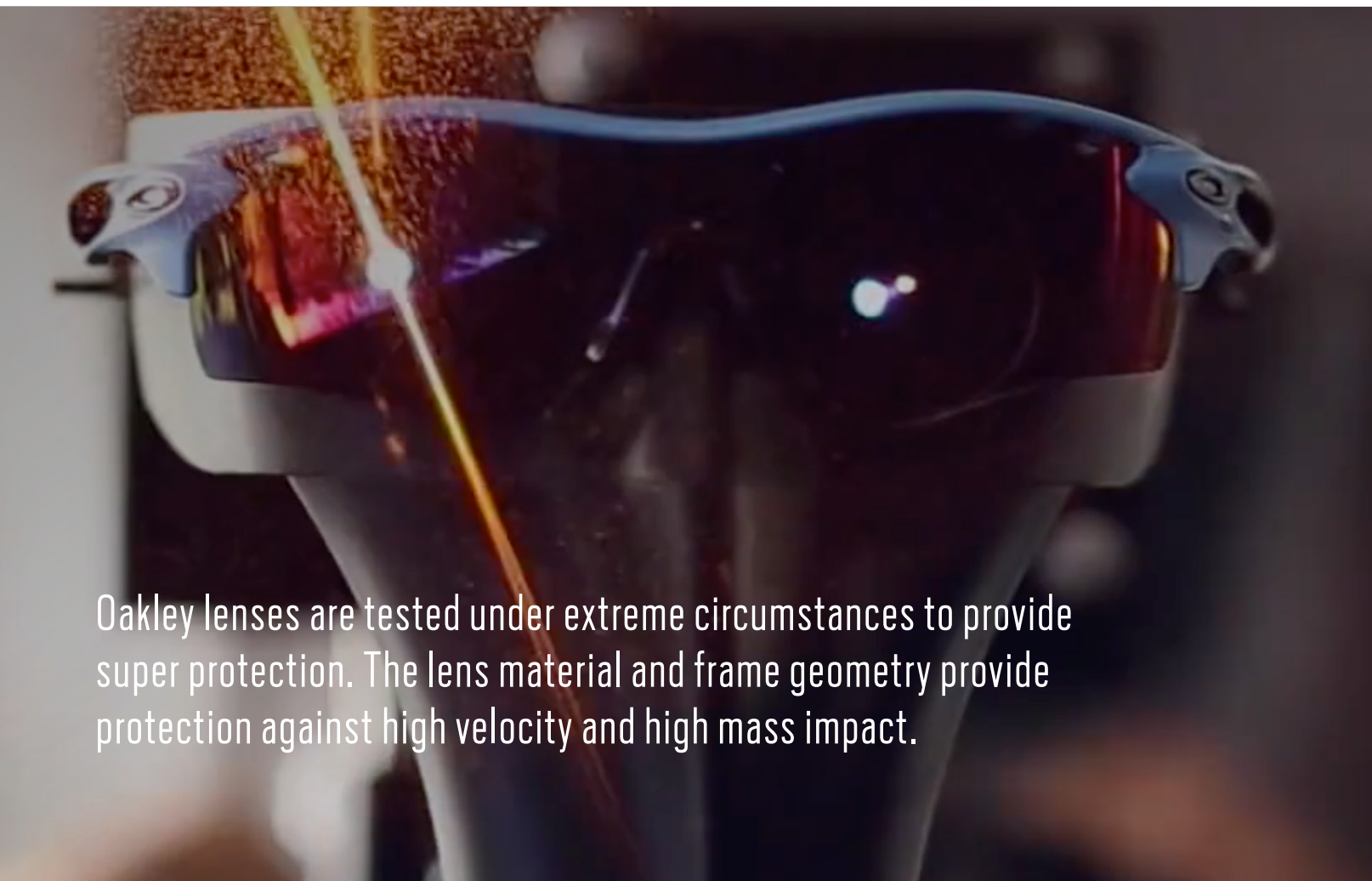
BENEFITS

- The vision is adapted to the UV light exposure



Impact Protection

Uncompromising protection against high-mass and high-velocity impact.

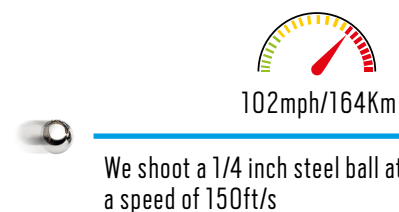


Oakley lenses are tested under extreme circumstances to provide super protection. The lens material and frame geometry provide protection against high velocity and high mass impact.

Our Plutonite lens material and frame geometry combine to provide a full protection that is literally a shield for your eyes.

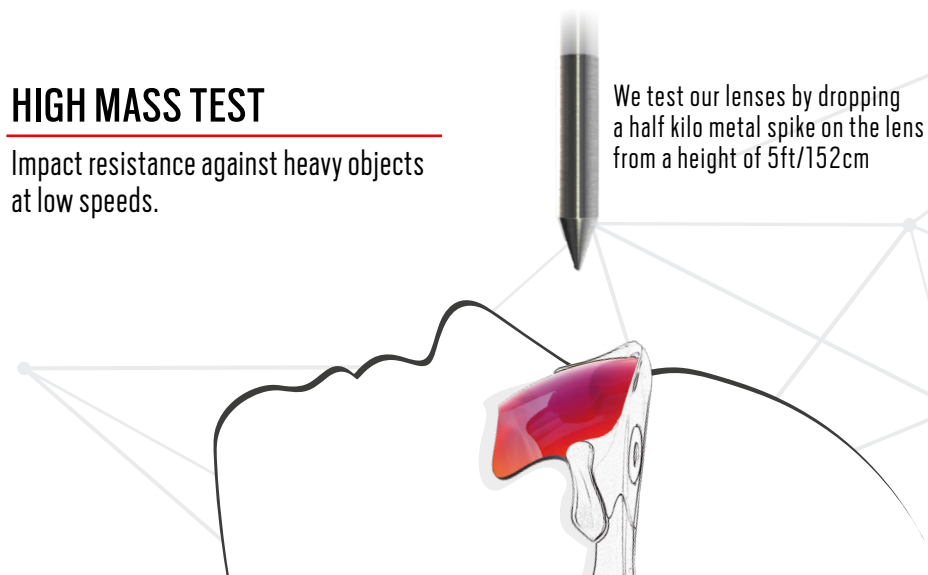
HIGH VELOCITY TEST

Impact resistance against light objects at high speeds.



HIGH MASS TEST

Impact resistance against heavy objects at low speeds.

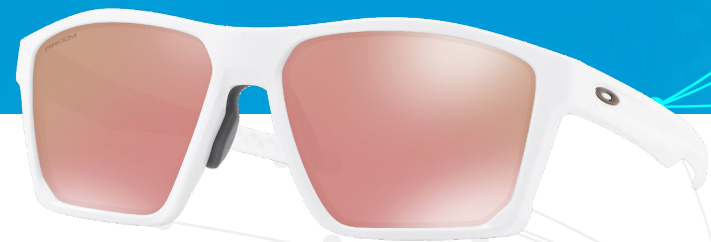


UV Protection

The eyewear that keeps your eyes damage-free.



Plutonite®, Oakley's patented lens material filters out 100% of UVA, UVB, UVC and harmful blue light up to 400nm.



Oakley Frames



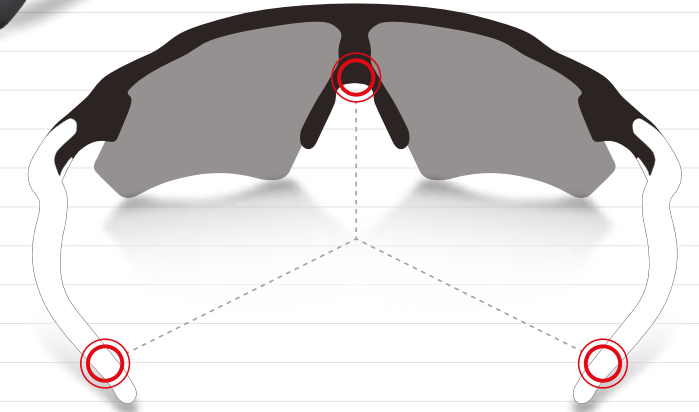
Oakley performance sunglasses provide all day comfort through the following technologies

HOW TO OFFER THE PERFECT FIT



THREE-POINT FIT

ensures that the frame makes contact only with the nose bridge and behind the temples to eliminate discomfort and pressure.



UNOBTAINIUM EARSOCKS & PADS

provide increased comfort & performance with increasing grip with sweat.



Oakley Frame Materials



O-MATTER™

- Strength and flexibility over traditional acetate
- Not shift or deform over time



ACETATE

- Handmade layers for rich hues & colors
- High quality look and feel



NANOWIRE®

- Sleek and light titanium alloy to create a memory metal
- Nanowire flexes and provides a high adaptable fit



CARBON FIBER

- Born from decades of research in sports innovation
- Superior comfort and flexibility



NANO-MATTER™

- Ultra-lightweight durable material for all day comfort
- Highly resistant to the elements



ALUMINUM

- High strength-to-weight ratio for bold sculptural design
- Durable and lightweight frame construction



C-5™

- Made by 5 different metallic compounds
- Perfect for Oakley's ultrastrong, ultra-lightweight wires



TITANIUM

- Ultra lightweight and virtually indestructible
- Used for some of the strongest, lightest and most comfortable Oakley frames

Oakley Hinge Technology



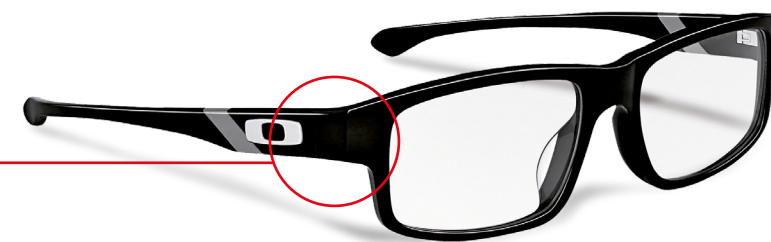
HOLLOWPOINT

- Inspired by hubless motorcycle wheels
- Minimal design thanks to a self-contained spring cam mechanism and an internal piston



ZERO® PROFILE

- Seamless blend of mechanism and art that hides bulky hinges
- Integrated design for a sleek sculpture that maintains full durability and comfort



MONOSHOCK

- Flexibility, comfort and and fit combined through mechanical precision
- Frames and earstem are linked though one single tine



TWINSHOCK

- Inspired by pro-racing
- Utilizing two tines, Twinshock combines durability, flex and comfort



Trubridge™

Optimized fit without compromising style.

Oakley created an innovative technology as the key solution to the issue of differing face features.



FEATURES

- 4 interchangeable nose pads sizes to choose from

BENEFITS

- An optimal vision guaranteed
- A fit that eliminates cheek contact
- A centred line of sight with maximum pad contact for superior comfort
- Centered line of sight where the prescription is most accurate
- Maximum pad contact for even weight distribution
- A fit that eliminates cheek contact for all day comfort



Mad Science

The app that helps you to show the tech behind the eyewear.

MadScience is an interactive app for iPad or Android devices with various modules that provide technical information on Oakley's key foundational product and technologies.

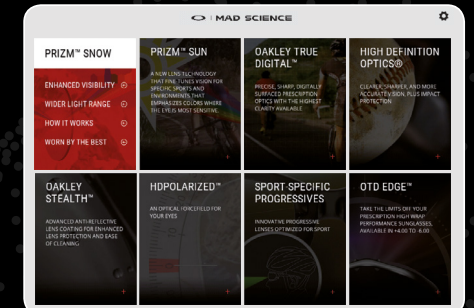


MAD SCIENCE

MadScience is an interactive app for iPad or Android devices with various modules that provide technical information on Oakley's key foundational product and technologies.

This app can assist store employees and help them easily translate Oakley's technical information to a simple message for end-consumers. MadScience can also be used as a tool in the points of sale to provide demonstration of the Oakley technologies and to relay technical information to consumers.

Download MadScience App



If you want to learn more, please refer to:
- Wholesale Digital Platform: my.luxottica.com
- Retail Digital Platform: <https://university.luxottica.com>



Frame Data

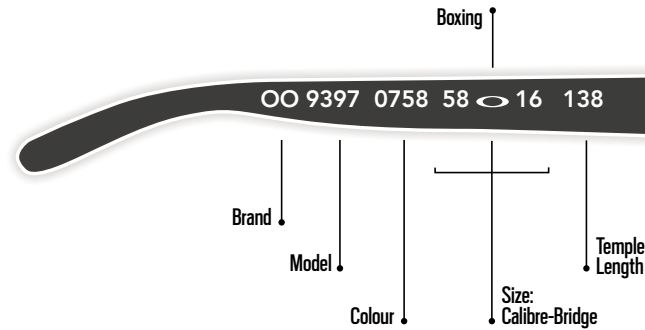
How to read frame data

The frame data provides essential information about all of the frame's features.

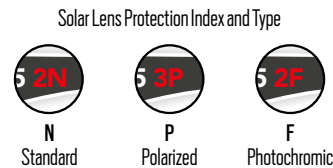
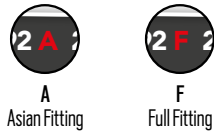
HOW TO READ FRAME REFERENCES

Information about the frame (Frame Identity) is printed on the inner side of the temple, including brand name, reference, colour, size, temple length etc. The Calibre and Bridge size are either engraved on the frame front or on the metal bridge.

Brand	The brand acronym occupies first position on the temple
Model	A group of numbers/letters in second position indicate the model.
Colour	The colour code is found in third position.
Size	Frame size is measured according to the Boxing System. The minimum measurement for the eyewire is 46 mm, the maximum is 56 mm, while the length of the bridge can range between 12 and 22 mm.
Temple length	The length of the temples can be varied to ensure personalised comfort for end users. The length ranges from 115 to 145 mm.



Only present on adjusted models



EXTRA FEATURES: PERFECT FIT AND PROTECTION

Some models are adjusted for Asian people and present a special fitting, moreover sun lenses have different solar protection indices and typologies. This information is engraved on the inside of the temple.

Asian fitting The letter A in third position after the model code specifies that the frame is suitable for Asian people. This indication is only found in collections that include models dedicated to Asian customers.

Full fitting The letter F in third position after the model code specifies that the frame is suitable to everyone other than Asians. This indication is only found in collections that include models dedicated to Asian customers.

Protection index On the temples of sunglasses, the protection index and the lenses typology are indicated. Further details are provided in the chapter "Lenses in Depth".

Lens Data

How to read lens data

Diagram illustrating lens data on sunglasses. Labels include: A (Flag on RX Prescription and Polarized), B (Flag on P Polarized), C (Flag on RX Prescription), RX (Prescription), and P (Polarized).

DIFFERENT LABELS TO INDICATE THE PRIZM LENS TINT

- PRIZM SNOW
- PRIZM BASEBALL OUTFIELD
- PRIZM BASEBALL INFIELD
- PRIZM CRICKET
- PRIZM FIELD
- PRIZM GOLF
- PRIZM DARK GOLF
- PRIZM ROAD
- PRIZM TRAIL
- PRIZM DAILY
- PRIZM DAILY POLARIZED
- PRIZM DEEP WATER POLARIZED
- PRIZM SHALLOW WATER POLARIZED
- PRIZM ENHANCED VISION
- PRIZM LOW LIGHT
- PRIZM SHOOTING
- PRIZM MARITIME



LUXOTTICA | University

www.oakley.com

