



MEET THE BRAND



2025

INTERNAL USE ONLY





BUT BEFORE STEPPING INSIDE...

2025

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OAKLEY BRAND

2025



OUR CORE BELIEF

Everyone and everything in the world can and will become better.



OUR BRAND ESSENCE

We ignite human possibility.



INNOVATIVE

Inspire creativity, harness innovation, deliver uncompromising performance.



PROVOCATIVE

Embrace the rebellious Oakley spirit to be visually distinct.



AUTHENTIC

Stay true to sport, sub-culture, and ourselves.

BORN IN CALIFORNIA

Oakley optics, helmets, goggles, and military equipment 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.



THE OAKLEY JOURNEY

Decades of innovation have resulted in more than 900 patents that combine new product technology and cut-edge science and manufacturing processes.

From our humble beginnings in southern California, selling motorcycle parts out of the trunk of a car to becoming the industry leader in sports performance eyewear and in the process, igniting human possibility for millions of people across the world.



ESSILORLUXOTTICA

EssilorLuxottica is a global leader in the design, manufacturing and distribution of ophthalmic lenses, frames and sunglasses.

As Oakley's parent company, EssilorLuxottica brings together the complementary expertise of two industry pioneers, one in advanced lens technologies and the other in the craftsmanship of iconic eyewear, to create a vertically-integrated business uniquely positioned to address the world's vision needs and the global demand of a growing eyewear industry.

OVERVIEW

- 14.4b euros of revenue
- 180,000 employees
- Over 11,000 patents
- 85 steps to make a lens
- 70 manufacturing steps to make a frame

HOUSE BRANDS

EssilorLuxottica is the owner of 11 brands for which it takes care of every single step of the value chain, from the design to the distribution to final consumer.

THE OAKLEY JOURNEY



1975

OAKLEY THE BRAND
LAUNCHES ITS FIRST
PRODUCT: THE OAKLEY GRIP

Celebrated for its patented Unobtainium® material, unique tread and ergonomic fit.



1980

LAUNCH OF
MOTOCROSS
GOGGLES

The O-Frame® MX 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, Eyeshade™ had superior wind protection and peripheral vision. It helped Greg LeMond win three Tour de France™ titles.



1989

FIRST INTRODUCED AS
THE MUMBO, MEET
M FRAME

Combining XYZ Optics® and HDO®, the M Frame® instantly became a staple for athletes across baseball, cricket, golf, and tennis.



1992

RX: THE FIRST PAIR OF OAKLEY EYEGLASSES

Oakley brought its renowned heritage of optical expertise to the world of ophthalmic.



1994

CULTURAL PHENOMENON BORN FROM BREAKTHROUGH

Eye Jacket™ is the first-ever commercialized sunglass created using computer-aided design (CAD) that allowed for a sculptural-like silhouette.



1997

X METAL

X Metal® eyewear were the first sculpted titanium eye glasses ever made, and continue to have a strong following of collectors and craftsmen who support the brand and the vintage X Metal Line.



1998

SHOE ONE

One of the most feature-rich shoes ever made: a Kevlar® upper, a kevlar-impregnated outsole, and a 3-point contact outsole. Shoe One ended up on display at the San Francisco Museum of Modern Art.

THE OAKLEY JOURNEY



2000

**OVER
THE TOP**

Introduced to the world at the 2000 Summer Olympics in Sydney, only a Mad Scientist would reverse-engineer frame performance, discarding earstems for a hingeless frame that wraps the upper cranium.



2001

**THE FIRST OAKLEY
OPHTHALMIC FRAME
COLLECTION**

Oakley enlarged its offering to the world of ophthalmic frames.



2014

**PRIZM™:
THE OAKLEY-PATENTED
LENS TECHNOLOGY**

Oakley revolutionized the way we see the world with patented Prizm™ technology.



2016

**OAKLEY ENTERS THE
HELMET CATEGORY,
BEGINNING WITH SNOW**

The MOD series of snow helmets is like a second skull, offering excellent fit, comfort, and durable design.





2018

**OAKLEY INTRODUCES ITS
DEBUT LINE OF BIKE
HELMETS, THE ARO SERIES**

Designed by Oakley, tested by
the world's best.



2020

**OAKLEY
KATO**

Engineered to push the
boundaries of performance and
design, and enabled by a new
design and manufacturing
methodology, Physiomorphic
Geometry™ – Oakley Kato
functions like an extension of
the human body.



2023

**FUTURE
GENESIS**

Past inspires future. Celebrating
the legacy of Max Fearlight
through the eyes of his young
daughter, Maxine, rebellious
optimist, she's used as a
metaphor to express how Oakley
is evolving and turning his sight
to the future. A future full of
hope, and dreams.

OUR TARGET AUDIENCE

We speak to passionate individuals; whether it's through their love of sport, our shared values, or their pursuit of individuality.

They are compelled by their pursuit of self-progression and personal style. They lead life on their own terms and connect with brands that resonate with their beliefs and interests.



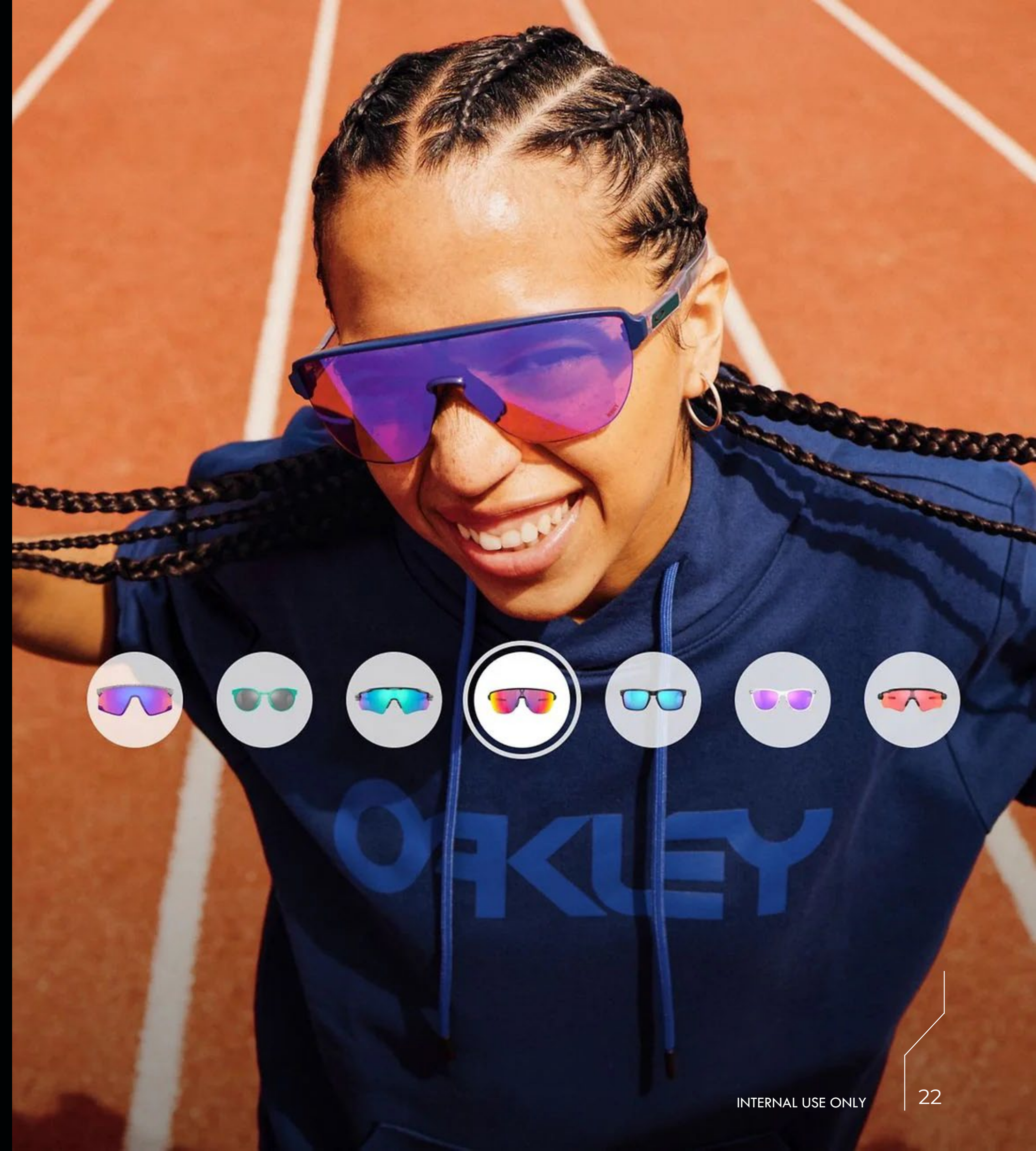
THE EMPOWERED

We are young, free, and capable. The world belongs to us, and the future is our responsibility. We hate labels – don't you dare put us in a box.

We are:

- *The strongest climber on a bike who's an early crypto investor*
- *The kick-ass skier who's currently finishing their first novel*
- *The footballer who's studying to be a sommelier*
- *The snowboarder who's starting their own business*
- *The Olympic gold medalist surfer who's an environmental activist*

Don't tell us what we can or cannot do. We live on multiple dimensions; we need brands who understand us – and help us become who we are.



SHARED VALUES AND INTERESTS

VALUES:

- Self-expression
- Rich social life
- Ambition

INTERESTS:

- Trusted brands
- High-quality products

'Makes me feel ready for any challenge.'

'Allows me to play with my identity.'

'Allows me to feel part of a group.'

'Makes me look like a celebrity or influencer.'

'Makes me feel empowered.'

'Products that have extravagant design and unique packaging.'





PRODUCT CATEGORIES

2025



PRODUCT CATEGORIES



SUN



PRESCRIPTION



WOMEN



YOUTH



HELMETS



GOGGLES

PRODUCT CATEGORIES



SHIELDS



GAMING



DEFENSE



APPAREL



FOOTWEAR



ACCESSORIES

SUNGLASS SEGMENTATION

2025



OUR SUNGLASS STYLES ARE ROOTED IN OAKLEY DNA
AND DESIGNED TO PERFORM FOR SPORT AND LIFE.



PERFORMANCE



LIFESTYLE



GAMING



WOMEN'S



YOUTH



CUSTOM

LENS TECHNOLOGY

PRIZM™ LENS TECHNOLOGY



Prizm™ is an Oakley lens technology designed to enhance color and contrast so you see more detail.

COLOR

Tuned to create a more vivid, vibrant world

CONTRAST

Defined to increase depth perception and highlight features in the surrounding environment

DETAILS

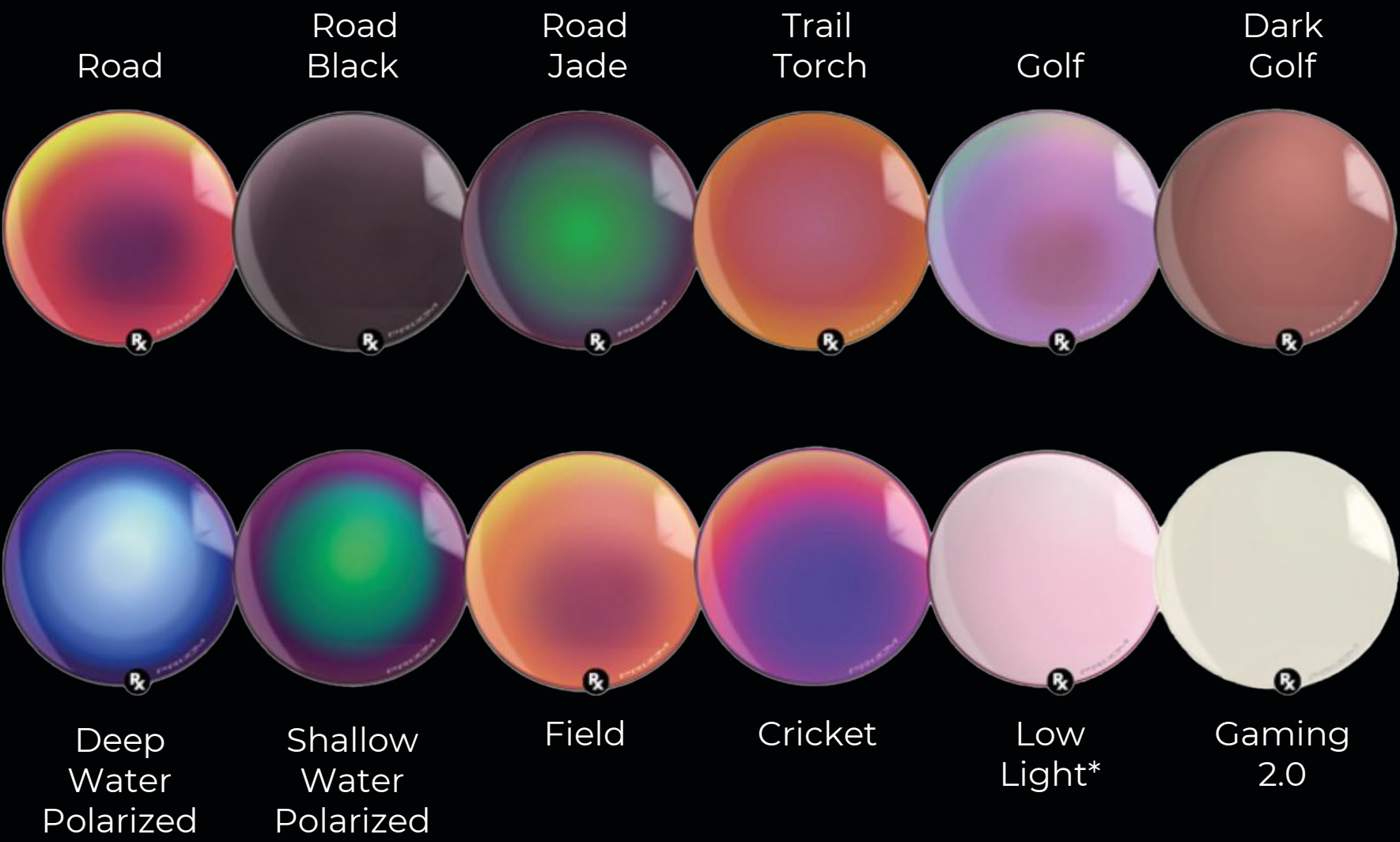
Reveals what you may not see with the naked eye

NAKED EYE

WITH PRIZM™

PRIZM™ SPORT

Prizm™ Sport lenses have been engineered to enhance detail in precise ways for specific sport environments.



PRIZM™ EVERYDAY

Landscapes that would normally be washed out, dull, or flat with other lenses become defined, vibrant, and vivid with Prizm™ Everyday Lenses.



Everyday lenses are also available in non-polarized.
*Does not have an Iridium® lens coating.







VIDEO - PRIZM™ FIELD



VIDEO - PRIZM™ GOLF



VIDEO - PRIZM™ ROAD



VIDEO - PRIZM™ EVERYDAY

HIGH DEFINITION OPTICS®

Uncompromised Clarity for Optimized Vision
Oakley learned decades ago that when lenses are curved, it can and will affect optics, and your vision as a result. Our patented HDO® technology addresses these issues with corrected optics to give you clearer, sharper, and more accurate vision, while eliminating distortion common in high wrap sunglasses.

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).

HDO® VIDEO



PLUTONITE®

The Durable and Optically Pure Lens Material Plutonite® lens material is designed and manufactured exclusively for Oakley and is made from the purest form of optical polycarbonate. It is 20% lighter than plastic or glass lenses and is more impact resistant than other materials

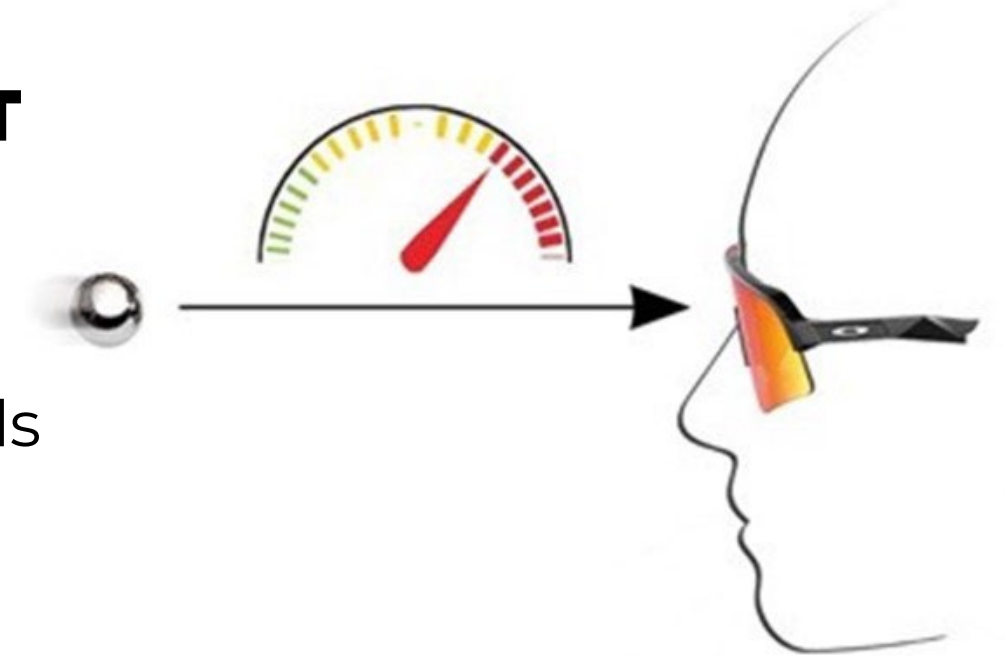
IMPACT PROTECTION

Uncompromising protection against high velocity and high mass impact.

Oakley Plutonite® lens material and frame geometry combine to provide protection that acts as a shield for your eyes

HIGH VELOCITY TEST

Impact resistance against light objects traveling at high speeds



HIGH MASS TEST

Impact resistance against heavy objects traveling at low speeds.



HIGH VELOCITY VIDEO



HIGH MASS VIDEO



UV PROTECTION

PROTECTION FROM THE SUN

Protection is inherent in Plutonite® lens material to help protect eyes against 100% of harmful UVA and UVB rays up to 400nm.

IRIDIUM®

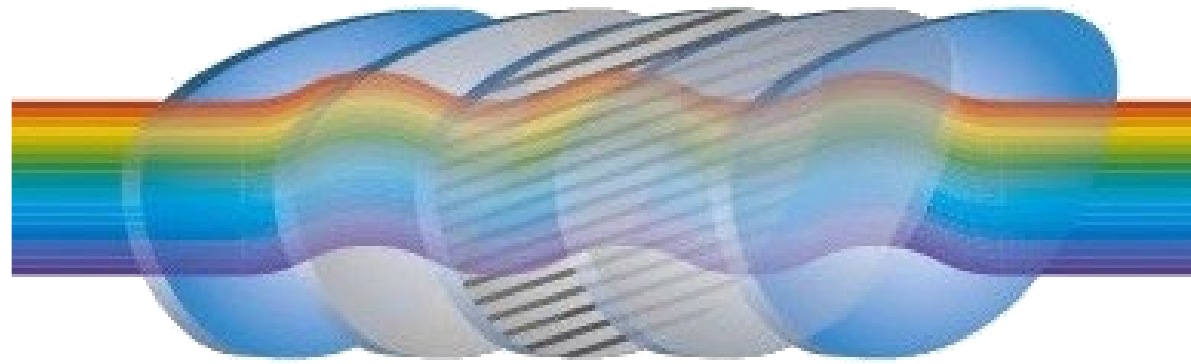
BALANCED LIGHT TRANSMISSION

Oakley Iridium® is a special metal oxide treatment on the lens designed to give a unique look by reflecting certain colors while working with the lens base tint to provide balanced light transmission.



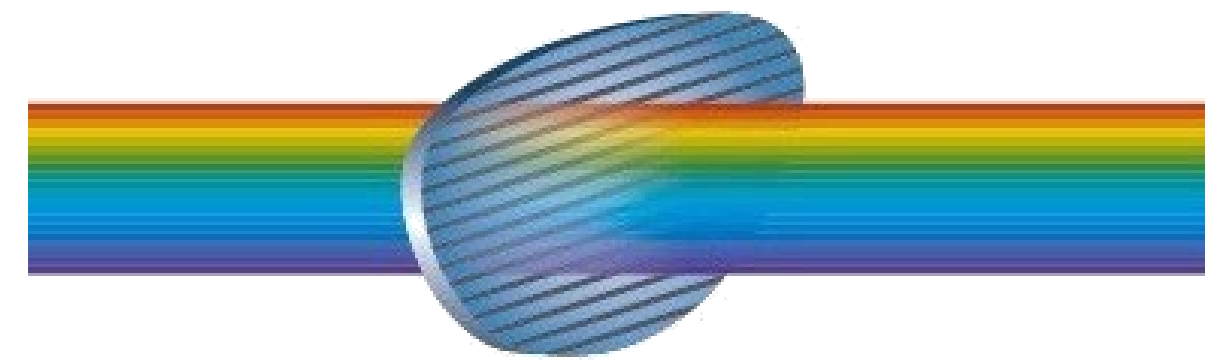
OAKLEY HD POLARIZED™

A single lens that eliminates glue and films.



COMPETITOR

Conventional lenses are made from multiple layers and use glue to bond them together. They can also be 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 and headaches.



OAKLEY HD POLARIZED™

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

PRESCRIPTION SEGMENTATION

2025



**OUR PRESCRIPTION STYLES ARE INSPIRED BY OAKLEY'S
SPORT LEGACY THAT TRANSCENDS LIFESTYLES AND CAN
BE WORN ON AND OFF THE FIELD.**



SUN RX



LIFESTYLE



SPORT



GAMING



YOUTH



WOMEN'S

OAKLEY BLUE READY

Oakley Blue Ready is built to help provide an everyday filter against harmful blue light¹.

- Filters 20% of harmful blue light from the sun and digital devices
- UV protection in any lens material²

1. Harmful blue light: up to 455nm with the greatest toxicity between 415-455nm, only one contributing factor of retinal aging.
2. In transmission from front side, for all substrates and back surface when combined with Oakley Authentic AR coatings.



SOLUTIONS FOR SPORT

Oakley shield sunglasses available with RX inserts* and sport-specific sun progressives optimized for golf, cycling and fishing.



*Distortion is simulated – for training purposes only, as shown in SV +plus prescriptions with less than .25d of astigmatism

OAKLEY AUTHENTICS

Oakley offers a selection of lens materials and thicknesses accommodate a variety of vision needs for clear RX. The higher the index the thinner the lens.

- O Authentics 1.50
- Plutonite® 1.59
- O Authentics 1.60
- O Authentics 1.67
- O Authentics 1.74



OAKLEY AUTHENTICS PRESCRIPTION COMPLETE PAIR

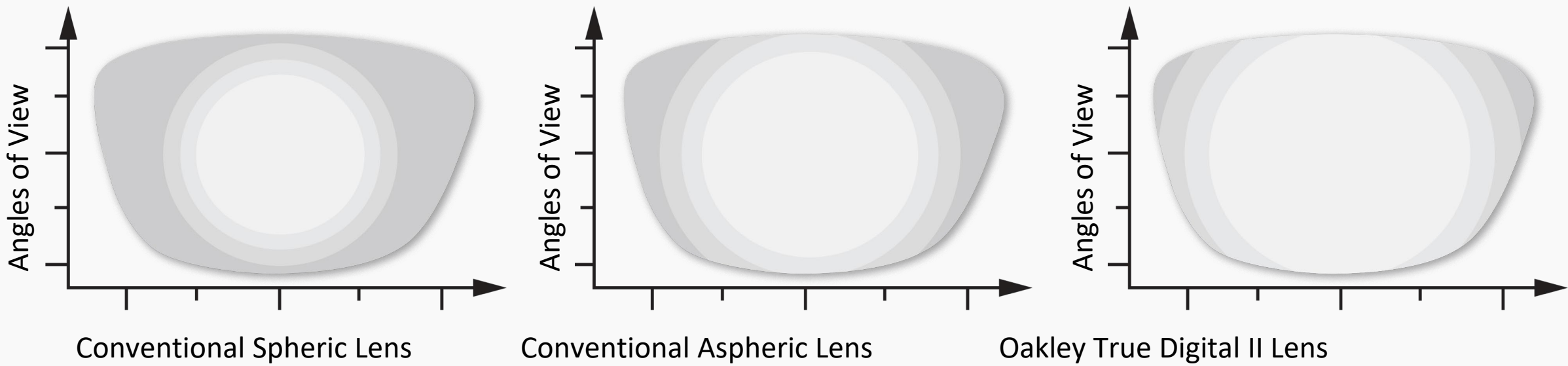
Lenses and frames purpose-built for each other.



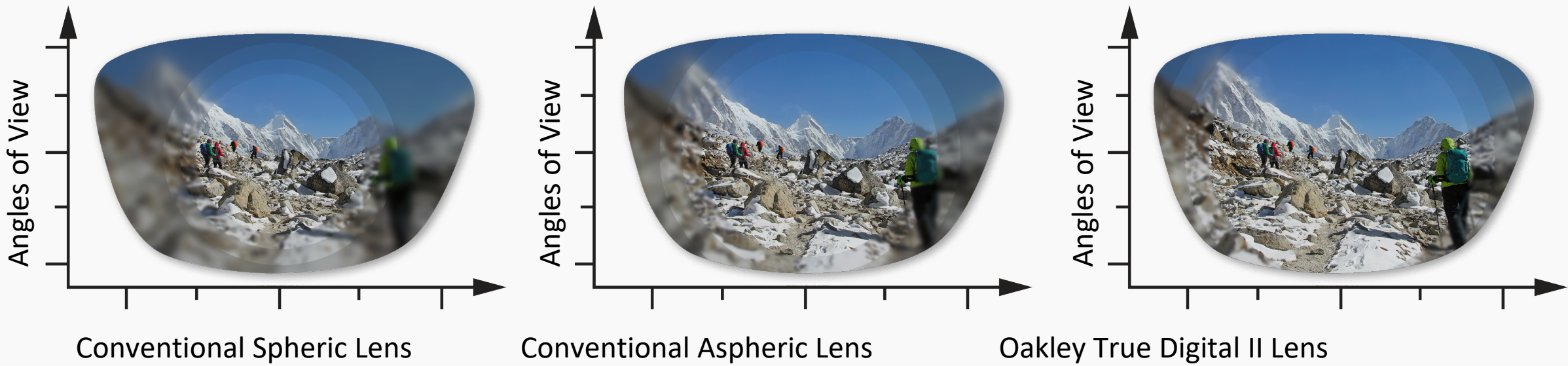
OAKLEY® TRUE DIGITAL™

Take the limits off prescription sun lens with designs adapted to high-wrap sun frames.

Designed to help expand the prescription range for Oakley's high-wrap frames.



 Distortion caused by Oblique Astigmatism



FRAME TECHNOLOGY

2025



FRAME TECHNOLOGY



UNOBTAINIUM®

Unobtainium® is the first innovative material patented by Oakley and is used for temple tips and nose pads. It helps ensure maximum comfort by increasing grip with perspiration and keeping the frame in place without slipping.



O MATTER™

Oakley's injection molded thermoplastic O Matter™ frame material provides improved strength and flexibility over traditional acetate and is built to withstand form shifting or deforming over time.



BIO-MATTER™

BiO-Matter™ frame materials is made from bio-materials having at least 56% bio-based carbon content. This percentage indicates how much the material mixture is obtained from castor oil sources versus petrochemical or fossil sources.

FRAME TECHNOLOGY



NO-SNAG NOSEPADS

Oakley’s hassle-free adjustable nosepads won’t snag or pull hair. Transitioning eyewear from the top of your head to face has never been easier.



SWITCHLOCK®

Oakley Switchlock® technology makes the process of lens changing quick and hassle-free. When the condition changes from sunny to overcast, a simple switch mechanism releases to let you rapidly swap out lenses to adapt to varying light conditions.



THREE-POINT FIT

Three-point fit ensures the frame makes contact only with the nose bridge and behind the temples to eliminate discomfort and pressure.

1 TRUBRIDGE™+ UNOBTAINIUM® TECHNOLOGY

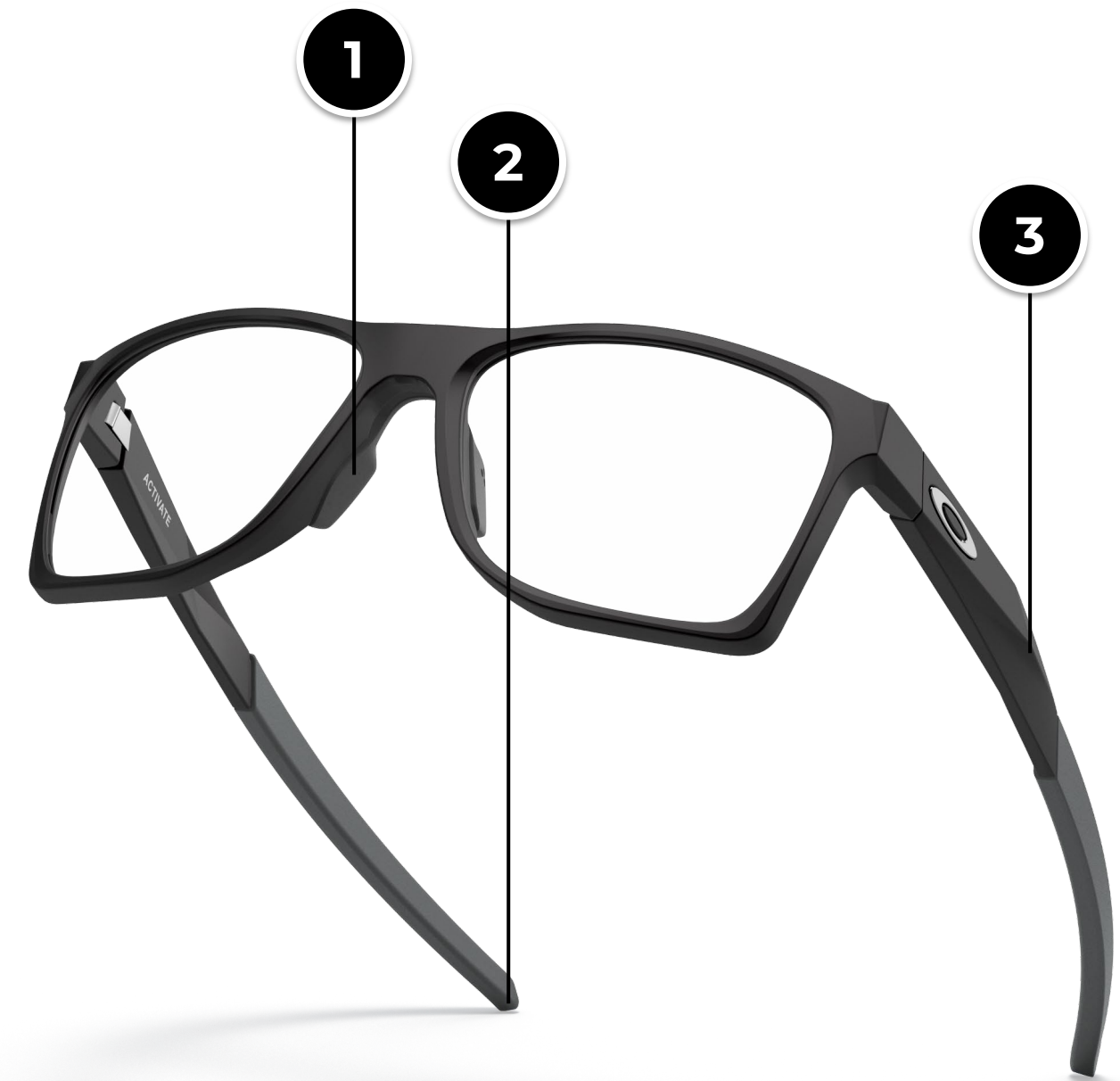
A key solution for the issue of varying nose bridge widths and depths but with an improved fit, comfort and retention, this next generation of TruBridge technology creates an optimized fit with three different size no-slip Unobtanium® nose pads.

2 ACE FIT TECHNOLOGY

Allows eye care professionals to adjust the temple of a frame based on the wearer's personal preference to help enhance comfort and retention.

3 HEADSET COMPATIBLE

Thin temple construction on 4 and 6 base curve frames helps to provide seamless headset compatibility for lasting comfort during long gaming sessions.



HINGES

Oakley® hinge designs range from the miniaturized mechanics of dualcam action to spring hinges built to maintain a stable, pressure-free fit.



HOLLOWPOINT™

Inspired by hubless motorcycle wheels, the Hollowpoint™ hinge has a self-contained spring cam mechanism and internal piston, showing an elegantly minimalist design.



TWINSHOCK™

Inspired by pro-racing, the dual tine structure of the hinge is similar to leaf springs used for shock absorption, combining durability, flex and comfort.



LATCH™

The Latch hinge has an interior kick-up feature that lets you clip your glasses to your shirt, allowing you safely stow your eyewear and move seamlessly through your day.



MONOSHOCK™

Flexibility, comfort and fit are combined through mechanical precision to create the refined aesthetic of this single tine hinge.

MATERIALS



O MATTER™
Oakley’s injection molded thermoplastic O Matter™ frame material provides improved strength and flexibility over traditional acetate, and is built to withstand form shifting or deforming over time.



BIO-MATTER™
BiO-Matter™ frame material is made from bio-materials having at least 56% bio-based carbon content. This percentage indicates how much of the material mixture is obtained from castor oil sources versus petrochemical or fossil sources.



NANO-MATTER®
Oakley’s ultra-lightweight durable frame material allows for all-day comfort and resistance to the elements.



CARBON FIBER + O MATTER™
With durability that comes from decades of research and development in sports innovation, the combination of ultra-lightweight carbon fiber temples with an O-Matter from material provides superior comfort and flexibility.

MATERIALS



C-5™

To produce the ultra-strong chassis of Oakley wire frames, five metallic compounds are fused into a single C-5™ alloy.



STAINLESS STEEL

The durability of an extremely high strength-to-weight ratio allows us to craft frames with comfortably thin architecture.



TITANIUM

An ultra-lightweight, virtually indestructible material used in fighter jets, that allows us to produce some of the strongest, lightest and most comfortable Oakley frames.

DEFINING FIT

We offer a variety of different fits to ensure your eyewear is comfortable, looks good, and stays on. To reduce pressure normally created by wearing glasses, our eyewear is designed with Three Point Fit to ensure the frame only makes contact at three places – over the nosebridge and over each ear.

But this is just a part of how we design eyewear to accommodate fit.

Oakley's approach to fit and performance for eyewear is built around three equally balanced principles:

- Comfort
- Aesthetics
- Retention



LOW BRIDGE TRUE FIT

Low Bridge True Fit (also referred to as Asia True Fit) eyewear have design features that accommodate users with lower nose bridges, wider faces, wider head widths and more prominent cheekbones.

These design adaptations can include:

- Curvature of the frame from side to side, known as wrap
- Pressure applied to the sides of the head by the temples of the frame
- Tilt of the frame/lens from top to bottom, known as pantoscopic angle
- Distance between the lenses
- Lens shape
- Bridge height
- Nose pad shape, depth and position
- Hinge to hinge width

GLOBAL FIT

When we mention “global fit”, we are in fact referring to western anthropometrics in face and head shape. Frames are designed to accommodate users with taller nose bridges, narrower faces, narrower head widths and less prominent cheekbones.

LOW BRIDGE FIT

Features provided on the eyewear to accommodate users with low nose bridges. Generally, these are only changes to the nose pad and were originally designed as global fit.

YOUTH FIT

Thanks to the Oakley R&D team’s rigorous research, the prescription youth collection is specifically engineered to ensure a properly centered frame and lens on a youth face.

GAMING TECHNOLOGY

2025



GAMING TECHNOLOGY

- 1

DESIGN

Enhance your gaming experience with Oakley Gaming Glasses. Choose from the latest collection of lenses and frames designed for ultimate eye protection and an immersive gameplay.
- 2

PRIZM™ GAMING 2.0 LENS

Designed for gamers and available with or without a prescription, it reduces blue light with minimal color shift while reducing glare from screens and providing sharp visual acuity. Uniquely optimized to attenuate light from OLED and LED screens to reduce blue light exposure emitted from the newest of screens, it helps eyes stay comfortable during long gaming sessions.

Regarding its Blue Light filtering properties, Prizm Gaming™ 2.0 filters 30% LED blue light (400-500nm).
- 3

HEADSET COMPATIBLE

Thin temple construction on 4 and 6 base curve frames helps to provide seamless headset compatibility for lasting comfort during long gaming sessions.



HELMET TECHNOLOGY

2025



**EXTENDING OVER MULTIPLE SPORTS AND DISCIPLINES,
OAKLEY'S HELMET COLLECTION HAS YOU COVERED,
PROTECTED, AND STYLED FOR THE ADVENTURE THAT AWAITS.**



MTB



GRAVEL



ROAD



SURF

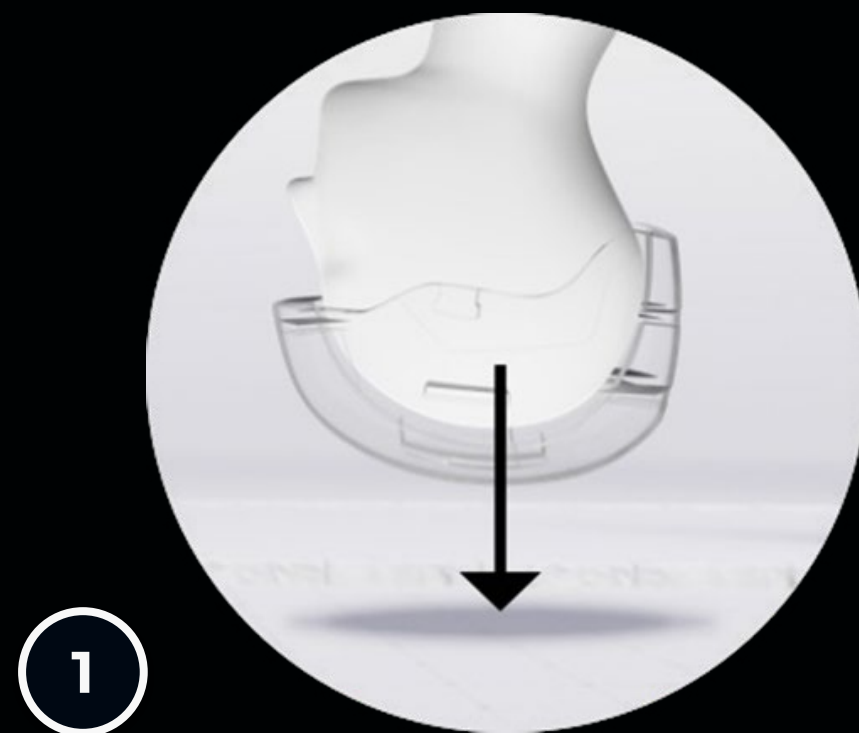
EYEWEAR LANDING ZONES

Located at the front / top, or back of the helmet, the eyewear landing zone allows you to intuitively stow your eyewear in place, so you can keep your glasses firmly in place and out the way when you don't need them.





The Mips® safety system features a low-friction layer inside the helmet, generally between the padding and the eps foam protective layer, that allows a multi-directional movement of 10-15mm on certain angled impacts, intended to help reduce rotational force to the head.



Traditional helmets are designed and tested for straight impacts, but most impacts are angled, which can cause rotational motion to the head.



The rotational motion can cause brain injuries.



The low friction layer is intended to help reduce the rotational motion to the head in certain angled impacts.

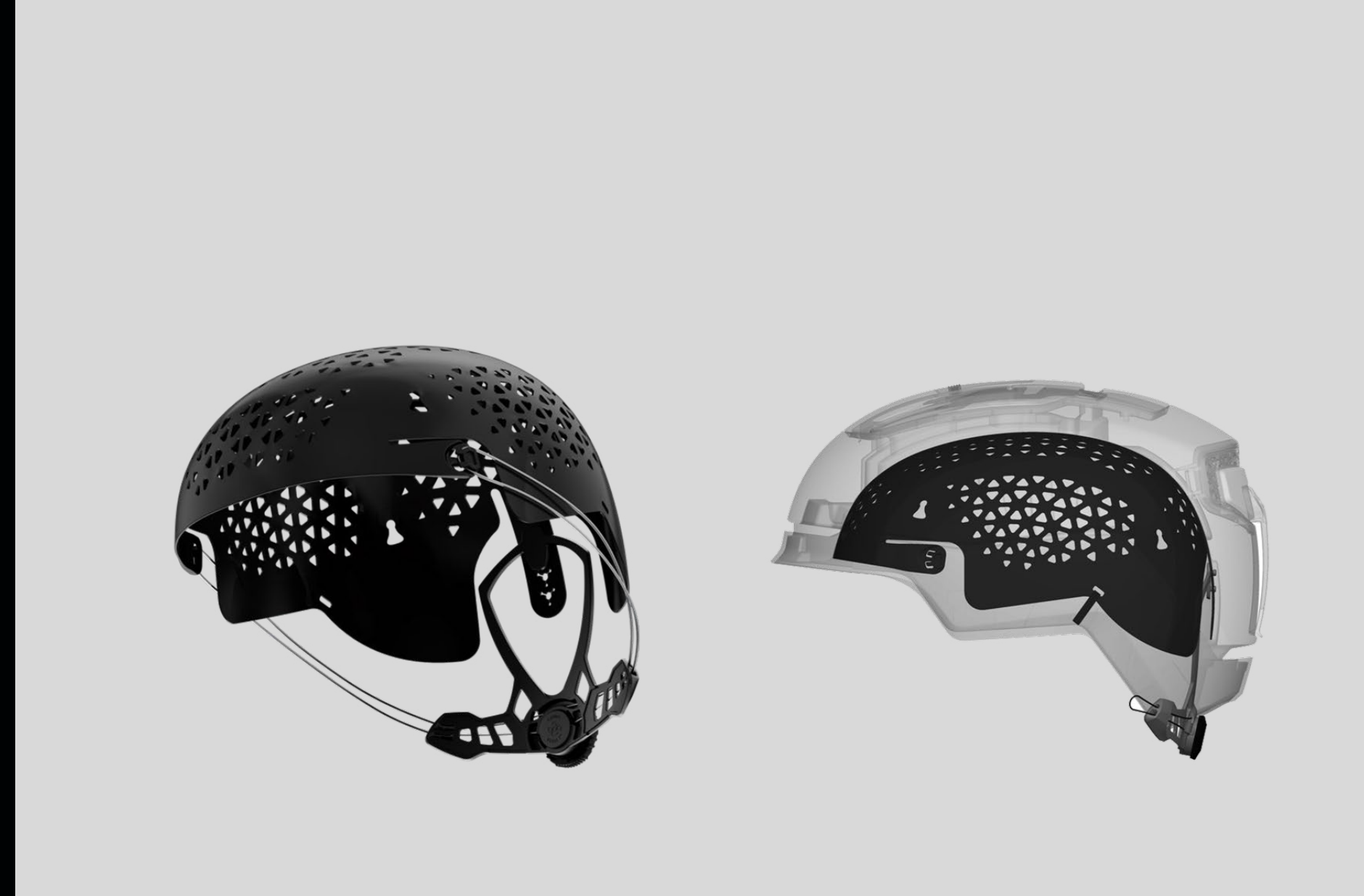
HELMET TECHNOLOGY



SKULL MATRIX INTEGRATION SYSTEM

Mips® and BOA® technologies merge into a unique single system to create Skull Matrix. It's designed to provide a more adaptive fit and help enhance comfort for an improved riding experience.

Explore our precision fit technologies for the ultimate wearer experience. Oakley snow and bike helmets both feature the Skull Matrix integration system, which allows the helmet's internal retention system to wrap in all directions around your head for a comfortable and secure fit. The BOA® Fit System provides fast micro-adjustability for fine-tuned comfort, while the Oakley 360 Fit System features an adjustable dial to optimize your helmet. Cycling and MTB helmets also feature adjustable visors with a built-in button for a personalized, comfortable seal.



SAFETY AND IMPACT PROTECTION



Twiceme® aims to make people safer by making personal information available at the right time. Twiceme® uses NFC technology to store and share personal information in case of emergency. Simply tap your smartphone on the Twiceme® symbol to access safety information of the rider.



M-FORGE® COMPOSITE

A material technology specifically developed for hard shell applications, which combines the best characteristics of polymer and fiber shells. This results in an ultra-lightweight and impact resilient shell, and is best used for activities where minimum weight gives you a performance advantage. This technology is available in Oakley ARC5 PRO Helmet.



COMFORT AND CONVENIENCE

POLARTEC® POWER GRID™

A Polartec® patented grid construction head liner strengthens performance efficiency by increasing warmth and breathability, while also reducing fabric mass. These geometric patterns improve compressibility, wicking, and add technical style.

By reinventing thermal warmth possibilities, power grid™ is a minimalist design that maximalizes fabric performance.



FIDLOCK®

A convenient fastening system that uses a magnetic buckle for an intuitive, pinch-free solution.

Easily connect and disconnect the buckle even while wearing gloves.



FIDLOCK®

GOGGLE TECHNOLOGY

2025



NO MATTER THE LIGHT CONDITIONS, THE ENVIRONMENT, OR THE OBSTACLE TO OVERCOME, OUR GOGGLES ARE ADAPTED TO PERFORM AT THE HIGHEST STANDARDS.



SNOW



YOUTH



MTB



MX



Made for more than just spotting obstacles, Prizm™ MX lenses help you see subtle transitions in dirt conditions so you can master all those split-second decisions to make the most of the ride. You'll ride with greater confidence because the precise color filtering helps you pick up fast lines, identify differences in dirt texture for traction control, and see deeper into ruts where the shadows live. Prizm MX and MTB lenses are engineered to perform under a wide range of light conditions, so when the track or trail takes you from sunlight to canopy shade, you'll have all the performance advantages of sharpened visual acuity and vivid color perception.

HELPS YOU SPOT SUBTLE TRANSITIONS IN DIRT CONDITIONS BY SEPARATING SHADES OF BROWN.



BRIGHT SUN

ENHANCES VISUAL ACUITY AND DETAIL FOR MAKING SPLIT-SECOND DECISIONS WITH GREATER CONFIDENCE.



SUN & CLOUDS

PERFORMS IN A WIDE RANGE OF LIGHT CONDITIONS, INCLUDING RIDING IN AND OUT OF TREE COVER.



OVERCAST



PRIZM™ MX BLACK IRIDIUM®



PRIZM™ MX SAPPHIRE IRIDIUM®



PRIZM™ MX JADE IRIDIUM®



PRIZM™ MX TORCH IRIDIUM®

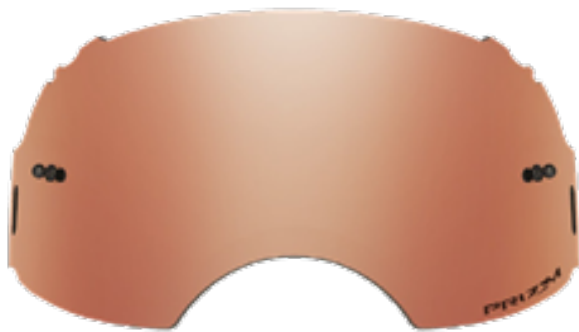


PRIZM™ MX BRONZE



PRIZM™ MX LOW LIGHT

SUN & CLOUDS
Ideal on the days that mix clouds with sunshine



PRIZM™ MX BLACK IRIDIUM®



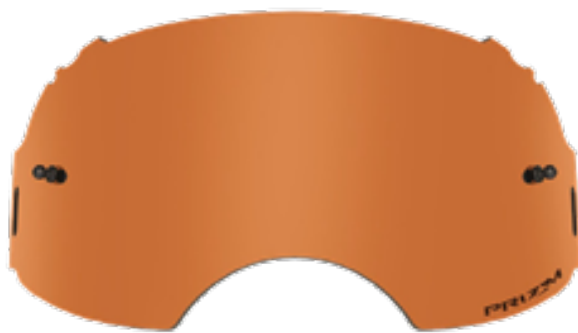
PRIZM™ MX SAPPHIRE IRIDIUM®



PRIZM™ MX JADE IRIDIUM®

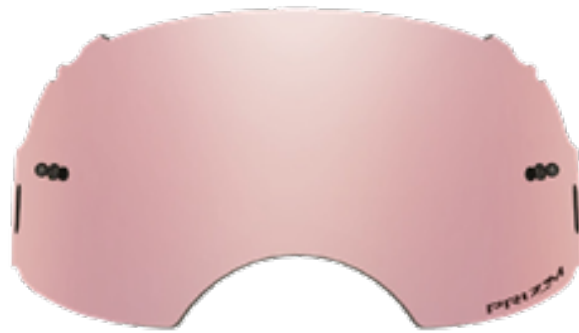


PRIZM™ MX Torch IRIDIUM®



PRIZM™ MX BRONZE

NIGHT & OVERCAST
See more details at night, in stadium lighting, or when the sky is just a blanket of clouds



PRIZM™ MX LOW LIGHT

INTERNAL USE ONLY



OAKLEY HIGH DEFINITION OPTICS (HDO®)

Oakley High Definition Optics offers truer, more accurate vision versus conventional lenses. Oakley lenses are injection-molded under extreme pressure with high-impact Plutonite® to create a precise contour of optically correct geometry and clarity.

100% UV PROTECTION

- Oakley Plutonite® filters out 100% of all UVA and UVB.
- The lens material itself blocks UV, so you don't have to rely on a thin surface coating that can wear away or become scratched.

IMPACT PROTECTION

Designed to protect against high-impacts, and tested to meet and exceed impact requirements at hot and cold conditions per EN 1938 standard.

- High-velocity testing: Impact resistance against light objects at high speeds.
- High-mass testing: Impact resistance against heavy objects at low speeds.

ANTI-FOG PERFORMANCE

All Oakley MX and MTB goggles utilize our F3 or F2 anti-fog coatings to help absorb moisture and eliminate haze. Frame vents engineered to provide optimized airflow keep your eyes cool and comfortable.



INTEGRATED ROLL-OFF SYSTEM

A selection of Oakley MX goggles are available with a revolutionary roll-off system that is taller and wider for a greater field of view – setting the industry standard. The integrated cartridge canister is inside the outrigger strap attachment for ultimate convenience and visibility.

LENS CHANGING

SWITCHLOCK® TECHNOLOGY
Discrete Switchlock mechanism located on each side of the frame is designed to allow you to quickly change lenses, and securely locks the lens in place.

Ridgelock Technology

Designed for rimless goggles, Ridgelock technology allows the frame to grab the ridge on the backside of the lens and secures it with keyway locks.

Standard

A lens lock system, the frame grabs the edge of the lens and is secured by keyway locks.

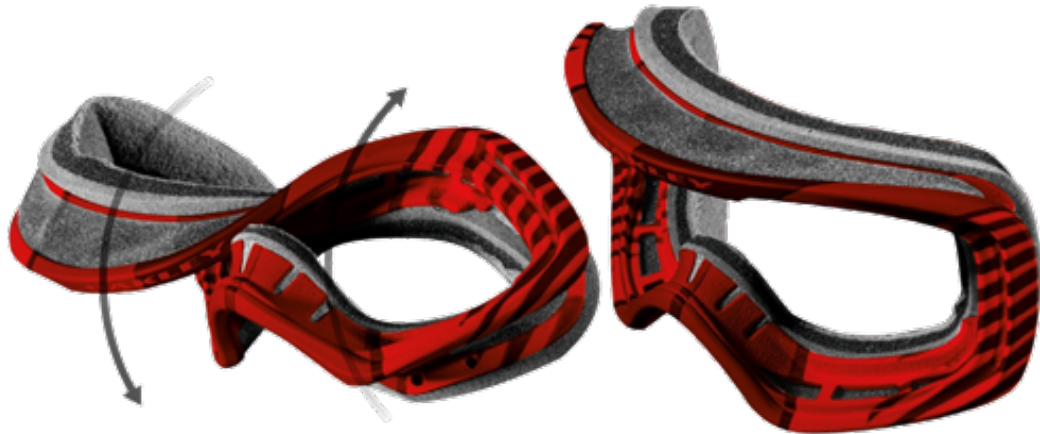


Pictured: Ridgelock technology



O-MATTER FRAME

A soft and pliable inner faceplate conforms to your face like it was made just for you. Select goggle frames are combined with flexible O-Matter.



Triple Layer Face Foam

All-day comfort with moisture-wicking polar fleece lining.



Factory Lite Vent Mesh

Found on Oakley MTB goggles, this Factory Pilot Vent Mesh is designed to increase airflow and ventilation at slower speeds while helping to prevent mud, debris, and rocks from entering the goggle.



ADAPTABILITY

Select goggles are equipped with a fully adaptable and serviceable chassis, allowing you to easily swap outriggers between tear-off and roll-off configurations, replace worn out foam faceplates or switch the strap to match your style.

- Serviceable Parts**
- 1. Strap
 - 2. Vent foam
 - 3. Face foam
 - 4. Outrigger
 - 5. Lens



Prescription Compatible

Discreet frame notches at temples provide compatibility with most prescription eyewear.

**PRESCRIPTION
EYEWEAR
COMPATIBLE**



APPAREL, FOOTWEAR AND ACCESSORIES (AFA)

2025



WHATEVER YOU THROW AT THEM, OUR APPAREL, FOOTWEAR, AND ACCESSORIES ASSORTMENT HAS EVERYTHING YOU NEED TO TACKLE LIFE WITH STYLE AND FUNCTION.



LIFESTYLE



GOLF



BIKE



SURF



ACTIVE



FOOTWEAR



ACCESSORIES

HYDROLIX

WHAT IT IS

Hydrolix is a technology behind Oakley’s moisture management system that keeps you cool, dry, and comfortable.

KEY BENEFITS

- Moisture absorption
- Moisture-wicking
- Accelerated drying time

HOW IT WORKS



MOISTURE-WICKING

Moves sweat away from the body to the fabric surface



BREATHABLE

Exceptional air flow promotes evaporation



QUICK-DRYING

Increased comfort

OPROTECT

D W R

WHAT IT IS

O-Protect DWR™ is a quick-drying, water-repellent technology for lightweight, comfortable performance.

KEY BENEFITS

- Repels water
- Minimizes water absorption
- Accelerates drying time

HOW IT WORKS



DURABLE WATER REPELLENT

Minimizes water absorption and retention



BREATHABLE

Exceptional air flow promotes evaporation



QUICK-DRYING

Increased comfort

VIBRAM

WHAT IT IS

Vibram soles are known for being especially long-lasting and durable against wear and tear. It's also known for its legendary traction because of the self-cleaning properties, its comfort and their commitment to sustainable production where 60% of their energy comes from renewable sources to help lessen their impact on the climate.



CORDURA®

WHAT IT IS

With a 55-year heritage of durability, CORDURA® Advanced Fabrics utilize technologies trusted to deliver unmatched protection against tears, scuffs and abrasions. The brand name and reputation are strongly tied to their continual need to innovate and improve our products.

CORDURA® Advanced Fabrics support on creating high-quality products that customers count on, as their technologies help products deliver on a promise of comfort, durability and reliability, whether it's on the job, in the field or simply at play.



THERMORE®

WHAT IT IS

Thermore® is a high-tech thermal insulation designed to keep your body at its natural warmth.

Thermore® is designed to offer soft, lightweight warmth for maximum comfort.



GORE-TEX WINDSTOPPER®

WHAT IT IS

A cold breeze or light rain can make you want to skip a picnic, your morning jog, or an evening meet-up with friends. GORE-TEX WINDSTOPPER® garments are totally windproof, water resistant, and very breathable — protecting you where other jackets won't. Designed so you can be both comfortable and stylish, now you can say yes more often.

KEY BENEFITS

- Very breathable
- Totally windproof
- Water-resistant



GORE-TEX®

WHAT IT IS

GORE-TEX® promise is you'll never get wet. From the deepest of snows to thunderstorms, spills and splashes every GORE-TEX® product is durably waterproof, totally windproof, and reliably breathable, so you can make the most of your outdoor lifestyle. Explore our everyday essentials and a versatile range that continues to set the standard in waterproof protection.

KEY BENEFITS

- Durably waterproof
- Very breathable
- Totally windproof
- Insulated
- 2L and 3L construction
- Stretch

GORE-TEX® PRO

WHAT IT IS

Pushing the boundaries requires gear you can depend on. That's why garments made with GORE-TEX® PRO products are rugged and durable, trusted by visionaries and professionals for its durable waterproof, totally windproof, breathable, and abrasion-resistant protection. With our GUARANTEED TO KEEP YOU DRY promise, you have the support to go further and master the extreme on every adventure, from one to the next.

KEY BENEFITS

- Durably waterproof
- Extremely breathable
- Totally windproof
- Very rugged
- Long product life
- Robust inner lining
- Innovative backer technology
- Insulated
- 3L construction
- Stretch



HYDROFREE DWR

WHAT IT IS

Durable water repellent (DWR) treatments prevent the outer fabric from picking up water on its surface to avoid a clammy cold feeling, that comes with wet fabric.

We are strongly committed to improving the environmental footprint of our products. In that context we have set the goal of eliminating PFCs of environmental concern (PFCEC 1) from the life cycle of our products.

In order to maintain the DWR performance and to ensure a long and useful product life, users should care for their Hydrofree DWR garment when water no longer beads off.

HYDROFREE
D W R

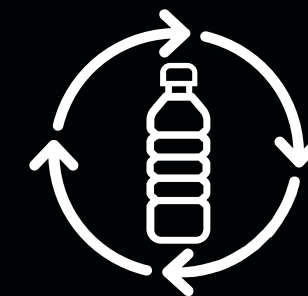
RECYCLED POLYESTER

WHAT IT IS

The materials used in some of our garments are made with polyesters derived from post consumer plastic bottles which help to reduce CO2 emissions in the air and keep plastic out of landfills. Recycled polyester helps create a breathable, lightweight and durable garment.

KEY BENEFITS

- Absorption
- Wicking
- Air permeability





cicLO®

WHAT IT IS

A solution that mimics nature; CiCLO® synthetic (plastic-based) textiles behave like natural fibers when they end up as pollutants in the environment. Embedding countless biodegradable spots throughout the matrix of the plastic, these spots act like nutrient sources for microbes that naturally exist in the environment.

That means, when textiles made with CiCLO®-enhanced fibers end up in environments where biodegradation can occur naturally, microbes are attracted to the fibers and can mineralize them at rates comparable to natural fibers, such as wool.

REPREVE®

WHAT IT IS

REPREVE® is a high-quality, performance fiber made from recycled materials. It’s an essential ingredient that makes products more earth-friendly. Many of the most recognizable brands in the world use REPREVE®.



BETTER COTTON

WHAT IT IS

Better Cotton is a not-for-profit organization and the largest cotton sustainability program in the world. It exists to make global cotton production better for the people who produce it, better for the environment it grows in and better for the sector’s future.

At Oakley we are committed to sourcing a minimum of 50% of our cotton as ‘more sustainable cotton’ by 2025. More sustainable cotton includes cotton sourced as Better Cotton, recycled, fairtrade and organic cotton.



ECODRY

WHAT IT IS

The EcoDry treatment is an environmentally friendly way of adding water repellency to our products without the use of hazardous chemicals.



BIO-EARTH

WHAT IT IS

Bio-Earth is a comprehensive solution aiming to reduce the environmental impact of textile products.

Biodegradation of a polymeric is chemical degradation brought by the action of naturally occurring microorganisms such as bacteria and fungi via enzymatic action into metabolic products of microorganisms such as H2O, CO2, CH4, and biomass.



KEY TAKEAWAYS

1

We believe that everyone and everything in the world can and will become better.

2

We ignite human possibility by being innovative, provocative, and authentic.

3

We do what others are afraid to do; we do what others can't do.

RECOMMENDED LESSON IN LEONARDO

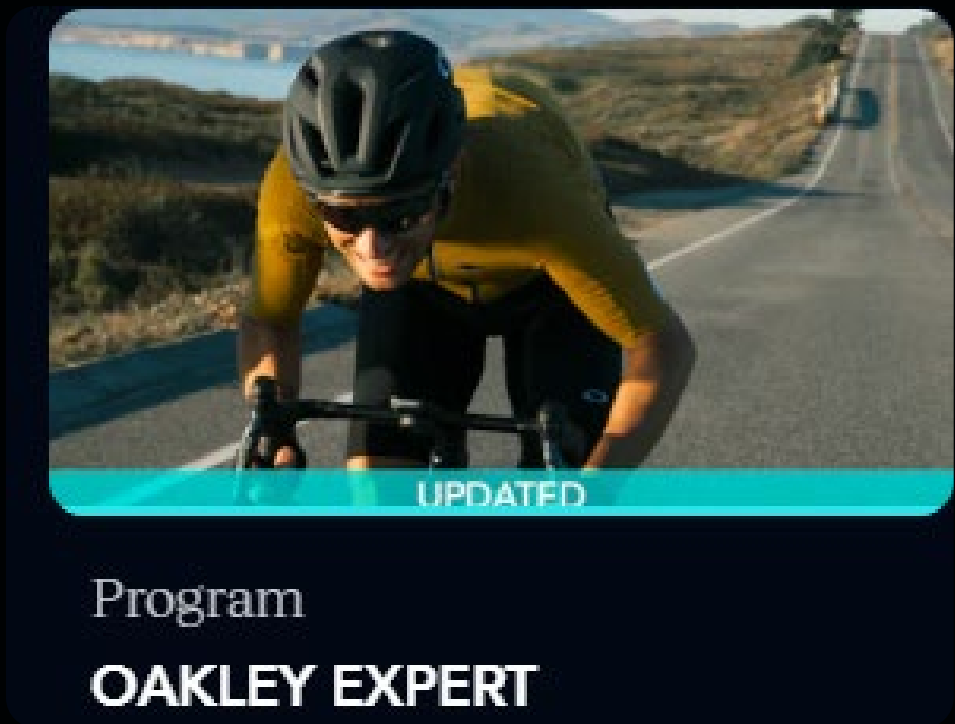
WELCOME TO OAKLEY gives you an in-depth introduction to the world's number one sport eyewear brand. After completing this course, you'll know all about Oakley's history, values and mission.



Need Help?
Email: Rsanchez2@us.luxottica.com

OAKLEY EXPERT PROGRAM

Thanks to exclusive content and shared insights direct from our Oakley experts, you will gain an in-depth understanding of Oakley's history and journey as a brand, its product offering, and its innovative technologies that provide unbeatable performance. What's more, you'll learn top tips for successfully engaging the customer using comprehensive storytelling to best recommend products and bring the Oakley spirit to life, offering your customers an unbeatable experience, very single time. You'll have the opportunity to download your certificate and add to LinkedIn profile once completed.



Scan the QR code to learn more on Leonardo today!





THANK YOU!