

OLIVER PEOPLES

LOS ANGELES

BRAND OVERVIEW



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BRAND HISTORY



LOS ANGELES

OLIVER PEOPLES WAS ESTABLISHED IN 1987 WITH THE OPENING OF ITS FIRST BOUTIQUE ON ICONIC SUNSET BOULEVARD AND THE SUBSEQUENT LAUNCH OF ORIGINAL DESIGNS.

THE FRAMES WERE INSPIRED BY AN ESTATE COLLECTION OF VINTAGE AMERICAN-MADE EYEWEAR PURCHASED BY THE FOUNDERS OF THE BRAND IN THE LATE 1980S. THIS UNIQUE AESTHETIC OF VINTAGE-INSPIRED DESIGNS MADE FOR THE MODERN WEARER PROPELLED OLIVER PEOPLES TO BECOME A FAVORITE FOR ACTORS AND DIRECTORS ALIKE AND COULD OFTEN BE FOUND ONSCREEN.

WITH PRODUCT OFFERINGS LIKE CUSTOM TORTOISE ACETATES, HIGH BRIDGE DETAIL, AND REIMAGINED ACCESSORIES, INCLUDING CLIP-ON FEATURES, THE BRAND SHIFTED THE WAY EYEWEAR DESIGN WAS VIEWED. THIS VINTAGE AESTHETIC ALONGSIDE THE CREATIVE CULTURE OF LOS ANGELES – INCLUDING ELEMENTS OF FASHION, FILM, ART, MUSIC, AND THE OVERALL SOUTHERN CALIFORNIA LIFESTYLE – REMAINS AT THE CORE OF THE BRAND'S DNA AND SERVES AS INSPIRATION FOR CONTINUED DESIGNS WITH GLOBAL APPEAL.



THE ESTATE COLLECTION

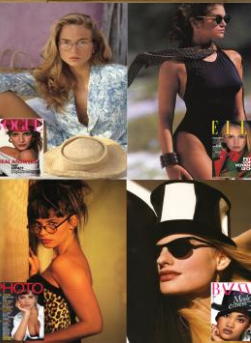
THIS SET OF VINTAGE AMERICAN-MADE EYEWEAR, PURCHASED BY THE FOUNDERS IN THE LATE 1980S, SHAPED THE TONE FOR THE AESTHETIC AND NAMESAKE OF THE BRAND. TO NOTE SPECIFICALLY, INCLUDED AMONGST THE FRAMES DISCOVERED AT THE ESTATE WAS A RECEIPT SIGNED BY THE NAME OF "OLIVER PEOPLES". REASONABLY PRESUMED TO BE THE ORIGINAL OWNER OF THE SET, THE FIRST COLLECTION, AND IN TURN, THE BRAND ITSELF WAS NAMED IN HIS HONOR.

THE HERITAGE-INSPIRED LOOK THAT THE OLIVER PEOPLES BRAND BROUGHT TO THE MARKET IN 1987 WAS A SUBSTANTIAL SHIFT FROM THE FUTURISTIC STYLES, GEOMETRIC SHAPES, AND BRIGHT COLORS THAT DOMINATED THE FASHION OF THE 1980S. BY DEFINING THIS NEW INTELLECTUAL CATEGORY, OLIVER PEOPLES TRULY CHANGED THE AESTHETIC OF EYEWEAR GLOBALLY.

BRAND MILESTONES

1987

The first Oliver Peoples boutique opens in West Hollywood, California on historic Sunset Boulevard and starts selling the first original collection inspired by vintage frames purchased from an estate auction.



1987

Featured stories and fashion editorial spreads highlighting Oliver Peoples eyewear begins appearing in top fashion magazines around the world.

1988

Oliver Peoples designs and creates, in-house, the first advertising campaign, *Working Opticians*, featuring its own staff of real opticians. This approach and expertise in eyewear remains at the heart of the brand philosophy.



1989

Oliver Peoples opens its first international boutique location in Tokyo, Japan.

1994

Oliver Peoples and Sir Elton John collaborate to create a series of frames with a portion of the proceeds going to the Elton John AIDS Foundation. This marks the first collaboration for the brand.



1997

Bruce Willis wears a variant of the O'Malley sunglass in the film *The Jackal*.

1999

Brad Pitt wears the OP-523, Aero and Sunset in the film *Fight Club*. In the July 1999 issue of *VV* magazine, Brad Pitt as his character Tyler Durden, wears the OP-523 "Fight Club" frame. This becomes a famed image.



2000

The iconic film *American Psycho* is released with an homage to Oliver Peoples. The influential style of Wall Street and the New York banker's uniform is epitomized by the intellectual style of Oliver Peoples.

2003

Oliver Peoples introduces its own exclusive, technologically-advanced polarized and photochromic mineral glass lenses in custom colors, featuring the most advanced coatings and the Oliver Peoples breath logo.



2007

To celebrate the 20th anniversary of the brand Oliver Peoples launches a full-scale cinema campaign. The thirty-second spot features legendary film producer Robert Evans.



2008

Oliver Peoples introduces Cocobolo, the brand's most recognizable acetate color. Inspired by a vintage piece in the archives, Cocobolo is asked for by name.



2012

To celebrate the fiftieth anniversary of the adaptation of Harper Lee's *To Kill a Mockingbird*, Oliver Peoples collaborates with the Peck Estate to launch the Gregory Peck style inspired by the frame he wears in the film.



2012

Oliver Peoples opens its first boutique in Europe on Sloane Street in London.



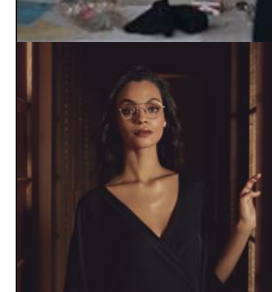
2016

Oliver Peoples launches the 30th anniversary collection. A unique feather filigree pattern designed specifically for the collection adorns the metal components of each frame. To celebrate this momentous occasion, Oliver Peoples partners with illustrious photographer Peter Lindberg for the season's campaign *Desert Stories*.



2019

Inspired by the sunglasses Cary Grant wore in the 1959 Hollywood classic *North by Northwest*, the design is the epitome of classic style. From color to form and material, Oliver Peoples delivers a loyal representation of Cary Grant's sophisticated nature with a considered touch of modernity.

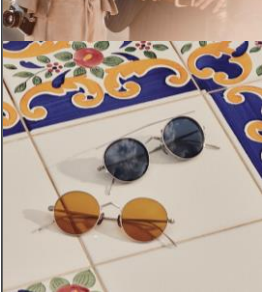


2020

Oliver Peoples Takumi is a sophisticated study in the Japanese art of eyewear. "Takumi", the Japanese word for artisan, represents the mastery of the craftsman who takes pride in respecting his tradition and art.

2021

California and Italy have never been so close. Oliver Peoples and Brunello Cucinelli team up for an exclusive and refined collaboration expressing a true artisanal craft that is at the heart of both brands. It's also the first eyewear endeavor for Brunello Cucinelli and notably, the first ever collaboration for the brand.



2021

Oliver Peoples collaborated with the Gio Ponti Archives to interpret the design that made the prominent Italian architect and designer's work iconic and translate it into their Oliver Peoples Takumi Series II collection.



ICONIC STYLES

THROUGH THE METICULOUS DESIGN AND CRAFTSMANSHIP PROCESS, THE RESULT IS TIMELESS STYLES THAT ULTIMATELY BECOME ICONIC, LASTING FOR GENERATIONS. STYLES SUCH AS THE O'MALLEY, OP-505, GREGORY PECK AND OLIVER ARE ASKED FOR BY NAME AND CONTINUE TO BE REQUESTED BY CONSUMERS THROUGHOUT THE WORLD. THEY ARE ICONS OF THE BRAND AND WE CONTINUE TO BUILD UPON THEM WITH EACH COLLECTION.

ICONIC STYLES



1955 (1987)

One of the original designs in the Oliver Peoples collection, the 1955 is a combination. Worn both as an optical frame and a sunglass, this frame was striking and recognized for the amazing combinations of complementary colors between the front and the temple.



M-4 (1987)

The M-4 was one of the first styles introduced circa 1987. The latest version features a hand engraved feather pattern specifically designed for the 30th anniversary collection.



OP-505 (1987)

The first frame introduced in the Oliver Peoples debut collection. This spectacles design was created in faux tortoiseshell plastic with filigreed antique metal temple detailing, reminiscent of early American machine age craftsmanship (circa 1927). The classic design, inspired by famous intellectuals of that era, was the first of a series of optical frames available with clip-on sunglasses, which changed the direction of eyewear globally.



O'MALLEY (1988)

A handmade acetate optical frame modeled after the classic eyeglasses worn by Los Angeles Dodgers' former owner, Peter O'Malley. Made infamous in the cult classic *American Psycho*, twenty years later, the O'Malley is a legendary frame and remains in the current classics collection.



MP-2 (1989)

A filigreed metal frame with thin faux tortoise plastic inserts that complemented the retro lens shape. This combination of metal and plastic was revolutionary and became one of the most recognizable frames from the collection.



BENEDICT (2008)

A classic, double-bridge pilot with a curved lens shape crafted of high-quality metal. The well balanced, timeless design showcases the superior glass polar and photochromic lenses. Asked for by name, the Benedict is the ultimate representation of understated sophistication.



SHELDRAKE (2008)

Inspired by Andy Warhol, this iconic frame is a bold, intellectual design offering a timeless style.



GREGORY PECK (2012)

In collaboration with the Peck Estate, this iconic design was inspired by the signature style worn by its namesake in the film *To Kill A Mockingbird*.



OLIVER (2019)

Designed as a unisex model, the aesthetic is bold and makes a statement. Offered in an array of colors and two sizes the Oliver is an everyday classic.



CARY GRANT (2019)

The Cary Grant is inspired by the signature style worn by its namesake in the 1959 Hollywood classic *North By Northwest*. The bold acetate aesthetic and custom details are designed to keep the integrity of the style worn in the film.



BRAND POSITIONING



WHO'S OLIVER PEOPLES?

THE MOST PRESTIGIOUS EYEWEAR BRAND THAT EPITOMIZES AN UNDERSTATED AND REFINED EXPRESSION OF THE CALIFORNIA CULTURE AND LIFESTYLE. THE OLIVER PEOPLES VISION WAS TO DESIGN AN ORIGINAL AND AUTHENTIC COLLECTION OF EYEWEAR AND PRESENT THEM TO THE WORLD THROUGH A UNIQUE RETAIL EXPERIENCE THAT GIVES THE CONSUMER THE FEELING OF WALKING THROUGH A GALLERY.



BRAND IDENTITY

THE UNIQUE LIFESTYLE OF OLIVER PEOPLES IS COMMUNICATED THROUGH INNOVATIVE MARKETING STRATEGIES THAT ENHANCE THE BRAND IMAGE - ROOTED IN CALIFORNIA AND ASSOCIATED WITH A CHIC, UNDERSTATED APPROACH TO LUXURY.

THE BRAND CAMPAIGNS ILLUSTRATE THIS AUTHENTIC LIFESTYLE, TAKING INSPIRATION FROM THAT SEASON'S COLLECTION, AS WELL AS FROM A RICH ETHOS OF DESIGN, FILM, ART AND CALIFORNIA CULTURE. THE SPIRITED SHORT FILMS AND BEAUTIFUL STILL PHOTOGRAPHS OF THE CAMPAIGN BRING THE COLLECTIONS TO LIFE.

THE BRAND HAS DEVELOPED RELEVANT ASSOCIATIONS, WHETHER THESE ARE IN THE WORLD OF MUSIC, OR THE FASHION COLLABORATIONS THAT COMBINE OUR AESTHETIC AND EXPERTISE WITH LIKE-MINDED PARTNERS. OLIVER PEOPLES HAS BUILT A REPUTATION OF BEING PROGRESSIVE AND INNOVATIVE, FINDING OPPORTUNITIES TO CELEBRATE AND SHARE OUR CULTURE.

COMMUNICATION

DUALISTIC APPROACH

EDUCATIONAL



SUPERIOR CRAFTSMANSHIP

EMOTIONAL



ASPIRATIONAL LIFESTYLE

PRODUCT SEGMENTATION

CONCEPT
↑

OFFER SCHEME

↓
PRODUCT



CONSCIOUS

CONSUMER APPROACH

IMPULSIVE



OUR PEOPLE(S)

EACH OLIVER PEOPLES FRAME IS KNOWN BY NAME AND IS RECOGNIZED FOR ITS DISCREET BRANDING. THE LACK OF DISCERNIBLE LOGO EMPHASIZES THE BEAUTY OF THE FRAME AND APPEALS TO THE ULTIMATE OLIVER PEOPLES CONSUMER, WHO IS A CONFIDENT INTELLECTUAL WITH A PROGRESSIVE SENSE OF FASHION, WHO APPRECIATES DISCOVERABILITY AND QUALITY WITHOUT SACRIFICING EXPRESSIVE STYLE.

CELEBRITY HIGHLIGHTS

MAHERSHALA
ALI



JENNIFER
LAWRENCE



RYAN
REYNOLDS



ZOË
KRAVITZ



LEBRON
JAMES



JULIA
ROBERTS



DWAYNE
JOHNSON



EDGAR
RAMIREZ



JACOB
ELORDI



ROGER
FEDERER



JAY - Z



EMILY
RATAJKOWSKI



ROSS
BUTLER



MICHAEL B.
JORDAN



CELEBRITY HIGHLIGHTS

ELTON
JOHN



KEVIN
HART



DAKOTA
JOHNSON



BONO



ROSIE
HUNTINGTON-
WHITELEY



PETE
DAVIDSON



CHANNING
TATUM



EDDIE
REDMAYNE



STEVEN
SPIELBERG



PRINCE
CHARLES



GIGI
HADID



EMMA
ROBERTS



KAIA
GERBER



ZAYN
MALIK





BRAND DISTRIBUTION



VISUAL IDENTITY

AT OLIVER PEOPLES, WE STRIVE TO PRESENT A CONSISTENT VISUAL LANGUAGE AND BRAND IDENTITY. PARTICULARLY AT OUR RETAIL STORES AND WITH OUR EXCLUSIVE RETAIL PARTNERS AROUND THE WORLD. OUR BOUTIQUES ARE PRIMARILY INSPIRED BY ELEMENTS OF THE MID-CENTURY CALIFORNIAN AESTHETIC. EACH STORE IS UNIQUE IN ITS OWN RIGHT, INFORMED BY LOCAL INFLUENCES AND THE SURROUNDING ENVIRONMENT.

THE MID-CENTURY FURNITURE PIECES PLACED IN OUR STORES HAVE BEEN SPECIFICALLY SELECTED FOR EACH BOUTIQUE TO CREATE A UNIQUE AND ENGAGING RETAIL EXPERIENCE. TEXTURE AND FORM ARE EXPLORED WITH THE USE OF MATERIALS SUCH AS WALNUT WOOD, ANTIQUE BRASS, CEMENT, POWDER-COATED METAL AND DIMENSIONAL SHELVING FOR A DISTINCTIVE VISUAL AND TACTILE EXPERIENCE.

INFORMED BY THE PAST AND FIRMLY LOOKING TO THE FUTURE WE ENDEAVOR TO CAPTURE THE PERFECT BALANCE BETWEEN DESIGN, FASHION, AND ARCHITECTURE.

MONOBRAND BOUTIQUES



MILAN



AMSTERDAM



HONG KONG



BERLIN



LONDON

OLIVER PEOPLES BOUTIQUES





RON HERMAN



NEIMAN MARCUS



SAKS FIFTH AVENUE

EXCLUSIVE DISTRIBUTION

OLIVER PEOPLES IS AVAILABLE NOT ONLY AT THE FINEST OPTICIANS AROUND THE WORLD, BUT ALSO THE HIGHEST-LEVEL DEPARTMENT STORES AND SPECIALTY BOUTIQUES. THE EXCLUSIVE DISTRIBUTION IS BUILT ON PARTNERSHIPS WITH RETAILERS WHO ARE PASSIONATE ABOUT THE BRAND, WITH SOME RELATIONSHIPS SPANNING MORE THAN 25 YEARS.



SELFRIDGES



HARVEY NICHOLS



BERGDORF GOODMAN



HARRODS



GALERIES LAFAYETTE



ESTNATION
























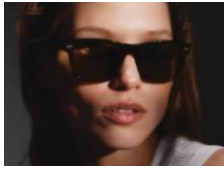





HOLT RENFREW



COLLABORATIONS & SPECIAL PROJECTS

COLLABORATIONS

1994	2008	2008	2008	2009	2010	2010	2012	2012
								
ELTON JOHN	KRISVANASSCHE	ROBERT EVANS	NOM DE GUERRE	ZOOEY DESCHANEL	PARABELLUM	BALMAIN PARIS	GREGORY PECK	TAKAHIROMIYASHITA TheSoloist.
2013	2013	2014	2014	2015	2015	2015	2015	2015
								
MAISON KITSUNÉ PARIS	ISABEL MARANT	moreTrees	JACK HUSTON	RODARTE	PUBLIC SCHOOL	THE ROW	BYREDO	Berluti Paris
2017	2017	2017	2017	2018	2018	2019	2020	2021
								
OLIVER PEOPLES for alain mikli	Saint Umbroeus	DIMORESTUDIO	OLIVER PEOPLES LOS ANGELES x WATTS	ASSOULINE	RE/DONE	CARY GRANT OLIVER PEOPLES LOS ANGELES	MASTER & DYNAMIC	FRÈRE OLIVER PEOPLES LOS ANGELES



CARY GRANT 1

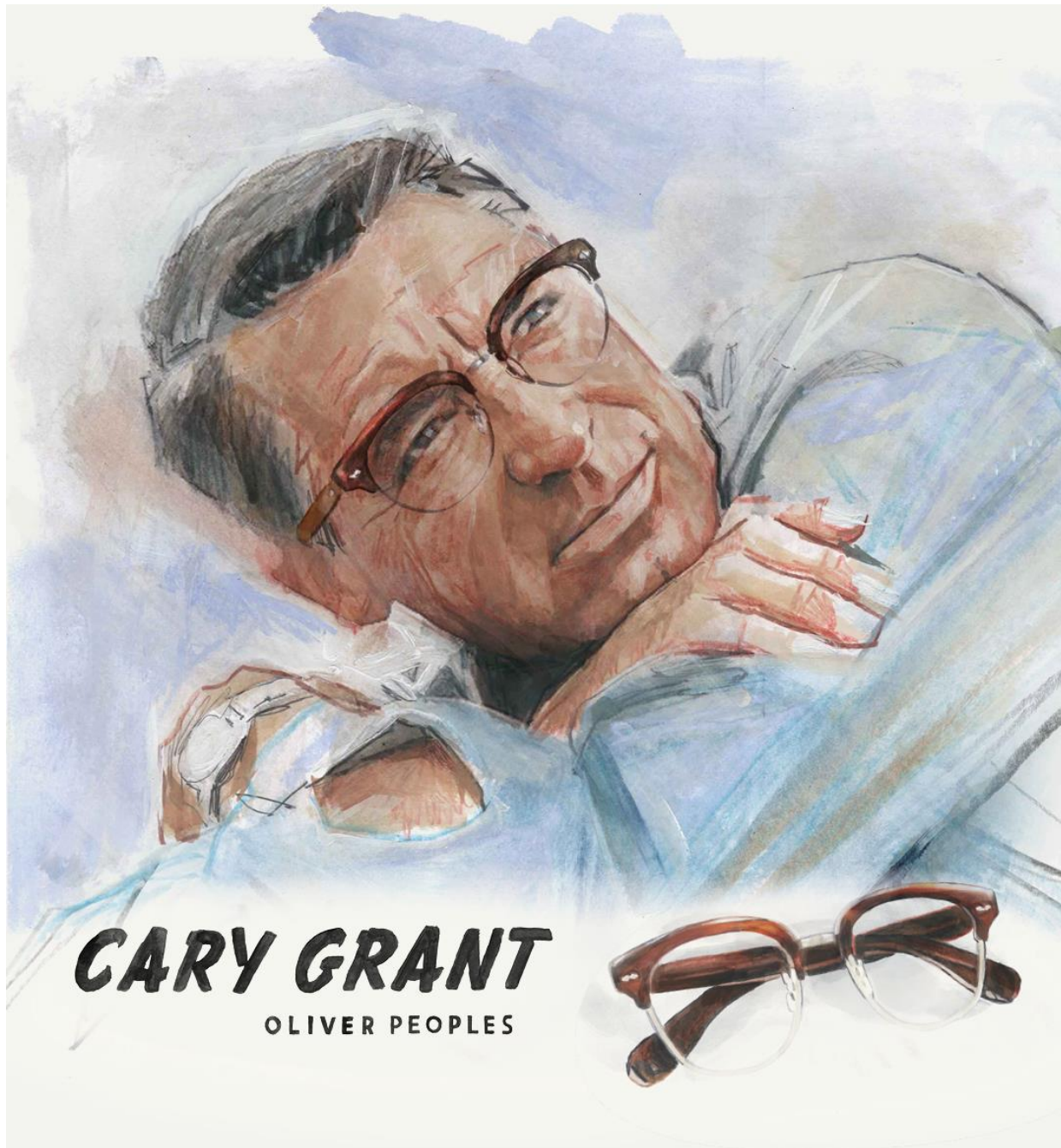
AS A BRAND BORN IN CALIFORNIA, OLIVER PEOPLES FOUND THE PERFECT INSPIRATION IN CARY GRANT: "CARY ABSOLUTELY ADORED CALIFORNIA". CONSIDERING NO ONE EMBODIES ELEGANCE MORE THAN CARY GRANT, THE OLIVER PEOPLES CG FRAMES ARE A MUST HAVE FOR ANYONE WHO ASPIRES TO CLASSIC HOLLYWOOD STYLE WITH A MODERN TWIST.

NOT ONLY DOES THE CARY GRANT MARK THE FIRST-EVER AUTHORIZED COLLABORATION WITH THE ACTOR'S ESTATE, IT'S THE FIRST TIME HIS NAME AND LIKENESS HAVE BEEN LOANED TO ANY BRAND. FROM COLOR TO FORM AND MATERIAL, OLIVER PEOPLES DELIVERS A LOYAL REPRESENTATION OF CARY GRANT'S SOPHISTICATED NATURE WITH A CONSIDERED TOUCH OF MODERNITY.

SIX CLEVER COLORWAYS HAVE BEEN CRAFTED TO INCLUDE A PRODUCT-EXCLUSIVE GRANT TORTOISE ACETATE AND AN 18K GOLD PLATED STYLE FOR OLIVER PEOPLES BOUTIQUES AND ONLINE. ON THE TEMPLE TIP OF THE FRAME THERE IS A DISCREET CG MONOGRAM CREATED FROM HIS PERSONAL STATIONERY, AND A CUSTOM CASE INSPIRED BY THE COLORS OF HIS SUIT WORN IN THE 1959 HOLLYWOOD CLASSIC *NORTH BY NORTHWEST*.



CARY GRANT AND CARY GRANT SUN



CARY GRANT 2

TO CELEBRATE THE GRANT FEW KNOW, THE MAN OFF-DUTY, OLIVER PEOPLES FURTHERED THEIR SOUGHT-AFTER COLLABORATION WITH THE CARY GRANT ESTATE.

THE INSPIRATION FOR THE CONTINUATION COMES FROM THE SOPHISTICATED CHARACTERISTICS THAT PASSED FROM GRANT AS A PERSON TO GRANT AS AN ACTOR AND BACK AGAIN. THE CARY GRANT 2 IS AN EVOLUTION OF THE INITIAL DESIGN AND CONTINUES TO PAY HOMAGE TO THE TIMELESS STYLE OF ONE OF THE MOST ICONIC HOLLYWOOD ACTORS OF ALL TIME. FOR OLIVER PEOPLES, A COMBINATION STYLE FRAME BECAME THAT EVOLUTION.

THE CARY GRANT 2 AND THE CARY GRANT 2 SUN ARE AVAILABLE IN FIVE EXCLUSIVE COLORWAYS. THE COLLABORATION ALSO INCLUDES THE CARY GRANT AND THE CARY GRANT SUN IN NEW COLOR COMBINATIONS



GREGORY PECK

IN 2012, A FEW YEARS PRIOR TO THE 50TH ANNIVERSARY OF THE THEATRICAL RELEASE OF THE ADAPTATION OF HARPER LEE'S *TO KILL A MOCKINGBIRD*, OLIVER PEOPLES RE-INTERPRETED THE ICONIC FRAMES GREGORY PECK WORE AS ATTICUS FINCH IN THE FILM. AN HOMAGE TO THE CHARACTER, BUT ALSO A POINT OF ENTRY TO THE PERSONALITY OF A TRUE ICON.

IT IS NOT ONLY THE STYLE OF GREGORY PECK THAT'S ASPIRATIONAL, BUT THE VALUES AND APPROACH TO LIVING THAT UNDERPIN IT AS WELL. THAT'S THE VERY DEFINITION OF STYLE AND SUBSTANCE. ATTICUS FINCH WAS NOT ONLY PECK'S MOST NOTABLE ROLE, BUT ALSO HIS PERSONAL FAVORITE. THE FRAMES HE WORE IN THE FILM BECAME SYMBOLIC IN THEIR OWN RIGHT AND ARE NOW ENJOYED BY A NEW GENERATION.

ITS OVERWHELMING SUCCESS LED OLIVER PEOPLES TO ADD A SUN FRAME JUST A SHORT TIME LATER, AND IN THE YEARS SINCE, THE GREGORY PECK LINE HAS BECOME A STAPLE OF THE BRAND. EIGHT YEARS LATER, THE HUGELY POPULAR OLIVER PEOPLES FRAME IS GETTING AN UPDATE IN THE FORM OF FOUR NEW COLORS, TWO FOR SUN AND TWO FOR OPTICAL, AS WELL AS A NEW 50MM SIZE FOR BOTH THAT WILL INCLUDE THE CLASSIC COLOR OPTIONS AS WELL. NOW, WITH THE GREGORY PECK 1962, OLIVER PEOPLES IS PUSHING THE BOUNDARIES OF ITS OFFERING WITH ITS FIRST FOLDABLE FRAME.





OLIVER PEOPLES TAKUMI

OLIVER PEOPLES TAKUMI IS A SOPHISTICATED STUDY IN THE JAPANESE ART OF EYEWEAR. A COLLECTION OF EYEGASSES AND SUNGLASSES CREATED WITH AN UNPARALLELED ATTENTION TO SUBTLE DETAILS. "TAKUMI", THE JAPANESE WORD FOR ARTISAN, REPRESENTS THE MASTERY OF THE CRAFTSMAN WHO TAKES PRIDE IN RESPECTING THE TRADITION AND EXHIBITS DEVOTION TO HIS ART.

THIS COLLECTION HONORS THE HERITAGE OF OLIVER PEOPLES WITH A MODERN TAKE ON STYLES AND EXECUTION WHILE KEEPING JAPANESE CULTURE AND CRAFT AT THE CENTER OF THE TAKUMI DESIGN INSPIRATION.

THE FIRST LAUNCH OF OLIVER PEOPLES TAKUMI CONSISTS OF TWO OPTICAL STYLES, ONE SUNGLASS AND ONE CLIP-ON SUNGLASS. ALL ARE CONSTRUCTED OF TITANIUM, AND ALL DESIGNS FEATURE EXQUISITE, INTRICATE DETAILS FOR THE WEARER. THE PACKAGING IS CUSTOM DESIGNED AND UNIQUE TO THIS PROJECT FEATURING A FILIGREED METAL CASE AND A RICE PAPER BOX WITH SILVER GUIDED EDGES.



OLIVER PEOPLES x BRUNELLO CUCINELLI

FROM THE MEDIEVAL SOLOMEO HAMLET TO SUN-SOAKED SOUTHERN CALIFORNIA, OLIVER PEOPLES AND REFINED FASHION HOUSE BRUNELLO CUCINELLI HAVE EMBARKED ON THEIR FIRST COLLABORATION FOR AN EYEWEAR COLLECTION. INFUSED WITH ARCHITECTURAL INFLUENCES FROM SOLOMEO, AND REFERENCES TO THE GLAMOUR OF CLASSIC ITALIAN CINEMA, THE FIVE-STYLE COLLABORATION MARRIES THEIR PIONEERING HERITAGE AND EMBODIES THE CRAFTSMANSHIP AND HUMANISTIC STANDARDS OF BOTH BRANDS. IT'S ALSO THE FIRST EYEWEAR ENDEAVOR FOR BRUNELLO CUCINELLI AND NOTABLY, THE FIRST EVER COLLABORATION FOR THE BRAND.

THE SEARCH FOR HARMONY IN SHAPES, KEEN RESEARCH INTO COLOR, AND UTMOST ATTENTION TO CREATION HAVE BEEN THE DRIVING FORCES WHEN DESIGNING THE COLLECTION. THE USE OF NATURAL AND REFINED COLORS, ENHANCED BY THE COMBINATION OF FRAMES AND LENSES, HAS CREATED A PALETTE THAT EMBODIES THE AESTHETIC OF THE ITALIAN BRAND. THE EXPERIENCE OF OLIVER PEOPLES HAS MADE IT POSSIBLE TO COMBINE THE HARMONY OF SHAPES WITH A FIT THAT GUARANTEES COMFORT AND LIGHTNESS. THE PRECIOUS CUSTOM DETAILS AND FINE MATERIALS COMPLETE THE OFFER, ADDING A NOTE OF CONTEMPORARY ELEGANCE TO THE ENTIRE COLLECTION.



OLIVER PEOPLES TAKUMI SERIES II

GIO PONTI WAS ONE OF THE MOST ORIGINAL AND INVENTIVE MINDS OF TWENTIETH CENTURY ITALY. GIVEN HIS VAST, PROLIFIC BODY OF WORK, IT IS EXCITING TO SEE HOW OLIVER PEOPLES COLLABORATED WITH THE GIO PONTI ARCHIVES TO INTERPRET HIS DESIGN AND TRANSLATE IT INTO THEIR OLIVER PEOPLES TAKUMI SERIES II COLLECTION.

THE TITANIUM CAPSULE BRINGS TOGETHER ALL THAT MAKES GIO PONTI'S WORKS ICONIC – CONSISTENT LINES, SHARP ANGLES, THREE-DIMENSIONAL POINTS, IN A NEW, FRESH WAY USING GLASSES AS A CANVAS. MUCH LIKE PONTI'S DESIGN BACKGROUND, THE COLLECTION PUSHES THE BOUNDARIES OF AN EVERYDAY OBJECT TO BE A PIECE OF UNEXPECTED ART. WHILE STILL REMAINING INCREDIBLY WEARABLE AND MODERN, THE FRAMES ARE A DIRECT REPRESENTATION OF THE FAMED WORK OF PONTI – WHETHER IT BE THE ANGULAR SHAPES, THE ARCHITECTURAL ELEMENTS, HIS USE OF BLUE AS A KEY COLOR, TO ALLOWING LINES TO BE THE MAIN FOCAL POINT OF A PIECE.

INCLUDING TWO OPTICAL FRAMES WITH A SUNGLASS CLIP AND ONE SUNGLASS, OLIVER PEOPLES TAKUMI SERIES II IS THE LATEST EXAMPLE OF THE EXTRAORDINARY FUSION BETWEEN JAPANESE CRAFTSMANSHIP AND THE PASSION FOR DESIGN THAT MADE THE BRAND ICONIC.



CRAFTSMANSHIP



HAND CRAFTSMANSHIP

EACH OLIVER PEOPLES FRAME IS HAND CRAFTED WITH CAREFUL ATTENTION TO DETAIL, SCULPTING AND PERFECTING THE MATERIALS TO ACHIEVE A BALANCED AND REFINED FINAL PRODUCT.

THE TECHNICALLY INTRICATE PROCESS INVOLVES BOTH STATE OF THE ART MACHINERY AND THE HUMAN TOUCH, SUCH AS THE INDIVIDUAL HAND-INSERTION OF THE GENUINE PINS AND PLAQUES.

EACH FRAME IS TUMBLED AND POLISHED, AND FINALLY HAND ADJUSTED, CAREFULLY REFERRING BACK TO THE ORIGINAL DRAWING CREATED IN THE DESIGN STUDIO IN WEST HOLLYWOOD.



HAND INSERTION OF THE PINS AND OTHER PRODUCTION PROCESSES

HAND ADJUSTMENT TO THE ORIGINAL DESIGN DRAWING



EXCLUSIVE ACETATE COLORS



CUSTOM METAL FINISHES

FRAME MATERIALS

UTILIZING ONLY THE HIGHEST QUALITY MATERIALS AVAILABLE, THE COLLECTIONS OFFER A BALANCE OF ACETATE AND METAL FRAMES AS WELL AS INNOVATIVE AND TECHNICALLY COMPLEX COMBINATION STYLES.

WE WORK CLOSELY WITH OUR ACETATE MANUFACTURERS TO CREATE BEAUTIFUL CUSTOM HUES THAT ARE BOTH WEARABLE AND FLATTERING AND TAKE INSPIRATION FROM ORGANIC, NATURAL COLORS. SHADES OF TORTOISES HAVE BECOME ICONIC TO THE BRAND AS WELL AS SEASONAL COLORS INSPIRED BY FASHION TRENDS.

CUSTOM SHADES OF METAL FINISHES ARE INSPIRED BY THE FIRST COLLECTIONS WHICH INCLUDED VARIATIONS OF METAL TONES SUCH AS ANTIQUE GOLD AND PEWTER. TITANIUM AND BETA-TITANIUM COMBINE LIGHTWEIGHT COMFORT AND DURABILITY FOR LONG LASTING WEAR.



FRAME DETAILS

FROM THE DISCREET LOGO PLAQUE INLAID AT THE TEMPLE TIP TO THE FILIGREED COREWIRE, THESE SUBTLE DETAILS ARE DISTINCTIVE TO THE BRAND AND RECOGNIZABLE TO THE DISCERNING CONSUMER.

FRAME DETAILS



FUNCTIONING PINS & PLAQUES

Genuine pins and plaques strengthen the hinges while creating unique design details. Each is customized and carefully considered to fit with the frame's style.



FILIGREE DETAILING

Delicate filigree patterns are used, paying homage to vintage details that continue to provide inspiration.



LOGO PLAQUE

Hand set into each temple tip, the discreet logo plaque is a subtle way to identify Oliver Peoples designs.



STRUCTURAL HINGES

Five and seven barrel hinges are utilized to provide strength and durability to the frame.



LASER ENGRAVING

High quality, inkfilled laser-engraved logo and lettering is featured on the interior of the temple.



MATTE FINISHES

Subtle matte finishes offer variety to the custom Oliver Peoples colors.



CUSTOM COREWIRE

The custom corewire found within acetate styles features a filigree, embossed logo pattern. The corewire provides strength and stability to the frame, allowing for long lasting fit and comfort.



FILIGREE DETAILING

TO BUILD A LUXURY BRAND OF EASILY RECOGNIZABLE PRODUCTS, WITHOUT OVERRELIANCE ON A LOGO, SIGNIFIERS THAT TELEGRAPH TO CONSUMERS THEY'RE HOLDING FRAMES FROM OLIVER PEOPLES HAVE BEEN INCORPORATED. ONE OF THESE MOST IMPORTANT ATTRIBUTES, FILIGREE, OFFERS JEWELRY-LIKE ACCENTS ALONG THE COREWIRE AND EYEWIRE.

WHEN THE BRAND WAS BORN IN 1987, FILIGREES WERE NOT A DESIGN DETAIL WIDELY SEEN. OLIVER PEOPLES BECAME ONE OF THE FIRST BRANDS TO REINTRODUCE THE INTRICATE DECORATION INSPIRED BY VINTAGE DESIGNS INTO THEIR COLLECTIONS. AND REGARDLESS OF THE SPECIFIC STYLE, THE METICULOUS PROCESS TO CRAFT EACH NUANCED PATTERN IS DONE BY HAND.

ALTHOUGH THE INTRICATE WORK OCCUPIES SUCH A SMALL SPACE, IT EMBODIES ELABORATE ELEGANCE AND COMMITMENT TO THE PRESERVATION OF AN ARTISANAL SKILL. EACH FILIGREE IS PRODUCED ONE AT A TIME, FRAME BY FRAME, EACH DETAIL CAREFULLY CONSIDERED. INSPIRATION STRETCHES FROM CALIFORNIA MODERNISM TO THE CURVATURE OF A FEATHER. AND EVERY FEW SEASONS, OLIVER PEOPLES LIKES TO INTRODUCE SOMETHING VIBRANT, NEW AND DISTINCT.



FILIGREE DETAILING



THE MP-2 INSPIRED FILIGREE PATTERN FEATURED ON THE COREWIRE OF IACHMAN



THE MID-CENTURY FILIGREE FEATURED ON THE EMBEDDED COREWIRE OF OLIVER



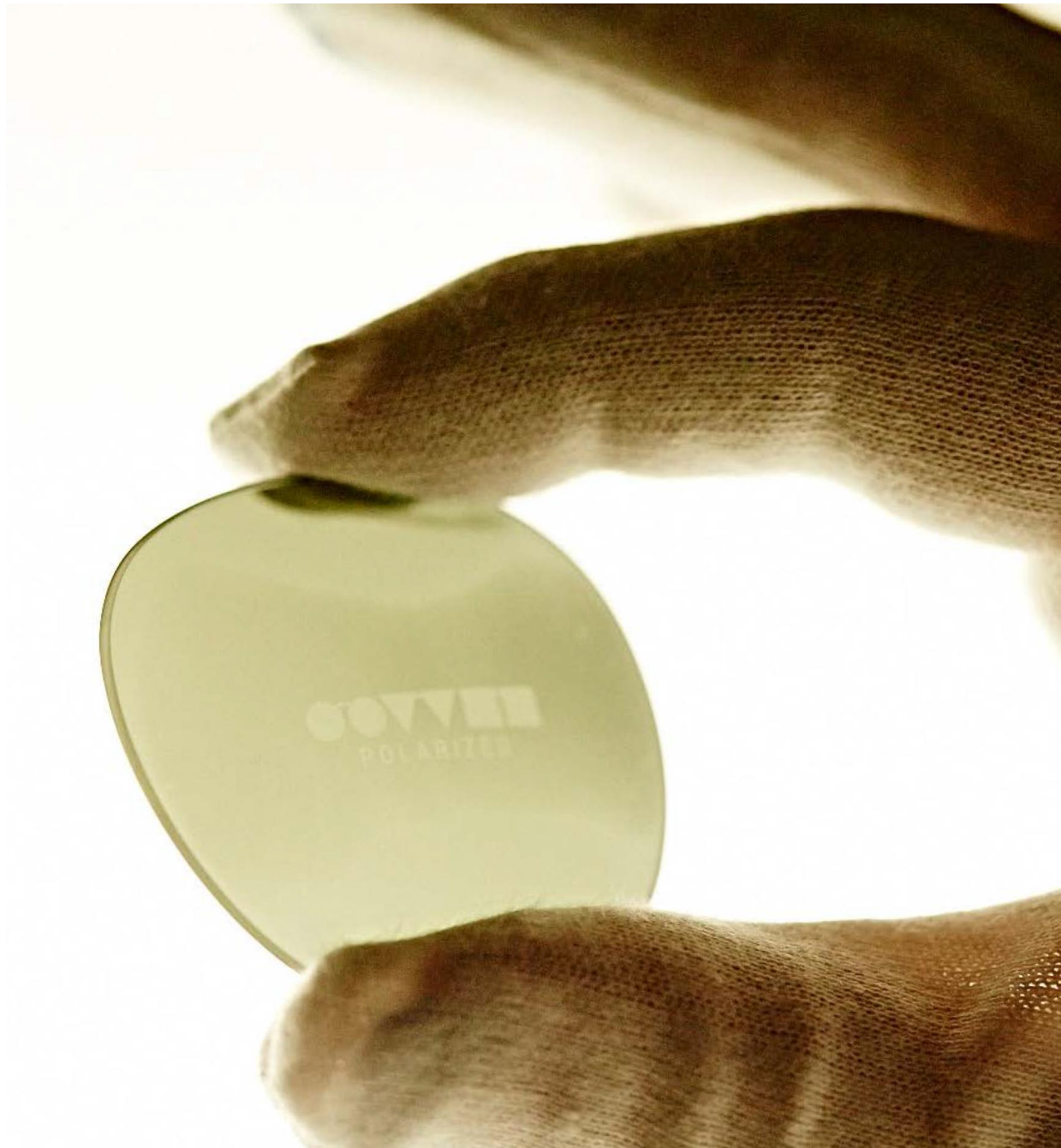
THE FEATHER FILIGREE WAS INTRODUCED IN THE 30TH ANNIVERSARY COLLECTION



INSPIRED BY L.A.: ICONIC SUNSET TOWER HOTEL, THE ART DECO FILIGREE PATTERN IS FEATURED ON SHILLER



AN ICONIC FILIGREE FOR OLIVER PEOPLES, THE MP-2



PROPRIETARY GLASS LENSES

OLIVER PEOPLES IS RECOGNIZED FOR ITS EXCLUSIVE SELECTION OF SUPERIOR POLARIZED AND PHOTOCROMIC MINERAL GLASS LENSES, WHICH COMBINE THE FINEST MATERIALS WITH THE MOST ADVANCED TECHNOLOGIES AVAILABLE IN THE WORLD. RARE EARTH ELEMENTS FUSED INTO THE LENSES SELECTIVELY FILTER SUNLIGHT SO THAT VISION IS SHARPER, WITH IMPROVED COLOR DEFINITION AND CONTRAST. THE BRAND TAKES GREAT PRIDE IN OFFERING ONLY THE HIGHEST QUALITY LENSES, WHICH ARE CAREFULLY CHOSEN TO COMPLEMENT THE FIT AND BALANCE OF THE DESIGN.

A SUBTLE BUT DISTINCTIVE FEATURE OF OUR LENSES THAT IDENTIFIES THEM AS OLIVER PEOPLES IS A ONE-OF-A-KIND BREATH LOGO. THE ICONIC BRAND SYMBOLS ARE APPLIED TO THE GLASS THROUGH AN INK TRANSFER THAT PREVENTS THE OTHER COATINGS FROM BEING APPLIED, ENSURING THAT ONE'S BREATH CAUSES THE LENS TO FOG ONLY WHERE THE SYMBOLS ARE. THIS DISCREET SIGNATURE ASSURES AUTHENTICITY AND IS A PRODUCT DETAIL FOR THOSE 'IN THE KNOW.'

