



**OAKLEY x FRAGMENT:
A LIMITED-EDITION SS2023 COLLECTION INSPIRED BY TOKYO'S STREET SCENE**

Drop One capsule collection will feature Frogskins and Japanese-made apparel, followed by a second drop of reimagined color-vivid Frogskins

TOKYO 6 PM JST (MILAN 10 AM CET) JANUARY 17, 2023 – Oakley® and Fragment are back with the SS2023 Frogskins™ Collection, which celebrates the iconic Frogskins frame and apparel in a two-phased launch. Fragment, a design company founded by musician, producer, and designer Hiroshi Fujiwara, has teamed up with Oakley for a limited collection, marking Fujiwara's sixth collaboration with the brand. The partnership blends best-in-class craftsmanship and design for a collection that is definitive of both brands.

Hiroshi Fujiwara, known as the godfather of the Ura-Harajuku fashion scene and streetwear world, founded Fragment Design in 2003 and has collaborated with some of the biggest names in fashion and culture. The minimal, yet special designs were mindfully paired to embody Fujiwara's timeless style, proving that less can be more. With a sleek, understated design and aesthetic in mind, Oakley and Fragment merged the unique DNA of both brands to perfectly reimagine the legendary Frogskins.

“With each collaboration with Oakley, we unlock a new level of artistry,” **said Fujiwara**. “The pieces from our SS2023 collection are understated yet timeless, designed to fit into almost anyone's wardrobe seamlessly.”

Oakley's Frogskins meets the genius of Hiroshi Fujiwara for an exclusive bundle that needs no introduction. The first drop features a limited-edition eyewear collector's package, in which Fujiwara brings his signature aesthetic to the Frogskins Titanium in Satin Black and Frogskins Matte Black Laser. Paired with Prizm™ Grey lenses, both shades provide wearers with an ultra-sharp visual experience, while the microbag and special carry-case packaging add a layer of protection to these sought-after frames.

Timeless black and white short sleeve t-shirts and hoodies will also be included in the limited-edition capsule, available starting January 19th. The hoodies, made in Japan using superior cotton, showcase Hiroshi's electric and sophisticated style, paired with Oakley essential styles. The t-shirts are available in monochromatic colors, which pay homage to the clean lines of Hiroshi's design aesthetic. Featuring a bold call-out to the two brands on the front and the distinct Oakley Frogskins silhouette on the back, these classic crewnecks are the boldest understatement on this side of Tokyo.

The second drop of the collaboration will hero the Polished Black Frogskins frames which come with Prizm™ Grey lenses. Available in vivid colorways with a matching microbag and special packaging, these

limited-edition shades are a celebration of two brands coming together to blur the lines between streetwear, design, and technology. The lenses are sleek, but display unique colored logos on the stem of the frames in vibrant shades of blue, pink, and yellow to enhance, but never take away, from your personal style. Oakley x Fragment second drop will be available in select stores, Oakley retailers and online, starting January 31st .

To know more on Oakley and shop this limited-edition SS2023 Oakley x Fragment Frogskins collection, please visit: [Oakley.com](https://www.oakley.com) and [@Oakley](https://twitter.com/Oakley).

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About Oakley, Inc.

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