

OAKLEY® UNITES GLOBAL COMMUNITY THROUGH A UNIVERSAL LOVE OF SPORT WITH NEW KOKORO COLLECTION DESIGNED BY MEGURU YAMAGUCHI

WITH THE LAUNCH, OAKLEY PLEDGES SUPPORT TO THE COVID-19 SOLIDARITY RESPONSE FUND
FOR THE WORLD HEALTH ORGANIZATION - POWERED BY THE UNITED NATIONS FOUNDATION

July 22, 2020, Foothill Ranch, California – Today, Oakley® launches the new Kokoro Collection designed by renowned artist Meguru Yamaguchi, created to inspire and unite athletes of all abilities through a shared Love of Sport. To mark the launch and celebrate this message, Oakley is making a \$200,000 donation to support the COVID-19 Solidarity Response Fund for the World Health Organization (WHO), sharing the love to support their global work in helping countries prevent, detect, and respond to the COVID-19 pandemic.

“Kokoro,” a Japanese word meaning “heart; mind; spirit,” unifies athletes of all abilities, professional and everyday alike. Embodying the brilliance and beauty of humanity, the collection aims to inspire a sense of belonging and community in a time where the need has never been greater.

Oakley tapped Tokyo-born, Brooklyn-based artist Meguru Yamaguchi to design the collection because of his unique style that pushes the possibilities of art, gesture and form, by creating “sculptural paintings.” Meguru met with Oakley visionaries, designers and Team Oakley athletes to explore the unifying qualities of sport before bringing his one-of-a-kind artwork to life. Each individual product is completely unique, having been created through a specialized spin technique utilizing a custom-made machine created specifically by Oakley engineers to replicate Meguru’s style of brushstrokes.

“I was very excited when Oakley reached out to collaborate, as I’ve been a fan of the brand since my high school days,” said Meguru. “When I connected with the athletes as part of the discovery phase, I was moved by their united passion for sport. Designing a collection that was emblematic of this shared passion was core to my process and I’m thrilled with the results.”

The WHO’s COVID-19 Solidarity Response Fund supports global efforts to track and understand the spread of the virus, ensure patients get the care they need, ensure frontline workers get essential supplies, and accelerate efforts in developing vaccines, tests, and treatments.

“The Kokoro Collection celebrates how a universal love of sport can unify our community” said Ben Goss, Oakley Global Marketing Director. “We’re proud to offer our support to the World Health Organization which is addressing the global pandemic with passion and precision.”

“I’m grateful to Oakley for this generous and creative contribution to the COVID-19 Solidarity Response Fund,” said Elizabeth Cousens, President and CEO of the UN Foundation. “The Kokoro Collection promotes the spirit of global solidarity that will be necessary to defeat this virus. We are truly at our strongest when we work together, as one team.”

The Kokoro Collection launches with Flak® 2.0 XL, Radar® EV Path®, Radarlock® Asia Fit, Flak 2.0 Asia Fit, Sutro, Frogskins®, Frogskins Asia Fit, EVZero™Blades, Flight Jacket, Jawbreaker™ and Airbrake® MX goggles. All pieces from the collection come equipped with Oakley’s leading Prizm™ Lens Technology, designed to enhance color and contrast so athletes can see more detail.

For more information on the Oakley® Kokoro Collection designed by Meguru Yamaguchi, please visit: [Oakley.com](https://www.oakley.com).

About Oakley, Inc.

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 800 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which features unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand's sun, prescription eyewear and premium goggles. Oakley extended its position as one of the world's leading sports eyewear brand into apparel and accessories. Oakley has men's and women's product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at www.oakley.com.

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