



BRAIN DEAD & OAKLEY PRESENT: OAKLEY FACTORY TEAM

MILAN, Italy, 6 PM CEST (April 13, 2022) – Brain Dead and Oakley announce the launch of the highly lauded **Oakley Factory Team**. Brain Dead join hands in creating new, innovative products via Oakley’s creative ecosystem. Acting as the Research & Development division for the highest form of conceptual design and experimentation, the Oakley Factory Team will push the limits of our collective mission via product and multi-media storytelling mediums.

The vision is clear – expand upon Oakley’s rich history of innovation, experimentation and disruption by extracting the DNA of archived products and integrating it into new models via Brain Dead’s design matrix.

According to Brain Dead founder Kyle Ng: *“Oakley Factory Team represents the cross-section between art, design, experimentation and functionality. We look at Oakley Factory Team as being the experimental prototype that facilitates the imagination to be realized.*

Brain Dead has always been one to push the boundaries of the avant-garde via experimentation. We look to take the foundations of Oakley’s original concepts and ideas and bring them forward into our new world. Some of Oakley’s earliest designs, such as the Flesh, seemed so futuristic at the time that it is only now that they have begun to feel like contemporary objects. From the desires of functionality to those of performance, the Oakley Factory Team desires to expand the mind and bring to life ideas from Oakley’s alt imagination.”

The Oakley Factory Team, Brain Dead and Oakley’s first endeavor will be to resurrect the iconic Oakley Flesh with three new styles, including two new limited-edition styles and one linear model, the Oakley Mainline. Launched in the early 2000s, Flesh captures the rugged, organic and futuristic lens through which Oakley continues to communicate its design ethos.

Brian Takumi, VP, Brand Soul and Creative said: *“Like anything, there’s always going to be the original. And at the same time, there is always an opportunity to evolve. That creative exploration of pulling something rare from the archives and reimagining what it could be for today is a process we are thrilled to be doing with Brain Dead. At Oakley, we are equal parts scientists and engineers as we are designers. So, with every product, each element is carefully considered. The result is a fresh interpretation of Flesh with a neo-futuristic aesthetic that symbolizes evolution and progression.”*

In bringing Flesh into the modern age, the Oakley Factory Team looked at all aspects of the shoe to ensure its reimagination lived up to its initial launch. Available in two colorways, Ice and Lime/Blue, the shoe features the original rubber midsole with a phylon layer, making Flesh lighter for easier day-to-day wear. The design team kept the open chamber in the sole, allowing for easier compression and cushion when walking. The upper has also been modified via applied oval gels that push the already forward-facing aesthetic even further into the future, imaginatively channeling the energy from the wearer's last step into their next.

The Brain Dead x Oakley Factory Team Dead Flesh are available from April 19th via wearebraindead.com and in select stores: BRAIN DEAD STUDIOS FAIRFAX | BRAIN DEAD STUDIOS HARAJUKU .

Along with these limited edition styles, Oakley releases the Oakley Factory Team Flesh in Sand/Blue, the brand's mainline style. This variant represents the shoe in its purest and most conceptual form, with a brushed calf leather upper in sand and a blue padded neoprene sock for comfort, featuring a stitched Oakley logo.

The Oakley Factory Team Flesh in Sand/Blue is available from May 3rd on Oakley.com in NA and EMEA and in select Oakley stores: MARINA | SHIBUYA | CADORNA | COVENT | 5th AVENUE | 3rd STREET, as well as in the following e-commerce destinations: wearebraindead.com | DSMLA | DSMNY | DMSL | DSMG | HBX (Hypebeast) | Bodega | SSENSE | Sneakersnstuff | Slam Jam | End Clothing | Goodhood | Pilgrim Surf+Supply.

For more, follow us on [@wearebraindead](https://wearebraindead) [@oakley](https://oakley).

About Brain Dead

Founded in 2014, Brain Dead is a creative collective of artists and designers from around the world. With its disruptive, graphic-led approach, the brand takes its cues from post punk, underground comics, and the spirit of subculture as a whole. Brain Dead is not one person, nor is it one idea. It sits in the space between people.

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 900 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 brand of EssilorLuxottica. Additional information is available at www.oakley.com.

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