



**THROWBACK TO THE FUTURE:
OAKLEY® AND STAPLE DROP TWO-PIECE LIMITED-EDITION COLLECTORS PACK
FEATURING NEW INTERPRETATION OF 1992 SUB ZERO AND 2022 RE:SUBZERO**

Both Glasses will Feature a Sci-Fi Inspired Marble Swirl Design

MILAN, Italy (November 2, 2022, 6 PM CET) – The new Oakley® x STAPLE collaboration is a mix of history reinvented and renewed. The limited-edition collector's package includes the original 1992 Sub Zero and its present-day doppelganger, the 2022 Re:SubZero. The original Sub Zeros were ahead of their time when first released, weighing less than an ounce. This same technical feat has been replicated in this new collaboration for extremely lightweight frames. Both glasses feature a white, marble-inspired design on the temples that complement the all-black frames, honoring this legendary silhouette while paying homage to classic sci-fi iconography.

“This collection connects the past with the future in such a way that celebrates where both Oakley and STAPLE came from as well as where we plan to go,” said Brian Takumi, Oakley VP, Brand Soul and Creative. “Jeff Staple and his entire team continue to infuse our brand with a unique outlook on what’s possible when it comes to eyewear and apparel. The marble-inspired frames in this collection heroes the original Sub Zero and its present day counterpart that’s unlike anything we’ve ever done. Much like the theme of the collection, we explored a new frontier with the STAPLE team when creating it. That relentless pursuit of unique design and adventure is what continues to fuel the success of this collaboration.”

The Sub Zero Collector’s pack includes a new iteration of the original Sub Zero and the reimaged Re:SubZero. Both frames include the Premium Prizm™ Black lens with a laser etched Pigeon logo and feature a marble swirl temple design. Supremely light, each pair will take you through a journey of past and future discovery.

“For this collaboration, we reinvented a revered Oakley classic – the Sub Zero. To me, these frames encapsulate Oakley’s unmatched technical innovation and have an unmatched sleek and futuristic design,” says Jeff Staple, Founder of STAPLE & Reed Art Department. “We put our own spin on both glasses, giving them a laser etched Pigeon logo and a timeless marble-inspired design.”

This release marks the final installation of this year’s two-part product collaboration, following the release of three Oakley x STAPLE Frogskins in June. The new Oakley x STAPLE Sub Zero Collectors Pack will be available:

- **November 3rd** : Available on [Oakley.com](https://www.oakley.com), followed by Oakley stores globally + [StaplePigeon.com](https://www.staplepigeon.com). Stay tuned to [Oakley.com](https://www.oakley.com) and [@Oakley](https://twitter.com/Oakley) for further drops.

For more information on the Oakley x STAPLE Sub Zero Collectors Pack, visit [Oakley.com](https://www.oakley.com) and follow [@Oakley](https://twitter.com/Oakley) [@staplepigeon](https://twitter.com/staplepigeon).

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About Jeff Staple

Jeff Staple (born Jeffrey Ng) is a creative visionary with work encompassing graphic design, fashion design, footwear design, and brand marketing. He is the founder of the REED ART DEPARTMENT (f.k.a. Staple Design) and has worked on creative projects ranging from startup brands to Fortune 100 companies. Jeff founded STAPLE in 1997, the NY-based pioneering streetwear brand with the now infamous “Pigeon” logo. He also founded experiential lifestyle boutique, REED SPACE, in 2002.

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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