

OAKLEY® CELEBRATES 20TH ANNIVERSARY OF DISRUPTIVE “OVERTHETOP” EYEWEAR WITH LIMITED EDITION “PRECIOUS METTLE” RELEASE

BOLD, BOUNDARY-PUSHING STYLE CHALLENGES STATUS QUO
DECADES AFTER FIRST RELEASE

August 6, 2020, Foothill Ranch, California – Oakley® is bringing back the OVERTHETOP, the unique, disruptive design that was unveiled on the world’s biggest sports stage twenty years ago. To celebrate the anniversary, Oakley will release the “Precious Mettle OVERTHETOP” tomorrow, as the 2020 Summer Games would have been coming to an end.

The new iteration has been created from the original mold, featuring the same revolutionary, stemless design that fits over the top of the head rather than around it. Best known and worn for its innovative aesthetic, OVERTHETOP was originally designed to solve the problem of eyewear bouncing on a runner’s face.

“When creating new products, our goal is to find a solution to a problem our athletes are facing,” says Brian Takumi Vice President of Product Creative at Oakley. “The OVERTHETOP was born with the purpose of minimizing pressure points and reducing bounce created by force, specifically in our Track & Field athletes. We knew the design was very unique, but we never expected all the attention we received from around the world– the product truly created a global moment.”

Oakley put the innovation to the test in Sydney at the 2000 Summer Games, when popular sprinter Ato Boldon – known for his bold eyewear on the track – debuted the OVERTHETOP in the Men’s 100 meters. Boldon wearing the unusual eyewear quickly became one of the Games’ most memorable images and one of the most disruptive moments in Oakley history.

“Twenty years later, I still remember the rush,” says Ato Boldon, four-time medallist in Track and Field. “Wearing the Oakley OVERTHETOP in Sydney was an iconic moment in my career, and I can’t thank Oakley enough for pushing the boundaries and continuing to create eyewear that allows athletes to perform at their best on the world stage.”

With a gradient color treatment that fades from aged gold to silver and bronze, the eyewear is launched in recognition of the Games that didn’t happen and pays tribute to those who have the mettle to push through and overcome adversity.

Born from the original mold used in 2000, these will be the last issue of products to come from this tool. Only 20 units of the Precious Mettle OVERTHETOP have been produced worldwide and each will retail for \$2,000 exclusively on Oakley.com. The stemless design is manufactured with O Matter™, a frame material for durable, lightweight comfort. Each frame is stamped with a unique serial number and comes equipped with Oakley’s leading Prizm™ Lens Technology, designed to enhance color and contrast so athletes can see more detail.

Oakley Precious Mettle OVERTHETOP launches Friday, August 7, 2020 at 9AM PST exclusively on [Oakley.com](https://www.oakley.com).

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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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