



OAKLEY® MAKES WAVES WITH THE RE-RELEASE OF SURF ICONS MUMBO AND PRO M FRAME

Resurfacing Two Frames that Set the Scene for '90s Beach Culture in California and Beyond

MILAN, Italy (May 31, 2022) – Originally launched more than 25 years ago, and taking the world by storm, Oakley® now re-introduces the revolutionary Mumbo® and Pro M Frame®. The Pro M Frame and Mumbo styles are bringing the past into the present as part of the brand's MUZM collection – a carefully curated selection of re-released styles with new interpretations infused with today's innovative technology. The duo will be available as a bundle in a limited edition release.

When the original Mumbo frame launched in 1989, it was immediately claimed by the California surf and beach scene. From surf to sand, these two sunnies set the scene of '90s beach culture and were sported by some of the biggest names in sports and lifestyle. These two iconic frames were first introduced to the world with leading-edge technology such as High Definition Optics® and a 3-point fit system. The frame later evolved into the launch of Pro M Frame in 1996, featuring an updated design with a more sculptural and geometric aesthetic, as well as a hingeless frame for increased rigidity.

“Oakley’s roots in Californian surf culture are embedded in everything we do. This is no more evident than in the return of Mumbo and Pro M Frame. Each of these frames brought revolutionary design features to beaches and beyond, featuring unique styles that were unmistakably Oakley,” said Brian Takumi, Oakley VP, Brand Soul and Creative. “With this re-release, both Mumbo and Pro M Frame celebrate the brand’s heritage in surf culture while featuring updated designs to classic silhouettes for a look that combines style and function on the waves and off.”

Team Oakley athlete and global surf icon Sage Erickson leads the collection campaign, starring in content that brings the product’s surf-style design to life. Growing up surfing the challenging breaks along Oahu’s North Shore, and then moving on to the many point breaks and beach breaks around her current home in Ventura, California, Erickson unearthed a raw, well-rounded talent that’s led to a spot in surfing’s big leagues. The two-time US Open of Surfing champion continues to inspire the future generation of surfers by chasing greatness on the waves while continuing to pursue passions like art, photography, and travel off them.

“I have always looked up to the legends of '90s surf,” said Erickson. “From back when I was a kid, those icons and the culture of the sport shaped who I am today. These are the sunnies worn by those icons, and I couldn't be more stoked to stand alongside this re-release as a member of Team Oakley.”

Mumbo and Pro M Frame resurface with more technological enhancements that are stylistically unique and immediately recognizable as having been produced by Oakley. The styles are completed with

Mumbo Hybrid® lenses and Pro M Frame Heater® lenses both with Prizm™ technology for enhanced color and contrast, as well as Unobtainium® nose pads and earsocks to provide a no-slip grip, all in a lightweight O Matter™ frame material in the original silhouettes.

Release dates for the Mumbo and Pro M Frame MUZM bundle in Neon Yellow with Prizm Road lenses can be found below.

- **June 2nd:** Available in selected stores worldwide.
- **June 6th:** Available on [Oakley.com](https://www.oakley.com) and Singapore, Tokyo (Shibuya), Milan (Piazzale Luigi Cadorna), London (Covent Garden), New York (5th Ave), Santa Monica (3rd Street Promenade), Kuala Lumpur (City Center), Irvine (Spectrum Center), Miami (Lincoln Road), Las Vegas (Fashion Show) and Munich (Sendlinger Strasse).

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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 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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