

OAKLEY® LAUNCHES POWERFUL ‘BE WHO YOU ARE’ FILM NARRATED BY ACTION BRONSON

Anthem ignites social movement featuring huge roster of Olympians, athletes and sports fans globally

July 12, 2021, Foothill Ranch, California – Today, Oakley® releases an inspirational film that celebrates self-expression and encourages people to believe in themselves, to ‘Be Who You Are’. The stirring brand anthem highlights sporting superstars Oksana Masters, Patrick Mahomes, Francisco Lindor, Pauline Ferrand-Prevot and Nigel Sylvester alongside everyday athletes and is narrated by chef and celebrated rapper turned media-mogul, Action Bronson.

The rousing film’s release is supported by an international social campaign featuring some of the world’s biggest athletes and members of Team Oakley: Rohit Sharma, Patrick Mahomes, Mikaela Shiffrin, Mark Cavendish, Valentino Rossi, Marc Marquez, Juju Smith-Schuster, Ryan Sheckler and Jamie Anderson, as well as athletes set to compete on the world’s biggest stage in Tokyo, including Andre de Grasse, Caroline Marks, Italo Ferreira, Aori Nishimura, Damian Lillard, Hideki Matsuyama and more.

“With this film, we wanted to create an anthemic message that inspires our community to truly be who they are,” said Caio Amato, Oakley Global Brand Director. “Fundamentally as humans - and especially as athletes - we are all unique, however at times we feel the burden to fit in, to adapt to an idea of normal, and we end up losing sight of that ‘thing’. The thing that makes us different and allows us to reach our full potential. Our goal is to empower people around the world to believe in themselves, to follow their gut, and to embrace this uniqueness to achieve their own greatness.”

“I’m someone who has always believed in the power of self-expression and the need to follow your own path,” said Action Bronson. “Last year, during the pandemic, I started training and working out, and found my ‘thing’. That thing that makes me feel like my best, most real self, but also really hurts at times! The thing that not only makes sure I’m around to watch my kids grow up but also the thing that allows me to be me. That’s why this film resonated with me so much. Plus, I’m a lifelong Oakley fan, so being a part of this was fucking sick.”

The supporting social movement sees Oakley athletes challenge their followers to share the thing that inspires them and makes them one-of-one - an act of self-expression that encourages people to be the best version of themselves. Oakley aims to ignite a global response, inviting its community of fans to unite in a moment of connectivity and togetherness. Some of the most inspirational content will be shared across Oakley’s global channels, and strong moments of self-expression will be rewarded through surprise and delight moments of product giveaways and athlete shout-outs.

The campaign launch follows the release of Oakley Kato, eyewear born from 45 years of disruptive innovation and engineered to shatter the boundaries of sport performance. On sport's biggest stage this summer, Oakley Kato will turn gold with a Prizm™24K lens. The product features a frameless design, crafted with extended wrap and built-in retention to mimic the structural properties of a typical frame.

When paired with Oakley's unparalleled optics and clarity of vision, this product removes limitations and provides the wearer with the confidence to be at their best, while competing at the highest level.

Watch the Be Who You Are film here: [Oakley | Be Who You Are](#)

For more information on Oakley Kato, please visit: [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 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 subsidiary of Luxottica Group. Additional information is available at [www.oakley.com](#).

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