



## FROG, MEET PIGEON

### OAKLEY® AND STAPLE DROP LIMITED-EDITION FROGSKINS™ EYEWEAR COLLECTION

*The new capsule collection merges the unique DNA of both brands to create three new styles*

**MILAN, Italy (June 13, 2022, 6 PM CET)** – Oakley® and STAPLE have once again joined forces to release a limited edition collection of three Frogskins™. Building off of the original collaboration released by the duo back in 2010, this exclusive collection brings back one of the original styles and introduces two new species. This release marks the first of a two-part product collaboration, with the second drop to be unveiled later this year. The Oakley x STAPLE collection will be unveiled at STAPLE DAY on June 12th exclusively on the NTRK App. The frames will be widely available for purchase at StaplePigeon.com, Oakley.com and select Oakley stores on the official launch date of June 15th.

Jeff Staple has long been considered a major influence on streetwear and youth culture. A long-time Oakley collaborator, he has worked with the brand on collections for snow and surf eyewear, as well as apparel collections and beyond. The 2022 Oakley x STAPLE Collection continues the brand's long-standing partnership with the designer through the release of three Frogskins in updated colorways.

“For 25 years, Jeff Staple has pioneered the fashion, design, and marketing worlds with his unique vision and incomparable creations. His creative energy and street-style aesthetic align very well with the Oakley brand, which is why this collaboration has continued to thrive over the years,” said Brian Takumi, Oakley VP, Brand Soul and Creative. “This year’s two-part collection features two Oakley icons from different points in the brand’s history, telling a story that dates all the way back to our first collaboration with Jeff. Each pays homage to our past while celebrating the present and harnessing the unmistakable style that only STAPLE possesses.”

The three Oakley x STAPLE styles – Frogskins STAPLE XXV OG, Frogskins STAPLE XXV Black, and Frogskins STAPLE XXV Panda are made of a lightweight O Matter™ frame material. The OG colorway pays tribute to the collaboration that started it all between both brands, featuring Prizm™ Dark Golf lenses complete with the heritage STAPLE logo. The black colorway includes striking Prizm Ruby lenses that stand out from the crowd, while the black-and-white Panda colorway is accented by Prizm Jade lenses. The stems of all three sunglasses depict STAPLE’s iconic Pigeon, the brand’s logo which pays homage to New York’s ubiquitous bird.

“For this special collection, we blended the unique DNA of STAPLE and Oakley to create a new ‘species’ of Frogskins,” says Jeff Staple, Founder of STAPLE & Reed Art Department. “The visual design elements reference my first ever Oakley collab from back in 2010, reimagined with new technology and innovation – like only they can do. Now with new Prizm lens colors and lightweight frames, we’re excited to bring the Pigeon and Frog back together again.”

This limited-edition Oakley x STAPLE Collection will be available:

- **On June 12<sup>th</sup>, STAPLE Day** - available exclusively on the NTRK App
- **Starting June 15<sup>th</sup>** - available on [Oakley.com](https://www.oakley.com), and followed by Oakley stores in the rest of the world + [StaplePigeon.com](https://www.staplepigeon.com). Stay tuned to [oakley.com](https://www.oakley.com) and @oakley for further drops

The Oakley x STAPLE Frogskins collaboration is the first in a two-part product partnership. Stay tuned for more coming later this year on [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](https://www.oakley.com).

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