



OAKLEY FACTORY TEAM X BRAIN DEAD - RARE METALS

*THE FIRST EYEWEAR COLLABORATION CONCEPTUALIZED BY BRAIN DEAD AND POWERED BY OAKLEY,
STARRING SEAN PETTIT*

MILAN (March 9, 2023, 6 PM CET) – Following the revival of Flesh and Chop Saw footwear silhouettes, the Oakley Factory Team returns, this time with its first ever eyewear project. The capsule collection features four exclusive **Oakley Factory Team x Brain Dead sunglasses**, Radar EV Path and Plazma, each in two distinct and context-dense plasmas, molded by the shared vision of the two brands for a more interesting tomorrow.

Team Oakley athlete and legendary freeskier Sean Pettit joined the Oakley Factory Team and Brain Dead in the mission of bringing to life the new collection.

Brain Dead Team imagines the cross-section between art, design, experimentation, and functionality that desires to expand the mind and bring to life ideas from Oakley's alt imagination. **Kyle Ng says:** "Many of Oakley's designs are just coming into the contemporary due to how futuristic their initial concepts were. So, each pair in our new collection looks like it could've fallen from a mothership or broken free from a meteor to hungry humans below."

The rich colors of the collection, green and orange, are inspired by the results of combining elements and pressure from a long and foregone craft. After attempting a series of prototypes, Oakley Factory Team and Brain Dead managed to recreate the ancient technique of injecting fire-like O-Matter(R) frame material into the Radar EV Path and Plazma's chassis, accomplishing a stunning hue. All equipped with Prizm™ Lens Technology to heighten the beautiful details of the world around you.

The jade-colored pigment on the **Brain Dead x Oakley Factory Team Radar EV Path Green with Prizm Sapphire** seems to come from another galaxy.

The rich orange color of the **Brain Dead x Oakley Factory Team Radar EV Path Orange with Prizm Violet** is an ode to the powerful elements featured on our planet.

Brain Dead x Oakley Factory Team Plazma Green with Prizm Sapphire sunglasses reflect the sapphire green of our earth's oldest forests;

Finally, for **Brain Dead x Oakley Factory Team Plazma Orange with Prizm Violet**, the Team captured the essence of liquid lava in a frame. Perfectly contained, the orange melts into a violet tinted lens.

The Brain Dead x Oakley Factory Team capsule collection will be available from the 14th March at 6PM CET:

- On [WEAREBRAINDEAD.com](https://wearebraindead.com) and at Brain Dead Studios;
- On [Oakley.com](https://oakley.com);
- In select Oakley retailers: Bodega; Supply, Melbourne; Hypebeast, Hong Kong; Slam Jam, Ferrara; Invincible, Shanghai; Street Machine, Melbourne; Broken Arm, Paris; Notre, Chicago; Livestock, Toronto; GoodHood, London;
- In select Oakley Stores: Fifth Avenue, NYC; 3rd Promenade, Santa Monica; Fashion Show Mall, Las Vegas; Lincoln Road, Miami; Irvine Spectrum Center, Irvine; Cadorna, Milan; Covent

Garden, London; Kalverstraat, Amsterdam; Sendlinger Strasse, Munich; George Street, Sidney; Marina Bay, Singapore; Shibuya, Tokyo.

Stay tuned on [Oakley.com](https://www.oakley.com) and follow [@wearebraindead](#), [@oakley](#) and [@factoryteamproject](#) for more.

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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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