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FIVE DECADES
OF VISION

SPORT EYEWEAR
MARKETPULSE

L&T
UNDERSTANDING
PRISM-THINNING

PRO TO PRO
IMPROVING SPORTS
PERFORMANCE



**TEAMING
UP ON
SPORT
EYEWEAR**

FORESIGHT

PGA TOUR GOLFER DYLAN FRITTELLI
EYES THE FUTURE WITH OAKLEY

BISPHAERA FROM OAKLEY

WHAT'S NEW
NEW LAUNCHES



2BB: Gwen



2BB: Dori



2BB: Karl

2BB: L'Amy America

L'Amy America introduces the 2BB: eyewear collection in collaboration with Two Blind Brothers. Each frame carries a philanthropic message by contributing a portion of the sales toward finding a cure for blindness. The collection consists of 16 optical styles in three colors, with the women's frames boasting sleek acetate and easy-to-wear shapes, while the men's frames incorporate memory metal in every silhouette for a lightweight look and feel. Each style offers a tactile feel with braille on the temple tips of each frame that translates to "brothers."

—Victoria Garcia

Pricing: \$\$\$

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