



OPTICAL & SUN COLLECTIONS



O'NEILL



THE ORIGINAL SURF BRAND

OVER 60 YEARS AGO, JACK O'NEILL INVENTED THE WETSUIT, AND GAVE BIRTH TO AN INDUSTRY OUT OF A SAN FRANCISCO HIGHWAY GARAGE - JUST BECAUSE HE WANTED TO SURF LONGER.
#IJustWantedToSurfLonger

Over 60% of wetsuits sold worldwide bear the **O'Neill** name.

PERFORMANCE

- THE OPTICAL
- SERIES IS
- PACKED WITH
- FUNCTIONAL
- DETAIL, SOFT
- COLORS
- AND FRESH
- MATERIAL
- COMBINATIONS.

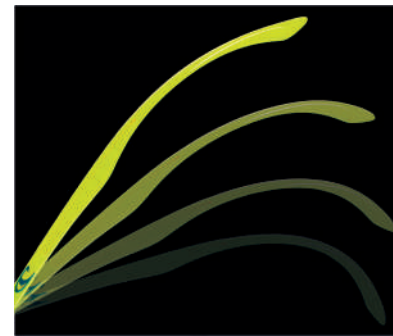
OPTICAL

FRAME MATERIALS



BIO-SOURCED ACETATE

THIS SEASON'S COLLECTION HAS ELEMENTS OF 'NATURA' BIO-ACETATE, A MATERIAL SUSTAINABLY MANUFACTURED FROM PLANT-BASED CELLULOSE, 100% BIODEGRADABLE WITH A QUICKER BIO-DEGRADATION THAN STANDARD ACETATE.



TR90

THIS LIGHTWEIGHT, FLEXIBLE, AND DURABLE PLASTIC RESIN IS HEAT RESISTANT AND MAINTAINS ITS SHAPE FOR A GREAT FIT. IT IS ALSO TOLERANT OF UV LIGHT, PROTECTING YOUR FRAMES FROM THE BLEACHING EFFECTS OF THE SUN.



REAL WOOD

NATURAL WOOD ELEMENTS IN A DRIFTWOOD TEMPLE FINISH COMBINED WITH HANDCRAFTED ACETATE FOR CHILLED VIBES IN SYNC WITH MOTHER NATURE.

O'Neill eyewear aligns with the O'Neill Blue campaign, combining new and innovative ways to eliminate beach and ocean plastics, by using a plant-based cellulose, 100% biodegradable.

AIDAN

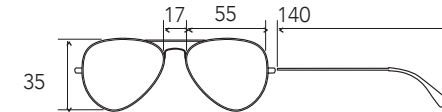


TECHNICAL SPECS

FRAME / TEMPLE: SHEET STAINLESS STEEL FRONT
HANDCRAFTED ACETATE
TEMPLES

- ◁ BESPOKE O'NEILL PRINT ACETATE
- ◁ ADJUSTABLE TEMPLES AND NOSE PADS

SIZING



COLORS



AIDAN 004

COLOR: MATTE BLACK / GRAY HORN GRAPHICS



AIDAN 003

COLOR: MATTE PAINTED BROWN / ORANGE PALM



AIDAN 010

COLOR: MATTE BLUE TITANIUM / TORT

ALTO

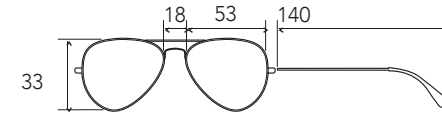


TECHNICAL SPECS

FRAME / TEMPLE: METAL FRONT AND TEMPLES

- ◀ UNDERSTATED SEMI-RIMLESS STYLE
- ◀ SUBTLE DEBOSSED DETAILING TO TEMPLES
- ◀ ADJUSTABLE BRANDED NOSEPADS

SIZING



COLORS



ALTO 003

COLOR: MATTE BROWN



ALTO 005

COLOR: MATTE CHARCOAL

AZUL

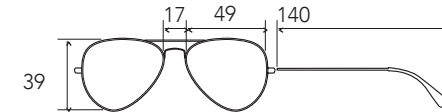


TECHNICAL SPECS

FRAME / TEMPLE: STAINLESS STEEL FRONT
TR90 & ACETATE FUSED TEMPLES

- ☞ SUMMERFLO & WILDFLOWER PRINT CAPTURE THE BEAUTY AND COLOR OF NATURE
- ☞ ADJUSTABLE NOSE PADS

SIZING



COLORS



AZUL 004

COLOR: MATTE BLACK



AZUL 005

COLOR: MATTE GUN



AZUL 061

COLOR: MATTE PURPLE

DAIZE

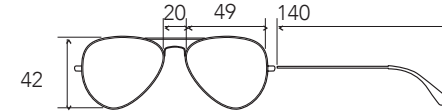


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE FRONT
NATURAL WOOD TEMPLES

- ☞ BIO-SOURCED ACETATE
- ☞ DRIFTWOOD FINISHES
- ☞ SPRING HINGES AND ADJUSTABLE TEMPLE TIPS

SIZING



COLORS



DAIZE 101

COLOR: MATTE BROWN



DAIZE 104

COLOR: MATTE CHARCOAL



DAIZE 106

COLOR: GLOSS NAVY HORN



CORAL

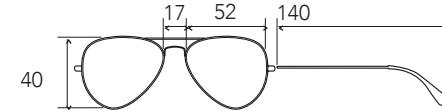


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE

- ☞ SUNSET FADES AND LINEN WASH INSPIRED ACETATES
- ☞ OVERSIZED FRONT

SIZING



COLORS



CORAL 103

COLOR: GLOSS NAVY TO HORN FADE



CORAL 107

COLOR: GLOSS TEAL TO NUDE FADE

FLETCHER

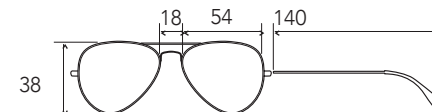


TECHNICAL SPECS

FRAME / TEMPLE: STAINLESS STEEL FRONT
TR90 & RUBBER FUSED TEMPLES

- ☞ TRIPLE COLOR-COATED MATERIALS FUSED TOGETHER
- ☞ COMFORTABLE SOFT TECHFIT RUBBER TEMPLE
- ☞ TEXTURED TIPS FOR MAXIMUM GRIP
- ☞ MONOBLOCK SPRING HINGES

SIZING



COLORS



FLETCHER 004

COLOR: MATTE BLACK



FLETCHER 005

COLOR: MATTE DARK GUN

FOSTER

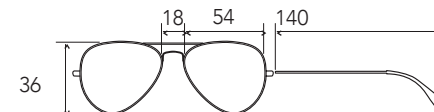


TECHNICAL SPECS

FRAME / TEMPLE: METAL & ACETATE

- ◀ HANDCRAFTED DUAL COLOR ACETATE TEMPLES
- ◀ COLOR CONTRAST BEVELED DETAIL TO TEMPLE
- ◀ SIGNATURE O'NEILL TEMPLE TIPS

SIZING



COLORS



FOSTER 003

COLOR: MATTE BROWN / TORT



FOSTER 004

COLOR: MATTE BLACK / BONE



FOSTER 007

COLOR: MATTE KHAKI / GREEN

JOEL

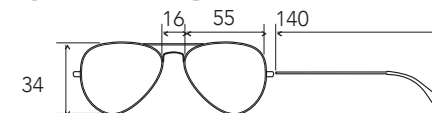


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE FRONT
TR90 & RUBBER FUSED TEMPLES

- ◀ TRIPLE COLOR-COATED MATERIALS FUSED TOGETHER
- ◀ COMFORTABLE SOFT TECHFIT RUBBER TEMPLE
- ◀ TEXTURED TIPS FOR MAXIMUM GRIP
- ◀ MONOBLOCK SPRING HINGES

SIZING



COLORS



JOEL 002

COLOR: MATTE SILVER



JOEL 005

COLOR: MATTE DARK GUN



MERI

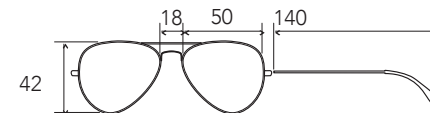


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE FRONT & METAL TEMPLES

- ◀ VINTAGE INSPIRED ROUND EYE
- ◀ PRECISION LASERED O'NEILL LOGO

SIZING



COLORS



MERI 102

COLOR: GLOSS TORT



MERI 187

COLOR: MATTE BLACK LINEN

RYDER

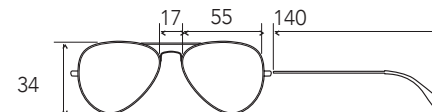


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE

- ☞ BEECH WOOD EFFECT LAMINATED ACETATE
- ☞ SIGNATURE O'NEILL LOGO PLAQUE

SIZING



COLORS



RYDER 104

COLOR: MATTE BLACK / MATTE SAND WOOD



RYDER 125

COLOR: DRIFTWOOD

SAWYER

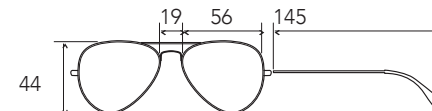


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE

- OVERSIZED FRONT WITH SUBTLE KEYHOLE BRIDGE DETAIL
- SAND-WORN MATTE FINISHES

SIZING



COLORS



SAWYER 101

COLOR: MATTE BLOND HORN



SAWYER 104

COLOR: MATTE BLACK



SAWYER 107

COLOR: MATTE & GLOSS GREEN HORN

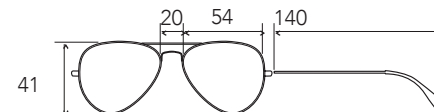


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE & NATURAL WOOD

- ◀ BIO-SOURCED ACETATE CONSTRUCTION
- ◀ NATURAL WOOD TEMPLES
- ◀ DRIFTWOOD FINISHES
- ◀ SPRING HINGES AND ADJUSTABLE TEMPLE TIPS

SIZING



COLORS



SCOTT 103

COLOR: GLOSS BROWN HORN



SCOTT 106

COLOR: GLOSS NAVY HORN



SCOTT 108

COLOR: GLOSS GRAY HORN

TALULAH

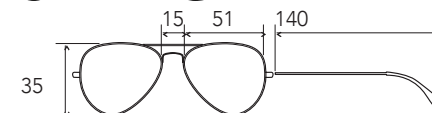


TECHNICAL SPECS

FRAME / TEMPLE: STAINLESS STEEL FRONT
TR90 & ACETATE FUSED TEMPLES

- ◀ SUMMERFLO & WILDFLOWER PRINT CAPTURE THE BEAUTY AND COLOR OF NATURE
- ◀ ADJUSTABLE NOSE PADS

SIZING



COLORS



TALULAH 004

COLOR: MATTE BLACK



TALULAH 005

COLOR: MATTE GUN



TALULAH 061

COLOR: MATTE PURPLE

TOWAN

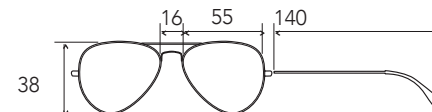


TECHNICAL SPECS

FRAME / TEMPLE: ACETATE

- ◀ FLEXIBLE SPRING HINGE & ADJUSTABLE CORE WIRE
- ◀ SAND-WORN MATTE FINISH

SIZING



COLORS



TOWAN 101

COLOR: MATTE BROWN / HORN



TOWAN 104

COLOR: MATTE BLACK / BLUE HORN



TOWAN 107

COLOR: MATTE GREEN CRYSTAL

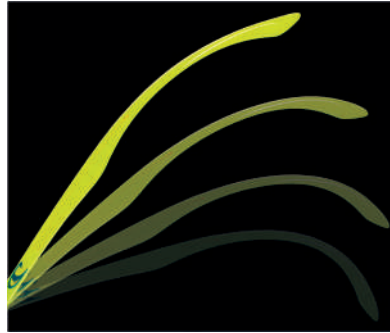


O'NEILL



SUN

FRAME MATERIALS



TR90

THIS LIGHTWEIGHT, FLEXIBLE, AND DURABLE PLASTIC RESIN IS HEAT RESISTANT AND MAINTAINS ITS SHAPE FOR A GREAT FIT. IT IS ALSO TOLERANT OF UV LIGHT, PROTECTING YOUR FRAMES FROM THE BLEACHING EFFECTS OF THE SUN.



CELLULOSE ACETATE

SCULPTED FROM HANDMADE PLASTICS, CELLULOSE ACETATE FRAMES CAN BE CRAFTED WITH BEAUTIFUL AND UNUSUAL HUES AND PRINTS. THIS STURDY PLASTIC OFFERS A SUBSTANTIAL FEEL TO THE FRAME AND CAN BE TEXTURED FOR UNIQUE FINISHES.



STAINLESS STEEL & MONEL

ALL METAL O'NEILL SUNGLASS MODELS FEATURE A COMBINATION OF STAINLESS STEEL AND MONEL MATERIALS TO PROVIDE AN EXTREMELY LIGHTWEIGHT, DURABLE, HYPOALLERGENIC FRAME. METAL FRAMES ARE EASIER TO ADJUST FOR THAT PERFECT FIT.

LENS MATERIAL & DESIGN



1MM TRIACETATE CELLULOSE (TAC)

ALL O'NEILL SUNGLASSES WITH **POLARIZED** LENSES ARE MADE OF 1.0MM TRIACETATE CELLULOSE (TAC), A TECHNOLOGY FORMULATED FOR SUPERIOR VISUAL AND POLARIZATION CLARITY. THESE LENSES ARE PREDOMINANTLY MADE FROM NATURAL, RENEWABLE MATERIALS, MAINLY ECO-POLYMERS FROM COTTON & WOOD CELLULOSE.

TAC LENSES OFFER:

- **POLARIZED** FOR GLARE-FREE VISION
- OPTIMAL VISUAL ACUITY
- 100% UVA+B PROTECTION
- LIGHTWEIGHT
- HIGH DURABILITY
- ANTI-SCRATCH
- ENVIRONMENTALLY FRIENDLY

100% THE ENTIRE O'NEILL
SUN COLLECTION
POLARIZED COMES WITH HIGH-
PERFORMANCE,
ULTRA-LIGHT
POLARIZED LENSES.

BARREL



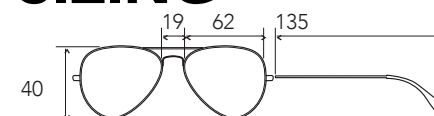
TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: GRILAMID TR90

- 👁 BOLD SPORTSWRAP SHAPE.
- 👁 PRECISION MOLDED LOGO PLAQUE.

SIZING



LENS CATEGORY 3

COLORS



BARREL 104P

COLOR: MATTE BLACK
LENS: BLUE MIRROR
POLARIZED



BARREL 105P

COLOR: MATTE BLUE CRYSTAL
LENS: SILVER MIRROR
POLARIZED



BARREL 108P

COLOR: MATTE GRAY SURFBOARD
LENS: SOLID SMOKE
POLARIZED

BERESFORD



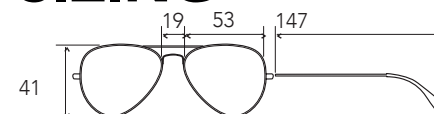
TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: POLYCARBONATE

- ☞ STATEMENT HIGH-BROW FRONT SHAPE.
- ☞ ON-TREND COLORWAYS

SIZING



LENS CATEGORY 3

COLORS



BERESFORD 103P

COLOR: MATTE BROWN MELEE
LENS: GOLD MIRROR
POLARIZED



BERESFORD 104P

COLOR: MATTE BLACK
LENS: SOLID SMOKE
POLARIZED

CONVAIR



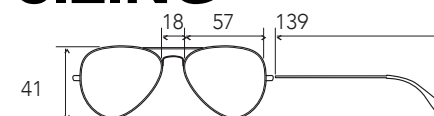
TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: GRILAMID TR90

- 👁 SPORTS PERFORMANCE STYLE.
- 👁 PRECISION MOLDED LOGO PLAQUE.

SIZING



LENS CATEGORY 3

COLORS



CONVAIR 104P

COLOR: MATTE BLACK
LENS: SOLID SMOKE
POLARIZED



CONVAIR 108P

COLOR: MATTE GRAY FADE PATTERN
LENS: LIME MIRROR
POLARIZED



CONVAIR 189P

COLOR: MATTE BLUE / WHITE
LENS: SOLID SMOKE
POLARIZED

HEADLAND



TECHNICAL SPECS

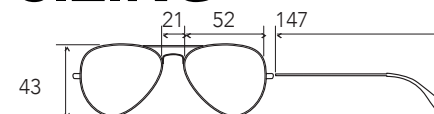
LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: POLYCARBONATE

☞ SKATE STYLE IN AMAZING COLORWAYS.

☞ DISTINCTIVE 45-DEGREE HINGE CUT.

SIZING



LENS CATEGORY 3

COLORS



HEADLAND 104P

COLOR: MATTE BLACK RUBBERIZED

LENS: GOLD MIRROR

POLARIZED



HEADLAND 105P

COLOR: MATTE BLUE CRYSTAL

LENS: SOLID SMOKE / SILVER MIRROR

POLARIZED



JACK O'NEILL
AMERICAN ORIGINAL
EST 1982



HARLYN



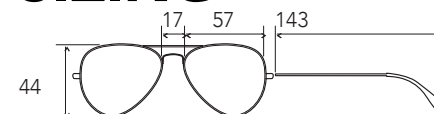
TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: POLYCARBONATE

- ☞ STATEMENT SQUARE FRONT SHAPE.
- ☞ CLASSIC AND ON-TREND COLORWAYS.

SIZING



LENS CATEGORY 3

COLORS



HARLYN 105P

COLOR: MATTE CRYSTAL NAVY
LENS: BLUE MIRROR
POLARIZED



HARLYN 127P

COLOR: MATTE BLACK
LENS: SOLID SMOKE
POLARIZED

PRAIA



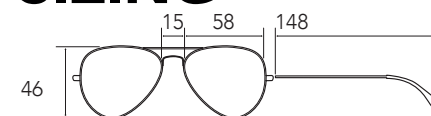
TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: POLYCARBONATE

- 👁️ OVERSIZED STYLE.
- 👁️ CLASSIC COLORWAYS.

SIZING



LENS CATEGORY 3

COLORS



PRAIA 104P

COLOR: MATTE BLACK
LENS: PURPLE SMOKE GRAD
POLARIZED



PRAIA 112P

COLOR: GLOSS BLONDE TORT
LENS: SMOKE AMBER GRAD
POLARIZED



PRAIA 161P

COLOR: MATTE PURPLE CRYSTAL
LENS: BLUE /BLUSH FADE
POLARIZED

ROCKALL



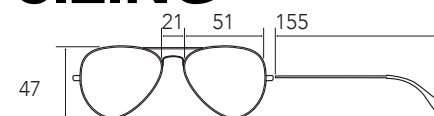
TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: POLYCARBONATE

- 👁️ CLASSIC ROUND STYLE.
- 👁️ CLASSIC AND ON-TREND COLORWAYS.

SIZING



LENS CATEGORY 3

COLORS



ROCKALL 102P

COLOR: GLOSS TORT
LENS: SOLID GREEN
POLARIZED



ROCKALL 104P

COLOR: MATTE BLACK
LENS: SOLID SMOKE
POLARIZED



ROCKALL 113P

COLOR: GLOSS CLEAR CRYSTAL/BLACK
LENS: ROYAL BLUE MIRROR
POLARIZED

SEAPINK



TECHNICAL SPECS

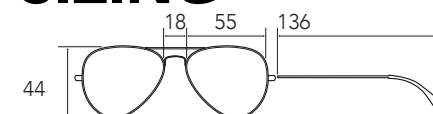
LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: POLYCARBONATE

☞ MODIFIED CAT-EYE STYLE.

☞ BOLD COLORWAYS.

SIZING



LENS CATEGORY 3

COLORS



SEAPINK 102P

COLOR: GLOSS TORT
LENS: SMOKE AMBER GRAD
POLARIZED



SEAPINK 104P

COLOR: MATTE BLACK
LENS: PURPLE SMOKE GRAD
POLARIZED



SEAPINK 161P

COLOR: MATTE PURPLE CRYSTAL
LENS: PINK / BLUE MIRROR
POLARIZED

SHELL



SHELL 104P

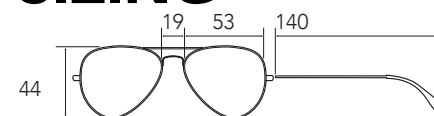
COLOR: MATTE BLACK
LENS: SOLID GREEN
POLARIZED

TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)
FRAME / TEMPLE: POLYCARBONATE / METAL

- SOFT FEMININE FRONT SHAPE.
- CLASSIC AND ON-TREND COLORWAYS.

SIZING



LENS CATEGORY 3

COLORS



SHELL 102P

COLOR: MATTE TORT / BRONZE
LENS: SOLID BROWN
POLARIZED



SHELL 104P

COLOR: MATTE BLACK
LENS: SOLID GREEN
POLARIZED



SHELL 161P

COLOR: FROSTED BERRY
LENS: SOLID SMOKE
POLARIZED

SHORE



TECHNICAL SPECS

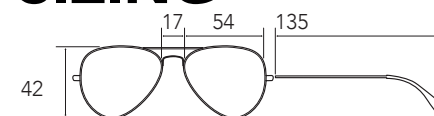
LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: POLYCARBONATE

☞ STATEMENT SQUARE FRONT SHAPE IN FESTIVAL INSPIRED COLOR COMBINATIONS.

☞ WAVE INSPIRED TEMPLE CONTOURS.

SIZING



LENS CATEGORY 3

COLORS



SHORE 103P

COLOR: MATTE BROWN / PEACH
LENS: BROWN GRAD
POLARIZED



SHORE 105P

COLOR: MATTE OCEAN
LENS: BLUE MIRROR
POLARIZED



SHORE 109P

COLOR: GLOSS CLEAR CRYSTAL
LENS: LIME MIRROR
POLARIZED



SHORE 127P

COLOR: MATTE BLACK
LENS: SOLID SMOKE
POLARIZED



SHORE 189P

COLOR: MATTE BLUE PATTERN
LENS: VIOLET MIRROR
POLARIZED



SHORE 197P

COLOR: MATTE BLACK PATTERN
LENS: SOLID SMOKE
POLARIZED

VITA

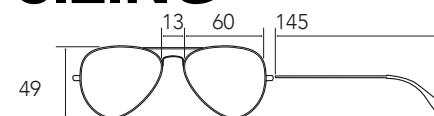


TECHNICAL SPECS

LENS: 1 MM TRIACETATE CELLULOSE (TAC)
FRAME / TEMPLE: STAINLESS STEEL & MONEL

- ◀ RETRO AVIATOR STYLE.
- ◀ THIN PROFILE TEMPLES WITH LOGO DETAIL.

SIZING



LENS CATEGORY 3

COLORS



VITA 001P

COLOR: MATTE GOLD
LENS: GOLD MIRROR
POLARIZED



VITA 002P

COLOR: MATTE SILVER
LENS: BLUE MIRROR
POLARIZED



VITA 004P

COLOR: MATTE BLACK
LENS: SMOKE GRAD
POLARIZED

ZEPOL



TECHNICAL SPECS

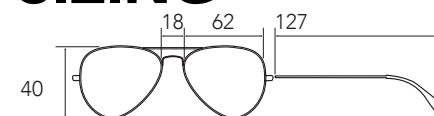
LENS: 1 MM TRIACETATE CELLULOSE (TAC)

FRAME / TEMPLE: GRILAMID TR90

☞ BOLD SPORTSWRAP SHAPE.

☞ CORY LOPEZ SIGNATURE STYLE.

SIZING



LENS CATEGORY 3

COLORS



ZEPOL 102P

COLOR: TORT
LENS: SOLID BROWN
POLARIZED



ZEPOL 108P

COLOR: MATTE BLACK / GRAY SURFBOARD
LENS: SILVER MIRROR
POLARIZED



ZEPOL 165P

COLOR: MATTE GRAY CRYSTAL
LENS: SMOKE PURPLE MIRROR
POLARIZED



CORY LOPEZ SIGNATURE COLLECTION

POINT OF PURCHASE



POS-ON-BAG4



POS-ON-BLOCK2



POS-ON-BLOCK3



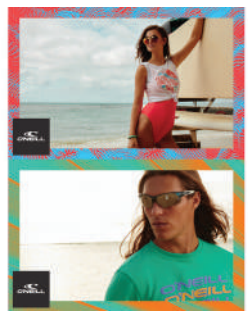
POS-ON-CUBE2



POS-ON-DISPLAY2



POS-ON-DISPLAY1



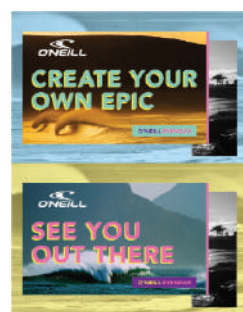
POS-ON-SC15



POS-ON-SC16



POS-ON-SC17



POS-ON-SC13



POS-ON-SC14



LARGE LOCKABLE DISPLAY



SMALL OPEN SELL DISPLAY



LARGE 72-UNIT OPEN SELL DISPLAY



LARGE 54-UNIT LOCKABLE DISPLAY



COUNTERTOP DISPLAY

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