

S E R E N G E T I[®]

P H O T O C H R O M I C L E N S E S



THE WORLD'S FINEST DRIVING SUNGLASS™// 2014



//LOCATION//PORTUGAL

WE FOCUS ON EVERY DETAIL OF THE EYE, SO YOU CAN FOCUS ON THE DETAIL OF EVERY MOMENT.

At SERENGETI®, we're not just concerned with what's in front of the eye—we're intensely focused on the eye itself. It all started in 1902 when Corning® invented high-quality Serengeti automobile window glass that selectively filtered all colors except yellow, green and red—the 'driving' colors eg red brake lights and traffic signals. It was that innovative thinking that set a foundation for creating not just the world's finest driving sunglass, but also the sunglass trusted by pilots far and wide.

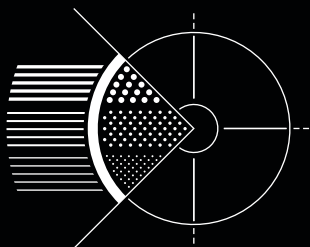
Today, we're constantly improving, researching and developing new ways to eliminate the obstacles that strain your eyes. From filtering harmful rays to improving the ability to adapt in ever-changing conditions like the open road—we're committed to creating the best possible view of the world around you.

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//TECHNOLOGY//

PHOTOCHROMIC

IN AN ENVIRONMENT WHERE THINGS CHANGE FAST, OUR LENSES HELP YOUR EYES ADAPT EVEN FASTER.



ADAPT TO LIGHT// We not only pioneered photochromic technology, we also engineer it into every lens we make. In bright conditions when UV radiation is more intense, the lens molecules expand in size, darkening the lenses and allowing them to absorb more light. In darker conditions when UV radiation is less intense, the molecules shrink and separate, letting additional light pass through. In this way our photochromic lenses do the work for your eyes, providing the optimal amount of light at all times to eliminate eyestrain and give you the clearest view of the world around you.

ACTIVATED BY UV LIGHT

WHILE MOST PHOTOCROMIC LENSES ARE ONLY ACTIVATED BY LIGHT, SERENGETI® LENSES INSTEAD REACT TO UV LIGHT. THIS MEANS THEY GRADUALLY ADJUST TO THE CHANGING LIGHT, WHICH LEAVES YOUR EYES MORE RELAXED AND COMFORTABLE WHEN LIGHT CONDITIONS CHANGE.

ADAPT TO LIGHT

DARKENING IN BRIGHT SUNLIGHT AND LIGHTENING IN OVERCAST CONDITIONS, PHOTOCROMIC TECHNOLOGY PROVIDES YOUR EYES WITH THE OPTIMAL AMOUNT OF LIGHT AT ALL TIMES, SO YOU CAN ADAPT TO ANY LIGHT, ANYTIME, ANYWHERE.

SEE EVERY DETAIL WITH PHOTOCROMIC LENSES

BY CONSTANTLY ADJUSTING TO CHANGING LIGHT CONDITIONS, PHOTOCROMIC LENSES ALLOW YOU TO EXPERIENCE ENHANCED CONTRAST AND DISCERN SHAPES AND COLORS MORE QUICKLY, ELIMINATING BOTH EYESTRAIN AND THE LOSS OF DETAIL.

TRUSTED BY DRIVERS

THE ABILITY TO INSTANTLY ADAPT ANYWHERE IS WHY SERENGETI SUNGLASSES ARE THE PREFERRED CHOICE OF DRIVERS, PILOTS AND ANYONE WHO ENCOUNTERS A WIDE RANGE OF LIGHT CONDITIONS ON A DAILY BASIS.





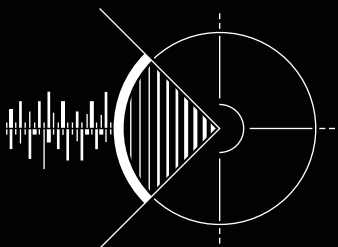
MODELS CLOCKWISE FROM TOP // AERIAL 7977 // ISOLA 7943 // ISOLA 7939 // SAN REMO 7989



//TECHNOLOGY//

SPECTRAL CONTROL®

THE HUMAN EYE CAN SEE 10 MILLION COLORS. ACHIEVING THE PERFECT MIX IS OUR JOB.



MANAGE THE LIGHT// Specifically designed to interact with the full spectrum of light, Spectral Control works like a visual equalizer by selectively managing light wavelengths. Haze and glare are dramatically diminished, contrast is enhanced, and your vision is sharper—all while blocking out the distracting blue light that causes eye fatigue.

MANAGE THE LIGHT

DESIGNED TO INTERACT WITH THE FULL SPECTRUM OF LIGHT, OUR LENSES ACT LIKE A VISUAL EQUALIZER FOR YOUR EYES BY SELECTIVELY MANAGING LIGHT WAVELENGTHS AND ONLY ALLOWING CLEAR, ORGANIZED LIGHT THROUGH.

ENHANCED VISION

BY BLOCKING THE HARSH LIGHT WAVELENGTHS THAT CAUSE EYESTRAIN AND FATIGUE, SPECTRAL CONTROL® OPENS YOUR EYES TO STUNNING COLORS, CLEARLY DEFINED OBJECTS AND BEAUTIFULLY ENHANCED VISION.

STARE DOWN HAZE

WHEN ONLY THE BEST LIGHT GETS THROUGH, HAZE AND GLARE ARE DRAMATICALLY DIMINISHED. CONTRAST IS ENHANCED, COLORS ARE SHARPER AND THE WORLD IS THAT MUCH CLEARER.

BUILT FOR THE ROAD

SERENGETI® LENSES MAKE THE ROAD A TRULY SAFER PLACE BY PASSING THE TRAFFIC SIGNAL RECOGNITION TEST. IF A RED TRAFFIC LIGHT APPEARS RED THROUGH THE LENS, THE SUNGLASSES PASS. IF THE RED LIGHT APPEARS BLACKISH, THEY FAIL.



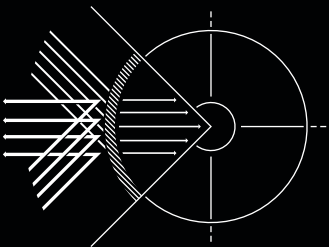


MODELS CLOCKWISE FROM TOP // ANNALISA 7962 / FERRARA 7895 / SOPHIA 7889 / DUCCIO 7899

//TECHNOLOGY//

POLARIZATION

TO STOP GLARE, IT'S WHAT YOU CAN'T SEE THAT LETS YOUR EYES SEE MORE.



CONTROL THE LIGHT// Our polarizing technology organizes light entering the lens by acting as a microscopic venetian blind. Parallel light rays can enter, while distracting perpendicular rays from glare are absorbed. The result is a more technically efficient viewing experience, with unsurpassed comfort and an optically correct view.

STOP ALL FOUR TYPES OF GLARE

OUR POLARIZED LENSES ELIMINATE ALL FOUR TYPES OF GLARE: GLARE CAUSED BY CAR HEADLIGHTS OR SHINY REFLECTIONS, EVERYDAY OUTDOOR CONDITIONS, EXCESSIVE INTENSE LIGHT AND GLARE BOUNCING OFF SURFACES LIKE WATER, PAVEMENT AND SNOW.

POLARIZATION, A VENETIAN BLIND FOR YOUR EYES

WHEN GLARE STRIKES, OUR POLARIZATION TECHNOLOGY REACTS LIKE A MICROSCOPIC VENETIAN BLIND. PARALLEL LIGHT RAYS CAN ENTER, WHILE DISTRACTING PERPENDICULAR RAYS OR GLARE IS ABSORBED.

EXPERIENCE ABSOLUTE CLARITY

OUR POLARIZATION TECHNOLOGY IS INTEGRATED INTO EVERY LENS TO CREATE A CLEARER, MORE COMFORTABLE AND MORE EFFICIENT VIEWING EXPERIENCE, SO YOU CAN TAKE IN ANY SIGHT, IN ANY LIGHT CONDITION.

IDEAL FOR HIGH-GLARE ACTIVITIES

NOT ONLY IS GLARE IRRITATING, BUT IT ALSO COMPROMISES CLEAR VISION, HINDERS YOUR VIEW AND TIRES YOUR EYES. BY ELIMINATING GLARE ON ALL TYPES OF SURFACES, SERENGETI® POLARIZED LENSES ARE IDEAL FOR DRIVING AND OTHER HIGH-GLARE ACTIVITIES SUCH AS SKIING AND BOATING.





MODELS CLOCKWISE FROM TOP // AERIAL 7977 / TOMMASO 7960 / GABRIELLA 7947 / GABRIELLA 7946 / NICO 7993 / CHLOE 7911

//LENS TECHNOLOGY//

SUPERIOR VISION DEMANDS SUPERIOR OPTICS.



OUR RELENTLESS PURSUIT OF A MORE ADVANCED LENS.

Grinding with diamond wheels. Microscopically infusing technology. 1000°C temperature. If there's a way to make our lenses more optically advanced, we find it. Whether you're wearing ultra-light glass or award-winning Polar PhD™ lenses, in one of our signature colors, you'll experience the stunning visual acuity and optical superiority that are the distinguishing hallmarks of Serengeti®.



//TECHNOLOGY//

LENS FEATURES

ULTRA-LIGHT GLASS LENS

Our glass lenses begin with borosilicate optical glass from Corning,[®] which can withstand extreme temperature changes. The lenses are chemically tempered to ensure scratch and impact resistance, then ground to perfection.

The lenses then undergo Serengeti's[®] Hydrogen Firing Process, which activates the photochromic and Spectral Control[®] technologies. After the lenses cool, they are treated with a unique coating that protects their edges, all while being monitored by a technician who examines every lens by hand to ensure the highest quality.

Staying true to Serengeti's commitment to craftsmanship, we give unparalleled attention to detail throughout every phase of the lens-making process.



ULTRA-LIGHT GLASS LENS
A FULL 20% THINNER AND LIGHTER, OUR ULTRA-LIGHT GLASS LENS IS THE MOST OPTICALLY SUPERIOR LENS ON THE MARKET. SERENGETI GLASS LENSES ARE MADE FROM ONLY THE FINEST MATERIALS—PROVIDING UNSURPASSED VISUAL ACUITY.

HYDROGEN-FUELED LEHR FURNACES ACTIVATE EACH LENS WITH OUR PHOTOCROMIC AND SPECTRAL CONTROL TECHNOLOGIES, WITH VARYING HIGH TEMPERATURES DETERMINING THE PROPRIETARY LENS COLOR.

HYDRO AND OLEOPHOBIC COATINGS HELP REPEL WATER, FINGERPRINTS AND DEBRIS WHILE AN ANTI-REFLECTIVE COATING ABSORBS GLARE TO ELIMINATE BACKSIDE REFLECTIONS.

POLAR PHD™ LENS
BUILT WITH NXT[®] TECHNOLOGY AND MADE FROM TRIVEX[®] MATERIAL, WHICH IS 75% LIGHTER THAN GLASS AND 10% LIGHTER THAN POLYCARBONATE.

POLAR PHD™ LENS

Our Polar PhD lens offers stunning visual acuity and the utmost UVA/UVB protection. In fact, it's as optically close as you can get to a glass lens. No wonder it won the coveted international Silmo d'Or Award for innovation and performance. And like all of our lenses, Polar PhD features photochromic, Spectral Control and polarization technology.

Photochromic technology instantly adapts to changing light conditions. Spectral Control manages specific colors in the light spectrum for the utmost definition, contrast and color enhancement. And polarization minimizes distracting surface glare on the road and reduces eye fatigue.

SIX LENSES THAT WILL CHANGE THE WAY YOU EXPERIENCE THE ROAD.

Our six lens hues further enhance your driving experience, by providing you with a range of options and technology designed to handle any light variation or weather condition.

DRIVERS® - CAT. 2-3

The amber-colored Drivers lens is particularly well suited for driving. That's because it enhances colors and contrast, lightening and darkening for optimal light transmission in any driving condition. It's also engineered to transmit more red, yellow and green colors, making it ideal for identifying brake lights & traffic light stop lights. And thanks to its ability to relax your eye muscles, the Drivers lens helps reduce stress and fatigue while driving. Available in non-polarized and polarized ultra-light glass and Polar PhD™ lenses.

NON-POLARIZED GLASS

24% TRANSMITTANCE LIGHTENED LENS
9% TRANSMITTANCE DARKENED LENS
89% BLUE LIGHT BLOCKED LIGHTENED LENS
95% BLUE LIGHT BLOCKED DARKENED LENS

POLARIZED GLASS

18% TRANSMITTANCE LIGHTENED LENS
10% TRANSMITTANCE DARKENED LENS
93% BLUE LIGHT BLOCKED LIGHTENED LENS
96% BLUE LIGHT BLOCKED DARKENED LENS

POLAR PhD

21% TRANSMITTANCE LIGHTENED LENS
9% TRANSMITTANCE DARKENED LENS
92% BLUE LIGHT BLOCKED LIGHTENED LENS
96% BLUE LIGHT BLOCKED DARKENED LENS

DRIVERS GOLD - CAT. 3-3

This lens has all the benefits of our signature Drivers lens, along with a stylish gold-flash mirror that reflects visible and infrared wavelengths, which can be damaging to the eye. Available in polarized ultra-light glass and Polar PhD lenses.

POLARIZED GLASS

16% TRANSMITTANCE LIGHTENED LENS
11% TRANSMITTANCE DARKENED LENS
90% BLUE LIGHT BLOCKED LIGHTENED LENS
96% BLUE LIGHT BLOCKED DARKENED LENS

POLAR PhD

21% TRANSMITTANCE LIGHTENED LENS
9% TRANSMITTANCE DARKENED LENS
92% BLUE LIGHT BLOCKED LIGHTENED LENS
96% BLUE LIGHT BLOCKED DARKENED LENS

DRIVERS GRADIENT - CAT. 2-3

The Drivers Gradient lens is darker at the top and lighter at the bottom, a feature designed to block glare from above to provide a clear view of the dashboard below. Drivers Gradient is the preferred choice of pilots as they can see detail at great distance while easily scanning the instruments in front of them.

NON-POLARIZED GLASS

24% TRANSMITTANCE LIGHTENED LENS
9% TRANSMITTANCE DARKENED LENS

84% BLUE LIGHT BLOCKED LIGHTENED LENS
95% BLUE LIGHT BLOCKED DARKENED LENS

555NM® - CAT. 3-3

The 555nm lens gets its name from the 555 nanometer center of the visible color spectrum of light, the point where the human eye sees the easiest and most comfortably. Ideal for bright light conditions, the photochromic 555nm lens manages yellow and green light transmission to cool and relax the eyes. The light silver mirror coating further reduces eyestrain by acting as a protective shield against glare. Available in non-polarized and polarized ultra-light glass and Polar PhD lenses.

NON-POLARIZED GLASS

15% TRANSMITTANCE LIGHTENED LENS
9% TRANSMITTANCE DARKENED LENS
89% BLUE LIGHT BLOCKED LIGHTENED LENS
96% BLUE LIGHT BLOCKED DARKENED LENS

POLARIZED GLASS

15% TRANSMITTANCE LIGHTENED LENS
8% TRANSMITTANCE DARKENED LENS
92% BLUE LIGHT BLOCKED LIGHTENED LENS
95% BLUE LIGHT BLOCKED DARKENED LENS

POLAR PhD

20% TRANSMITTANCE LIGHTENED LENS
9% TRANSMITTANCE DARKENED LENS
88% BLUE LIGHT BLOCKED LIGHTENED LENS
95% BLUE LIGHT BLOCKED DARKENED LENS

CPG - CAT. 2-3

Our CPG (cool photo gray) lens is designed to perform in all weather conditions and is particularly well suited to handling the kind of harsh glare that can impede visibility. Its polarization properties offer your eyes further protection and comfort. Available in Polar PhD lenses.

POLAR PhD

21% TRANSMITTANCE LIGHTENED LENS
9% TRANSMITTANCE DARKENED LENS

83% BLUE LIGHT BLOCKED LIGHTENED LENS
93% BLUE LIGHT BLOCKED DARKENED LENS

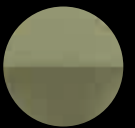
SEDONA® - CAT. 2-3

This unique, rose-colored lens provides a remarkable high-contrast view in the harshest light conditions, and it's ideal on water and snow or in any intense light condition. Available in Polar PhD lenses.

POLAR PhD

22% TRANSMITTANCE LIGHTENED LENS
10% TRANSMITTANCE DARKENED LENS

83% BLUE LIGHT BLOCKED LIGHTENED LENS
94% BLUE LIGHT BLOCKED DARKENED LENS



//FRAME TECHNOLOGY//

FRAMES AS EXPERTLY ENGINEERED AND HANDCRAFTED AS OUR LENSES.



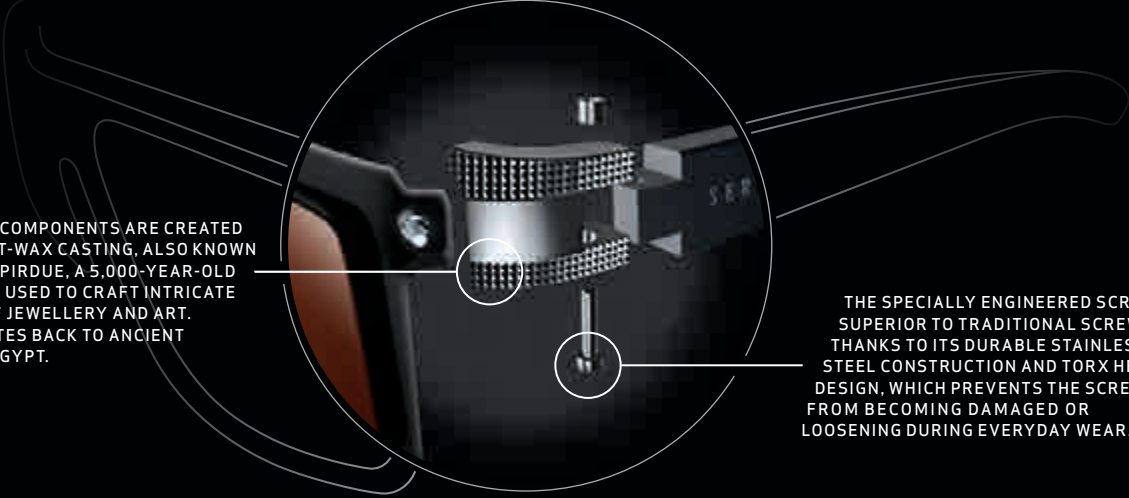
THE WORLD'S FINEST DRIVING SUNGLASS DESERVES THE WORLD'S FINEST FRAME.

Serengeti® frames utilize premium materials, including titanium, stainless steel, acetate and injected nylon, ensuring durability and a sophisticated aesthetic, while advanced engineering and superb handcraftsmanship guarantee lasting comfort and a superior fit.



//TECHNOLOGY//

FRAME FEATURES




HINGE COMPONENTS ARE CREATED BY LOST-WAX CASTING, ALSO KNOWN AS CIRE PERDUE, A 5,000-YEAR-OLD PROCESS USED TO CRAFT INTRICATE WORKS OF JEWELLERY AND ART. ITS USE DATES BACK TO ANCIENT ROME AND EGYPT.

THE SPECIALLY ENGINEERED SCREW IS SUPERIOR TO TRADITIONAL SCREWS, THANKS TO ITS DURABLE STAINLESS STEEL CONSTRUCTION AND TORX HEAD DESIGN, WHICH PREVENTS THE SCREW FROM BECOMING DAMAGED OR LOOSENING DURING EVERYDAY WEAR.

SERENGETI® SIGNATURE HINGE


Our most innovative hinge yet features lost-wax casting, an intricate method of craftsmanship used in the making of fine jewellery and art. It's a process that requires the use of only the finest metals and alloys. The Signature Hinge is beautifully crafted of copper beryllium and engineered with screws that are exceptionally strong and secure.

HINGES




Our premium spring hinges allow temples to gently hug any face shape for a custom fit. The Internal Spring Hinge features a spring-hinge mechanism, carefully concealed inside the temple. The Mono Block Spring Hinges are crafted from a single component with no soldering of parts creating superior durability.

WIRE-FLEX




Designed to bend to the contours of your face, Wire-Flex features a flexible and strong blend of nickel, silver and stainless steel. The result is a comfortable fit that feels truly customized. Wire-Flex is featured within styles in the Flex Series.

S-FLEX™



The revolutionary S-Flex design employs a mix of monel and beta titanium metals for a durable, lightweight frame. The "S"-shaped temple design provides a snug fit and unparalleled comfort. S-Flex is featured within styles in the Flex Series.

ADJUSTABLE, OPTICAL NOSE PADS AND TEMPLE TIPS



Nose pads can be adjusted to fit every nose bridge comfortably, and adjustable temple tips allow for a snug fit behind the ears. The Megol nose pads and temple tips absorb moisture, keeping frames securely in place. Our silicone nose pads are adjustable for a comfortable fit. The Acetate temples are pliable when warmed, allowing for a more customized fit.


UNIVERSAL FIT

Select Serengeti styles feature universal fit, our exclusive frame technology that's designed and adjusted to fit a wide variety of head sizes and facial features.

FRAME MATERIAL


LIGHT ON WEIGHT, HEAVY ON INNOVATION

TRIVEX®




At half the weight of other sunglasses, Trivex perfectly combines the performance demands of adventurous travelers with true all-day comfort. It's all thanks to nitrogen infusion, which allows the material to comfortably conform to your head without degradation, while also accommodating a wide range of colors and styles. Trivex is featured within styles in the Genus Collection.

NYLON




Using only the highest-quality injected nylon for superior durability, these fashionable frames have the added benefit of being exceptionally light, chemically resistant, extremely flexible and comfortable. Nylon is featured within styles in the Classic, Cosmopolitan and Serengeti® Sport Series.

ACETATE




All natural and produced from cotton, Cellulose Acetate is not only lightweight, but it can be made into beautiful patterns and brilliant hues. Pliable when heated, it is ideal for custom fitting. Acetate is featured within styles in the Cosmopolitan Series.

TITANIUM




Beta Titanium is lightweight, strong, highly flexible and ideal for use in temples because it expands the fit range of the sunglass. So you're not only ensured a durable pair of glasses, but also a comfortable, secure and customized fit. Titanium is featured within styles in the Classic Series.

TITANIUM/ACETATE



Titanium frames are 25% lighter than traditional alloys with unmatched durability. The technical benefits of titanium and rich sophisticated aesthetic of acetate make for a frame collection that is truly distinguished. Titanium/Acetate is featured within styles in the Flex and Cosmopolitan Series.

MEMORY METAL



Made from corrosion-resistant and hypoallergenic titanium alloy, the frames are 25% lighter than standard alloy and can return to their original shape when bent or twisted. Memory Metal is featured within styles in the Flex Series.

//PREMIER COLLECTION//

SERENGETI® SIGNATURE

SERENGETI



MODEL//BRERA

//PREMIER COLLECTION//

SERENGETI® SIGNATURE

FROM THE INNOVATIVE SIGNATURE HINGE TO ITS HANDCRAFTED DESIGN,
EVERY DETAIL MATTERS IN THE NEW SIGNATURE COLLECTION.



The new Signature Hinge breaks new ground with screws that are exceptionally strong and secure. Beyond its durability, the hinge blends copper beryllium and meticulous craftsmanship to create a look that's sleek, streamlined and truly unmistakable.



BRERA NEW

Base Curve: 6 Rx

Temple Length: 135mm

Lens Size: 57 x 39 x 62mm, DBL 15mm

Fit: Medium Universal

Frame Features: Serengeti Signature Hinge,
Wax Cast Copper Beryllium,
Hand Sanded Frame

// 7930 Sanded Black, Polarized Drivers®

7929 Satin Tortoise, Polarized 555nm®

7928 Sanded Dark Gray, Polarized 555nm

7926 Sanded Dark Brown, Polarized Drivers



ISOLA NEW

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 58 x 43 x 61mm, DBL 14mm
Fit: Medium/Large
Frame Features: Serengeti® Signature Hinge,
Wax Cast Copper Beryllium,
Hand Sanded Frame

7942 Sanded Crystal Brown, Polarized Drivers®
7941 Sanded White, Polarized Drivers
7940 Sanded Wine, Polarized 555nm®
// 7939 Satin Tortoise, Polarized Drivers
7938 Sanded Black Glitter, Polarized 555nm



VERDI NEW

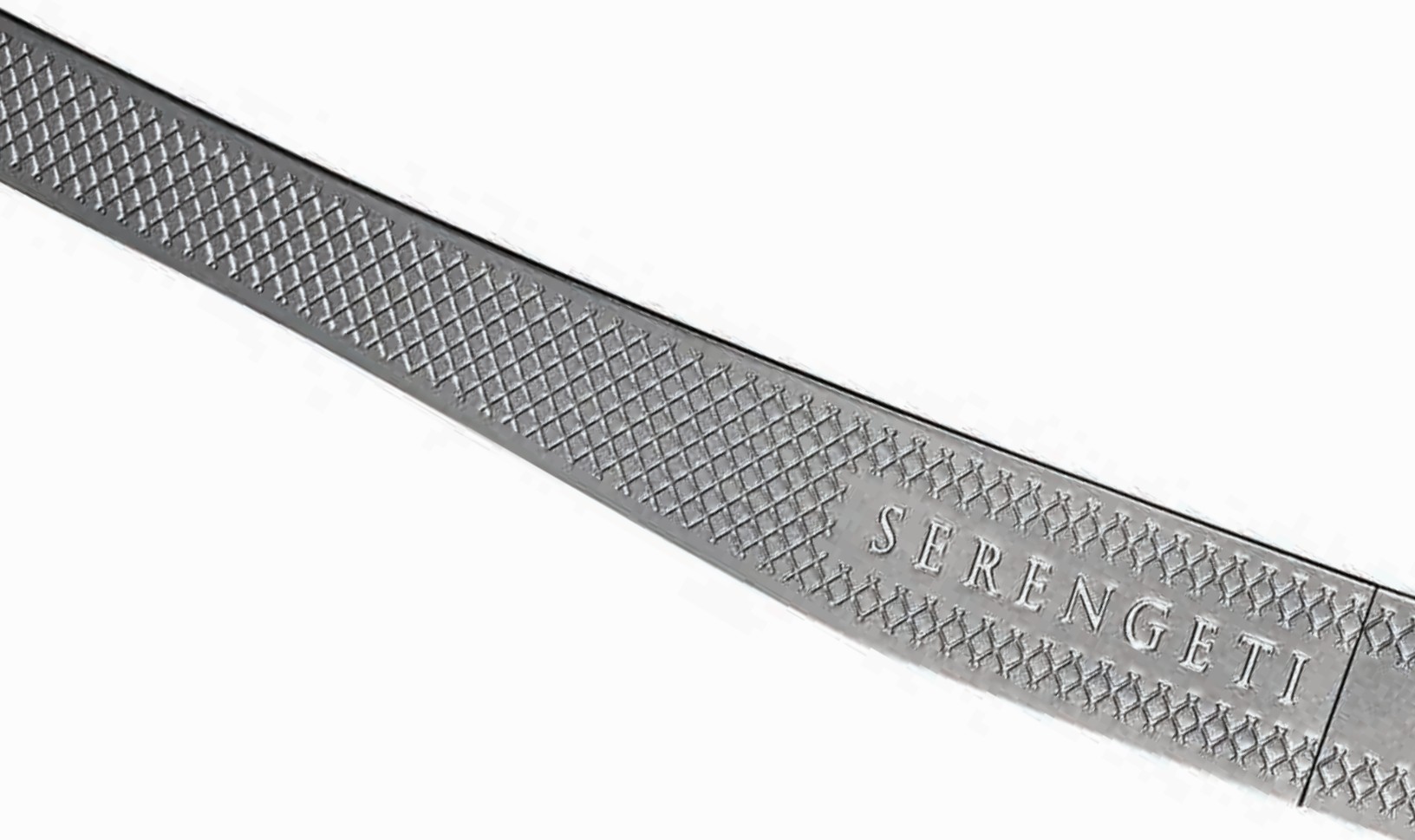
Base Curve: 6 Rx
Temple Length: 135mm
Lens Size: 60 x 48 x 68mm, DBL 14mm
Fit: Medium Universal
Frame Features: Serengeti Signature Hinge,
Wax Cast Copper Beryllium,
Hand Sanded Frame

7937 Sanded Black, Polarized Drivers
7936 Satin Tortoise, Polarized 555nm
// 7935 Sanded Dark Gray, Polarized 555nm
7934 Sanded Dark Brown, Polarized Drivers



//PREMIER COLLECTION//

GENUS





MODEL//FERRARA

//PREMIER COLLECTION//

GENUS

ONE MATERIAL ACROSS THE LENS AND FRAME. A SEAMLESS BLEND OF STYLE AND TECHNOLOGY.



Crafted with lightweight yet incredibly strong Trivex® material, the Genus Collection features the unique look of flush, seamless styling across the lenses and frame.



FERRARA NEW

Base Curve: 6 Rx

Temple Length: 130mm

Lens Size: 58 x 40 x 64mm, DBL 18mm

Fit: Medium/Large Universal

Frame Features: Stainless Steel/Trivex,
Adjustable Nose Pads

7898 Crystal Photochromic Brown, Polar PhD™ Drivers®

7897 Shiny Carbon Fiber, Polar PhD Drivers

7896 Crystal Dark Charcoal, Polar PhD CPG

7895 Crystal Dark Brown, Polar PhD Drivers

7894 Satin Black, Polar PhD Drivers

// 7893 Satin Black, Polar PhD 555nm®



MODELS FROM LEFT // SOPHIA 7889 / DUCCIO 7899

DUCCIO

Base Curve: 6 Rx
 Temple Length: 130mm
 Lens Size: 60 x 38 x 65mm, DBL 16mm
 Fit: Medium Universal
 Frame Features: Stainless Steel/Trivex,
 Adjustable Nose Pads

- 7901 Crystal Photochromic Brown, Polar PhD™ Drivers® NEW
- 7900 Shiny Carbon Fiber, Polar PhD 555nm® NEW
- // 7899 Crystal Dark Charcoal, Polar PhD Drivers NEW
- 7817 Satin Black, Polar PhD 555nm
- 7816 Crystal Dark Gray, Polar PhD CPG
- 7812 Satin Black, Polar PhD Drivers
- 7811 Crystal Dark Brown, Polar PhD CPG



NUNZIO

Base Curve: 6 Rx
 Temple Length: 130mm
 Lens Size: 58 x 42 x 64mm, DBL 18mm
 Fit: Medium/Large Universal
 Frame Features: Stainless Steel/Trivex,
 Adjustable Nose Pads

- 7908 Crystal Photochromic Brown, Polar PhD Drivers NEW
- // 7907 Shiny Carbon Fiber, Polar PhD 555nm NEW
- 7906 Crystal Dark Charcoal, Polar PhD Drivers NEW
- 7837 Satin Black, Polar PhD 555nm
- 7836 Crystal Dark Gray, Polar PhD CPG
- 7835 Satin Black, Polar PhD Drivers
- 7834 Crystal Dark Brown, Polar PhD CPG



GIUSTINA

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 58 x 42 x 60mm, DBL 16mm
Fit: Medium Universal
Frame Features: Stainless Steel/Trivex,[®]
Adjustable Nose Pads

7905 Crystal Wine, Polar PhD™ CPG NEW
// 7904 Shiny Salmon Pearl, Polar PhD CPG NEW
7829 Shiny Dark Tortoise, Polar PhD Drivers®
7828 Crystal Dark Gray, Polar PhD CPG
7827 Satin Black, Polar PhD 555nm®
7826 Crystal Dark Brown, Polar PhD CPG



SARA

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 62 x 44 x 63mm, DBL 16mm
Fit: Medium
Frame Features: Stainless Steel/Trivex,
Adjustable Nose Pads

7833 Shiny Dark Tortoise, Polar PhD Drivers
7832 Crystal Dark Gray, Polar PhD CPG
// 7831 Satin Black, Polar PhD 555nm
7830 Satin Dark Brown, Polar PhD CPG



ALICE

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 60 x 47 x 67mm, DBL 13mm
Fit: Medium
Frame Features: Stainless Steel/Trivex,
Adjustable Nose Pads

7903 Crystal Wine, Polar PhD CPG NEW
// 7902 Milky Brown, Polar PhD Drivers NEW
7822 Shiny Dark Tortoise, Polar PhD Drivers
7820 Crystal Dark Gray, Polar PhD CPG
7819 Satin Black, Polar PhD 555nm
7818 Crystal Dark Brown, Polar PhD CPG





//PREMIER COLLECTION//

PILOT





MODEL//AERIAL

//PREMIER COLLECTION//

PILOT

INSPIRED BY THE SKY, DESIGNED FOR THE ROAD. INTRODUCING OUR PILOT COLLECTION.



The Pilot Collection features classic Serengeti® styling and non-polarized, photochromic gradient lenses that give pilots a better view of their instruments and the sky.



AERIAL NEW

Base Curve: 6 Rx
Temple Length: 138mm
Lens Size: 58 x 48 x 63mm, DBL 19mm
Fit: Medium/Large
Frame Features: Titanium, Bayonet Temples

// 7977 Shiny Gunmetal, Drivers® Gradient
7976 Satin Black, 555nm®
7975 Satin Black, Drivers



REFRESHING A TIMELESS CLASSIC.

The Sortie and all-new Aerial models meld cutting-edge technology with the classic lines of the US military-issue pilot sunglasses. To achieve a new level of performance while retaining a timeless look, we consulted with retired F16 fighter pilot Major Dan Rooney.

MAJOR DAN ROONEY

FOUNDER OF THE FOLDS OF HONOR FOUNDATION AND INSPIRATION BEHIND THE SORTIE AND AERIAL.

SORTIE

Base Curve: 6 Rx
Temple Length: 138mm
Lens Size: 52 x 44 x 56mm, DBL 18mm
Fit: Small/Medium
Frame Features: Titanium, Bayonet Temples

7981 Satin Black, Drivers® NEW
7980 Satin Black, 555nm® NEW
// 7844 Shiny Silver, 555nm



VOLTERRA

Base Curve: 6 Rx
Temple Length: 140mm
Lens Size: 56 x 41 x 61mm, DBL 17mm
Fit: Medium Universal
Frame Features: Titanium/Acetate, Adjustable Nose Pads,
Spring Hinges

// 7990 Shiny Hematite, Drivers Gradient NEW



SAN REMO

Base Curve: 8 Rx

Temple Length: 135mm

Lens Size: 63 x 38 x 67mm, DBL 17mm

Fit: Medium/Large Universal

Frame Features: Titanium/Acetate, Adjustable Nose Pads,
Spring Hinges

7989 Shiny Hematite, Drivers® NEW

// 7988 Shiny Hematite, 555nm® NEW



DANTE

Base Curve: 8 Rx

Temple Length: 130mm

Lens Size: 63 x 38 x 64mm, DBL 15mm

Fit: Medium/Large Universal

Frame Features: Wire-Flex Technology,
Adjustable Nose Pads

// 7888 Shiny Dark Gunmetal, Drivers NEW



BRANDO

Base Curve: 6 Rx

Temple Length: 135mm

Lens Size: 57 x 47 x 60mm, DBL 13mm

Fit: Medium Universal

Frame Features: Wire-Flex Technology,
Adjustable Nose Pads

7887 Satin Black, Drivers Gradient NEW

// 7886 Satin Black, 555nm NEW

7885 Shiny Dark Gunmetal, Drivers NEW





MODEL // SAN REMO 7989

MEDIUM AVIATOR

Base Curve: 6 Rx

Temple Length: 140mm

Lens Size: 59 x 52 x 67mm, DBL 13mm

Fit: Medium Universal

Frame Features: Adjustable Nose Pads, Spring Hinges

// 6826 Henna, Drivers® Gradient



NORCIA NEW

Base Curve: 8 Rx

Temple Length: 125mm

Lens Size: 62 x 45 x 63mm, DBL 19mm

Fit: Large

Frame Features: Adjustable Nose Pads, Spring Hinges

// 7973 Satin Black/Black, Drivers Gradient



//PREMIER COLLECTION//

TOURING





S

MODEL//UDINE

//PREMIER COLLECTION//

TOURING

LUXURY, PERFORMANCE AND STYLE COME TOGETHER IN PERFECT ALIGNMENT
IN OUR TOURING COLLECTION.



Featuring Wire-Flex technology, the Touring Collection strikes a fashionable balance between a comfortable, performance-oriented fit and innovative yet distinctive design.



UDINE

Base Curve: 6 Rx

Temple Length: 135mm

Lens Size: 54 x 44 x 62mm, DBL 16mm

Fit: Medium

Frame Features: Stainless Steel/Grilamid TR90,
Wire-Flex Technology

7915 Shiny Taupe Tortoise, Polarized Drivers® NEW

// 7913 Shiny Red Tortoise, Polarized Drivers NEW

7759 Brown Frost Fade, Polarized Drivers

7758 Shiny/Satin Black, Polarized Drivers

7756 Shiny Black, Polarized 555nm®



MODEL // UDINE 7913

EMPOLI

Base Curve: 6 Rx
 Temple Length: 135mm
 Lens Size: 54 x 41 x 60mm, DBL 16mm
 Fit: Medium Universal
 Frame Features: Stainless Steel/Grilamid TR90,
 Wire-Flex Technology

- 7917 Shiny/Matte Brown, Polarized Drivers® NEW
- 7764 Satin Black Tortoise, Polarized 555nm®
- // 7763 Brown Frost Fade, Polarized Drivers
- 7762 Shiny Black, Polarized 555nm
- 7761 Shiny Dark Tortoise, Polarized Drivers



RIVOLI

Base Curve: 6 Rx
 Temple Length: 135mm
 Lens Size: 60 x 37 x 65mm, DBL 14mm
 Fit: Medium/Large
 Frame Features: Stainless Steel/Grilamid TR90,
 Wire-Flex Technology

- 7916 Shiny/Matte Black, Polarized 555nm NEW
- 7768 Satin Brown/Black Tortoise, Polarized Drivers
- // 7767 Shiny Black, Polarized 555nm
- 7766 Satin Black Tortoise, Polarized 555nm
- 7765 Satin Black, Polarized Drivers



//COLLECTION//
SERENGETI® 2014



//SERIES//
CLASSIC

SERENGETI'S® WORLD-CLASS PHOTOCROMIC TECHNOLOGY MEETS CLASSIC
STYLING AND PREMIUM FRAME MATERIALS.



TOMMASO NEW

Base Curve: 6 Rx
Temple Length: 140mm
Lens Size: 57 x 45 x 62mm, DBL 16mm
Fit: Medium Universal
Frame Features: Hidden Spring Hinges

7960 Shiny Dark Tortoise, Polarized 555nm®
7959 Shiny Stripe Tortoise, Polarized Drivers®
// 7958 Shiny Taupe Tortoise, Drivers
7957 Shiny Black, Polarized Drivers
7954 Shiny Black, Polarized 555nm



CLAUDIO NEW

Base Curve: 6 Rx
Temple Length: 140mm
Lens Size: 61 x 40 x 67mm, DBL 14mm
Fit: Medium/Large Universal
Frame Features: Hidden Spring Hinges

7953 Satin Dark Tortoise, Polarized 555nm
7952 Sanded Dark Brown, Polarized Drivers
7951 Satin Dark Gray, Polarized 555nm
7950 Shiny Black, Polarized Drivers
// 7949 Shiny Black, Polarized 555nm



AERIAL NEW

Base Curve: 6 Rx
Temple Length: 138mm
Lens Size: 58 x 48 x 63mm, DBL 19mm
Fit: Medium/Large
Frame Features: Titanium, Bayonet Temples

7979 Shiny Hematite, Polarized Drivers
// 7978 Shiny Hematite, Polarized 555nm



SORTIE

Base Curve: 6 Rx
Temple Length: 138mm
Lens Size: 52 x 44 x 56mm, DBL 18mm
Fit: Small/Medium
Frame Features: Titanium, Bayonet Temples

// 7985 Shiny Hematite, Polarized Drivers® NEW



MEDIUM AVIATOR

Base Curve: 6 Rx
Temple Length: 140mm
Lens Size: 59 x 52 x 67mm, DBL 13mm
Fit: Medium Universal
Frame Features: Adjustable Nose Pads, Spring Hinges

// 7190 Shiny Gunmetal, Polarized 555nm®



PIERO

Base Curve: 6 Rx
Temple Length: 135mm
Lens Size: 54 x 40 x 56mm, DBL 20mm
Fit: Small/Medium Universal
Frame Features: Adjustable Optical Nose Pads,
Spring Hinges and Adjustable Temple Tips

7992 Shiny Taupe Tortoise, Polarized Drivers NEW
7640 Satin Black/Shiny Tortoise, Polarized 555nm
7636 Satin Dark Gray/Shiny Crystal Medium Gray, 555nm
// 7635 Shiny Bubble Tortoise, Polarized Drivers
7634 Shiny Black, Polarized Drivers



VASIO

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 57 x 36 x 61mm, DBL 16mm
Fit: Medium
Frame Features: Spring Hinges

7722 Shiny Black, Polarized Drivers® Gold
7376 Dark Tortoise, Polarized 555nm®
7374 Shiny Black, Polarized Drivers
// 7373 Shiny Black, Polarized 555nm



MILANO

Base Curve: 6 Rx
Temple Length: 135mm
Lens Size: 52 x 43 x 57mm, DBL 19mm
Fit: Medium Universal
Frame Features: Adjustable Optical Nose Pads,
Spring Hinges and Adjustable Temple Tips

// 7662 Satin Dark Brown/Shiny Cognac, Polarized Drivers Gold
7661 Dark Tortoise, Polarized 555nm
7660 Metallic Stripe, Polarized 555nm



NICO

Base Curve: 6 Rx
Temple Length: 135mm
Lens Size: 57 x 42 x 61mm, DBL 17mm
Fit: Medium Universal
Frame Features: Adjustable Optical Nose Pads,
Spring Hinges and Adjustable Temple Tips

// 7993 Shiny Taupe Tortoise, Polarized 555nm NEW
7647 Shiny Gray Marble, Polarized 555nm
7646 Satin Black/Shiny Dark Tortoise, Drivers
7644 Dark Tortoise, Polarized Drivers
7642 Dark Tortoise, Polarized 555nm



MERANO

Base Curve: 6 Rx
Temple Length: 135mm
Lens Size: 57 x 36 x 59mm, DBL 15mm
Fit: Medium
Frame Features: Spring Hinges

// 7995 Shiny/Matte Black, Polarized 555nm® NEW
7333 Dark Tortoise, Polarized Drivers®
7239 Shiny Black, Polarized 555nm
7238 Shiny Black, Polarized Drivers



MARTINO

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 60 x 39 x 64mm, DBL 15mm
Fit: Medium Universal
Frame Features: Spring Hinges

7994 Shiny/Matte Black, Polarized 555nm NEW
// 7511 Dark Tortoise, Polarized Drivers
7492 Shiny Black, Polarized 555nm
7489 Shiny Black, Polarized Drivers



VELINO

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 62 x 39 x 65mm, DBL 16mm
Fit: Medium/Large
Frame Features: Spring Hinges

7469 Shiny Black, Drivers
// 7468 Satin Black, Polarized 555nm
7467 Two Tone Black, Polarized Drivers



LIVORNO

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 60 x 43 x 63mm, DBL 15mm
Fit: Medium/Large
Frame Features: Spring Hinges

7454 Satin Black, Polarized 555nm®
// 7453 Satin Black, Polarized Drivers®



GRANADA

Base Curve: 8 Rx
Temple Length: 125mm
Lens Size: 61 x 37 x 65mm, DBL 14mm
Fit: Medium
Frame Features: Adjustable Nose Pads, Spring Hinges

// 7303 Metallic Gunmetal, Polarized Drivers
7301 Satin Black, Polarized 555nm
7300 Espresso, Polarized Drivers



VELOCITY

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 60 x 38 x 62mm, DBL 16mm
Fit: Medium/Large Universal
Frame Features: Adjustable Nose Pads, Spring Hinges

7494 Shiny Gunmetal, Polarized 555nm
// 7289 Shiny Gold, Polarized 555nm
7273 Espresso, Polarized Drivers
6935 Espresso, Drivers Gradient
6692 Gunmetal, Drivers Gradient



//SERIES//

COSMOPOLITAN

CUTTING-EDGE TECHNOLOGY ALONG WITH STYLE THAT'S A CUT ABOVE.

SERENA

Base Curve: 6 Rx
Temple Length: 138mm
Lens Size: 48 x 35 x 52mm, DBL 21mm
Fit: Small Universal
Frame Features: Handcrafted Acetate, Spring Hinges

7782 Burnt Almond, Drivers®
7780 Burnt Almond, Polarized Drivers
7779 Dark Tortoise Honey, Polarized Drivers
// 7778 Crème Stripe Black, Polarized 555nm®
7777 Black Gray Tortoise, Polarized 555nm



SOPHIA NEW

Base Curve: 6 Rx
Temple Length: 140mm
Lens Size: 58 x 41 x 58mm, DBL 16mm
Fit: Medium
Frame Features: Handcrafted Acetate, Spring Hinges

7892 Red Taupe Tortoise, Polarized Drivers
7891 Tortoise/Black, Polarized Drivers
7890 Shiny Black/Tortoise, Polarized 555nm
// 7889 Clear Crystal, Drivers Gradient



ANNALISA NEW

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 56 x 36 x 62mm, DBL 18mm
Fit: Medium
Frame Features: Handcrafted Acetate, Spring Hinges

7965 Milky Gray, Drivers Gradient
// 7964 Red Taupe Tortoise, Polarized 555nm
7963 Brown Stripe Tortoise, Polarized Drivers
7962 Brown Tortoise, Polarized Drivers
7961 Black, Polarized 555nm



BAGHERIA

Base Curve: 6 Rx
Temple Length: 138mm
Lens Size: 54 x 37 x 57mm, DBL 18mm
Fit: Medium Universal
Frame Features: Handcrafted Acetate, Spring Hinges

// 7790 Wine, Polarized Drivers®
7789 Black Tortoise Honey, Polarized Drivers
7788 Crème Stripe Black, Polarized 555nm®
7787 Black Gray Tortoise, Polarized 555nm



GABRIELLA NEW

Base Curve: 6 Rx
Temple Length: 135mm
Lens Size: 56 x 44 x 62mm, DBL 14mm
Fit: Medium Universal
Frame Features: Hidden Spring Hinges

7948 Sanded Crystal Wine, Polarized 555nm
7947 Shiny Red Tortoise, Polarized Drivers
// 7946 Shiny Honey Tortoise, Polarized Drivers
7945 Shiny Dark Tortoise, Polarized Drivers
7944 Shiny Black, Polarized 555nm



BELLA

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 58 x 36 x 61mm, DBL 16mm
Fit: Medium
Frame Features: Spring Hinges

7910 Dark Brown Stripe Tortoise, Polarized Drivers NEW
// 7909 Shiny Red Tortoise, Polarized Drivers NEW
7747 Shiny Black Cork, Polarized Drivers
7744 Tortoise, Polarized Drivers
7629 Shiny Black Zebra, Polarized 555nm
7627 Shiny Bubble Tortoise, Polarized Drivers



CHLOE

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 58 x 38 x 60mm, DBL 17mm
Fit: Medium
Frame Features: Spring Hinges

// 7912 Shiny Dark Brown Stripe Tortoise, Polarized Drivers® NEW
7911 Shiny Honey Stripe Tortoise, Polarized Drivers NEW
7749 Shiny Black Cork, Polarized Drivers Gold
7625 Shiny Bubble Tortoise, Polarized Drivers
7622 Shiny Black Zebra, Polarized 555nm®



BIANCA

Base Curve: 6 Rx
Temple Length: 130mm
Lens Size: 56 x 36 x 59mm, DBL 15mm
Fit: Medium Universal
Frame Features: Spring Hinges

7367 Glitter Tortoise, Polarized Drivers
7366 Dark Stripe Tortoise, Polarized 555nm
7365 Dark Stripe Tortoise, Drivers
// 7364 Shiny Black, Polarized 555nm





MONDELLO

Base Curve: 6 Rx
Temple Length: 140mm
Lens Size: 50 x 43 x 55mm, DBL 17mm
Fit: Medium Universal
Frame Features: Titanium/Acetate, Adjustable Nose Pads,
Spring Hinges

- // 7776 Shiny Silver/Black Ivory, Polarized 555nm®
- 7775 Satin Black/Black Brown Tortoise, Polarized Drivers® Gold
- 7774 Satin Gold/Black Brown Tortoise, Drivers
- 7773 Shiny Copper Stripe, Polarized Drivers



VOLTERRA

Base Curve: 6 Rx
Temple Length: 140mm
Lens Size: 56 x 41 x 61mm, DBL 17mm
Fit: Medium Universal
Frame Features: Titanium/Acetate, Adjustable Nose Pads,
Spring Hinges

- 7595 Shiny Silver/Black Ivory, Polarized 555nm
- 7594 Satin Black/Gray Stripe, Polarized Drivers
- 7593 Satin Black/Gray Stripe, Polarized 555nm
- // 7592 Satin Gold/Dark Tortoise, Polarized Drivers Gold



SAN REMO

Base Curve: 8 Rx

Temple Length: 135mm

Lens Size: 63 x 38 x 67mm, DBL 17mm

Fit: Medium/Large Universal

Frame Features: Titanium/Acetate, Adjustable Nose Pads,
Spring Hinges

7609 Satin Dark Brown/Black Tortoise, Polarized Drivers®

7608 Shiny Gunmetal/Gray Stripe, Drivers

7607 Shiny Gunmetal/Gray Stripe, Polarized Drivers

7605 Satin Black/Gray Stripe, Polarized Drivers

// 7604 Satin Black/Gray Stripe, Polarized 555nm®



LIVIGNO

Base Curve: 8 Rx

Temple Length: 135mm

Lens Size: 60 x 38 x 65mm, DBL 17mm

Fit: Medium/Large Universal

Frame Features: Titanium/Acetate, Adjustable Nose Pads,
Spring Hinges

7772 Shiny Silver/Smoke Stripe, Polarized 555nm

7771 Satin Dark Brown/Black Brown Tortoise, Polarized Drivers

7770 Shiny Gunmetal/Gray Stripe, Polarized 555nm

// 7769 Satin Black/Gray Stripe, Polarized Drivers



NORCIA NEW

Base Curve: 8 Rx

Temple Length: 125mm

Lens Size: 62 x 45 x 63mm, DBL 19mm

Fit: Large

Frame Features: Adjustable Nose Pads, Spring Hinges

// 7971 Satin Black/Black, Polarized 555nm

7970 Satin Espresso/Brown, Polarized Drivers

7969 Satin Silver/Black, Polarized Drivers



//SERIES//

FLEX

ULTRA-ELASTIC ALLOYS AND CUTTING-EDGE FRAME TECHNOLOGY PROVIDE SHAPE MEMORY AND SPRING-LIKE FLEXIBILITY, FOR AN AMAZINGLY PRECISE FIT.

BRANDO

Base Curve: 6 Rx

Temple Length: 135mm

Lens Size: 57 x 47 x 60mm, DBL 13mm

Fit: Medium Universal

Frame Features: Wire-Flex Technology,
Adjustable Nose Pads

// 7700 Velvet Gold, Polarized Drivers® Gold

7543 Velvet Espresso, Polarized Drivers

7541 Velvet Gunmetal, Polarized 555nm®



DANTE

Base Curve: 8 Rx

Temple Length: 130mm

Lens Size: 63 x 38 x 64mm, DBL 15mm

Fit: Medium/Large Universal

Frame Features: Wire-Flex Technology,
Adjustable Nose Pads

7267 Black Pearl, Polarized Drivers

// 7115 Shiny Gunmetal/Black Tannery, Polarized 555nm

7114 Shiny Espresso, Drivers

7113 Shiny Gunmetal, Polarized Drivers



SASSARI

Base Curve: 8 Rx

Temple Length: 130mm

Lens Size: 64 x 44 x 67mm, DBL 14mm

Fit: Large Universal

Frame Features: Wire-Flex Technology,
Adjustable Nose Pads

7669 Satin Gunmetal, 555nm

7666 Shiny Gunmetal, Drivers

// 7665 Shiny Gunmetal, Polarized Drivers

7664 Satin Black, Polarized 555nm



LEVANTO

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 62 x 41 x 64mm, DBL 18mm
Fit: Medium Universal
Frame Features: S-Flex™ Technology, Adjustable Nose Pads

// 7588 Shiny Gunmetal, Polarized 555nm®
7587 Satin Dark Brown, Polarized Drivers®
7586 Satin Black, Polarized 555nm
7585 Satin Black, Polarized Drivers



TOSCA

Base Curve: 8 Rx
Temple Length: 125mm
Lens Size: 57 x 34 x 61mm, DBL 19mm
Fit: Medium Universal
Frame Features: Titanium/Acetate, Memory Metal,
Adjustable Nose Pads, Spring Hinges

7798 Satin Dark Brown/Black Brown Laser Tortoise, Polar PhD™ Drivers
7797 Satin Black/Black Tortoise Laser, Polar PhD 555nm
// 7796 Shiny Gunmetal/Solid Black Laser, Polar PhD Drivers
7795 Shiny Silver/Deep Red Brown Laser, Polar PhD CPG



MONZA

Base Curve: 8 Rx
Temple Length: 125mm
Lens Size: 62 x 37 x 65mm, DBL 17mm
Fit: Medium/Large Universal
Frame Features: Titanium/Acetate, Memory Metal,
Adjustable Nose Pads, Spring Hinges

7794 Satin Dark Brown/Black Brown Laser Tortoise, Polar PhD Drivers
7793 Satin Black/Black Tortoise Laser, Polar PhD 555nm
7792 Shiny Gunmetal/Solid Black Laser, Polar PhD Drivers
// 7791 Shiny Silver/Deep Red Brown Laser, Polar PhD CPG





MODELS CLOCKWISE FROM TOP // JUDINE 7913 / RIVOLI 7916 / SORTIE 7980 / BRANDO 7887

//SERIES//

SERENGETI® SPORT

ENHANCE YOUR OUTDOOR EXPERIENCE WITH ADVANCED
PHOTOCHROMIC TECHNOLOGY, STREAMLINED STYLING
AND DURABLE FRAME MATERIALS.



NUVOLA

Base Curve: 8 Rx

Temple Length: 132mm

Lens Size: 61 x 37 x 63mm, DBL 15mm

Fit: Medium

Frame Features: Megol Temple Tips and Nose Pads

7721 Carbon Fiber, Polar PhD™ CPG

// 7720 Shiny Black, Polar PhD Sedona®

7718 Shiny Black, Polar PhD 555nm®

7360 Shiny Brown, Polar PhD Drivers®

7359 Shiny Black, Polar PhD CPG



NUVINO

Base Curve: 8 Rx

Temple Length: 132mm

Lens Size: 65 x 39 x 68mm, DBL 15mm

Fit: Medium

Frame Features: Megol Temple Tips and Nose Pads

7319 Hematite, Polar PhD CPG

7318 Shiny Black, Polar PhD CPG

7317 Shiny Black, Polar PhD Drivers

// 7316 Shiny Brown, Polar PhD Drivers



LUCA

Base Curve: 8 Rx

Temple Length: 132mm

Lens Size: 63 x 34 x 65mm, DBL 14mm

Fit: Medium Universal

Frame Features: Megol Temple Tips and Nose Pads

7803 Shiny Brown, Polar PhD Drivers

// 7802 Shiny Black, Polar PhD CPG

7801 Shiny Black, Polar PhD Sedona

7800 Shiny Hematite, Polar PhD 555nm

7799 Shiny Black/Black Satin, Polar PhD Drivers



LIPARI

Base Curve: 8 Rx
Temple Length: 132mm
Lens Size: 63 x 36 x 66mm, DBL 15mm
Fit: Medium Universal
Frame Features: Megol Temple Tips and Nose Pads

7807 Shiny Brown, Polar PhD™ Drivers®
7806 Shiny Black, Polar PhD Sedona®
// 7805 Shiny Hematite, Polar PhD 555nm®
7804 Shiny Black/Black Satin, Polar PhD Drivers



MAESTRALE

Base Curve: 8
Temple Length: 132mm
Lens Size: 67 x 40 x 70mm, DBL 14mm
Fit: Medium/Large
Frame Features: Megol Temple Tips and Nose Pads

7712 Shiny Black, Polar PhD 555nm
7711 Satin Dark Brown/Shiny Cognac, Polar PhD Drivers Gold
7356 Satin Black, Polar PhD Drivers
7355 Satin Black, Polar PhD CPG
7354 Shiny Black/Orange, Polar PhD Drivers
// 7353 Black/Taupe, Polar PhD CPG



ASSISI

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 62 x 36 x 66mm, DBL 16mm
Fit: Medium
Frame Features: Megol Temple Tips, Adjustable Nose Pads

// 7996 Shiny/Matte Brown, Polar PhD Drivers NEW
7753 Shiny Satin Black, Polar PhD Drivers
7615 Shiny Black, Polar PhD 555nm
7614 Satin Crystal Tortoise, Polar PhD Drivers
7612 Satin Crystal Smoke Fade, Polar PhD Drivers



FASANO

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 61 x 36 x 65mm, DBL 14mm
Fit: Medium Universal
Frame Features: Megol Temple Tips and Nose Pads

// 7918 Shiny Taupe Tortoise, Polar PhD™ Drivers® NEW
7751 Shiny Black Gray, Polar PhD CPG
7750 Shiny Satin Black, Polar PhD 555nm®
7704 Shiny Black, Polar PhD 555nm
7396 Dark Tortoise, Polar PhD Drivers
7394 Shiny Black, Polar PhD CPG



ORVIETO

Base Curve: 8 Rx
Temple Length: 130mm
Lens Size: 62 x 39 x 66mm, DBL 16mm
Fit: Medium/Large
Frame Features: Megol Temple Tips and Nose Pads

// 7997 Shiny/Matte Black, Polar PhD 555nm NEW
7755 Shiny Satin Black, Polar PhD 555nm
7754 Black Tortoise, Polar PhD 555nm
7621 Shiny Black, Polar PhD 555nm
7620 Satin Crystal Tortoise, Polar PhD Drivers



SERENGETI® SUN RX PROGRAM

VARIO DRIVE THIN DESIGN

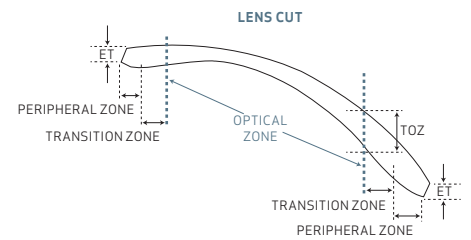
The ultimate in lightweight lens technology, Serengeti's VARIO Drive Thin Design represents the culmination of the most cutting-edge advancements available in the optical industry. Built with NXT® technology and Trivex® material, VARIO Drive lenses combine a polarized filter and photochromic technology to offer unsurpassed visual acuity in a customized lens. They are also up to 72% thinner and 45% lighter than traditional prescription lenses.



S E R E N G E T I®
VARIO DRIVE
THIN DESIGN

HOW DOES VARIO DRIVE THIN DESIGN TECHNOLOGY WORK?

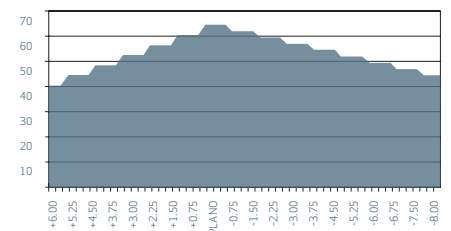
- An axial compensation of the prescription is calculated with the frame dimensions and wearer's facial anatomy measurements.
- The calculation determines the precise optical zone to create the most exacting prescription possible and should be as close as possible to the wearer's eyes.



RECOMMENDATION FOR OPTIMAL CUSTOMIZATION

- For optimal comfort, the frame must perfectly fit the anatomy of the wearer.
- The accompanying graph estimates the size of the optical zone.

ESTIMATION OF OPTICAL ZONE SIZE BY LENS POWER

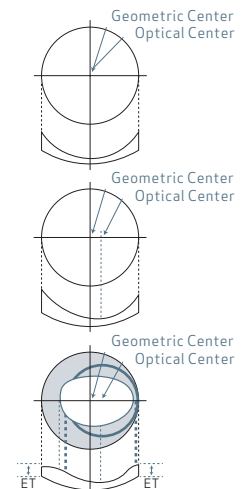


As indicated, lens dimension is calculated according to prescription strength and frame size.

AN UNPARALLELED RANGE OF PRESCRIPTION POWERS

- +6.00 to -8.00 for the Serengeti sunglasses range, 99% of prescriptions in SV and Progressive lenses.
- With the VARIO Drive Thin Design technology, lenses are up to 72% thinner and 45% lighter than traditional prescription lenses.
- Digital surfacing technology combines advanced customization with a patented wrap optics experience, excellent for competitive sport.
- Abbe value equal to 45, as opposed to 32 for polycarbonate.
- 10% lighter than polycarbonate.
- 15% lighter than CR-39 and 75% lighter than glass.
- Ultra-flexible material, allowing for a wide range of frame designs (base 6 and 8).

PROJECTION OF VARIO DRIVE THIN DESIGN TECHNOLOGY



PRESCRIPTION RANGES

The prescription range varies from +6.00 to -8.00 (Cyl 4.00) including Single Vision and Progressive lenses. Please use the calculator located in our online store to determine the feasibility of your equipment. Feasibility may vary depending on pupillary distance.

GLASS LENSES

Stunning visual acuity. Unsurpassed comfort. Flawless quality. Serengeti® glass lenses represent the ideal balance of technology and craftsmanship. Our exacting standards and unparalleled attention to detail have culminated in a lens that's optically superior to any other glass lens on the market.

The technical features of Serengeti sunglasses are supplemented by the following special features for mineral glass lenses:

- Exceptional optical quality.
- Base 6 and 8 corrective technology, accommodating a wide range of prescriptions.
- Polarized, anti-glare lens finish option.

NOTE VARIO Drive Thin Design technology does not apply to our glass lens program, as no digital surfacing technology exists for glass lenses. Therefore, we use conventional surfacing on all Serengeti glass lenses.

HOW TO ORDER

Our new online store offers a quicker and more accurate fulfillment process that both you and your customers will appreciate. Visit www.serengeti-eyewear.com to learn more and set up your account.

POLAR PHD™ LENSES AVAILABLE



DRIVERS®
CAT. 2-3

High-contrast, color-enhancing photochromic lens ideal for driving in all weather conditions.



POLARIZED DRIVERS GOLD
CAT. 3-3

This lens has all the benefits of our signature Drivers lens, along with a stylish gold-flash mirror that reflects visible and infrared wavelengths, which can be damaging to the eye.



POLARIZED DRIVERS
CAT. 3-3

A polarized version of the Drivers lens which removes glare.



CPG
CAT. 2-3

Our CPG (Cool Photo Gray) lens is designed to perform in all weather conditions and is well suited for handling harsh glare.



555NM®
CAT. 3-3

Ideal for very bright conditions, the 555nm lens maximizes greens and yellows for greater contrast and clarity.



POLARIZED 555NM
CAT. 3-3

A polarized version of the 555nm lens which removes glare. Ideal for very bright light conditions.



SEDONA®
CAT. 2-3

High-contrast, rose-colored lens that provides clarity and high contrast in harsh light conditions. Ideal for skiing and use in intense light conditions.



POLARIZED SEDONA
CAT. 3-3

A polarized version of the Sedona lens that removes the glare and the stress it places on your eyes.

MINERAL GLASS LENSES AVAILABLE



DRIVERS
CAT. 2-3

High-contrast, color-enhancing photochromic lens ideal for driving in all weather conditions.



DRIVERS GRADIENT
CAT. 2-3

Drivers lens with a gradient finish that provides a clear view when looking down at instrument panels. Ideal for driving and flying in all weather conditions.



POLARIZED DRIVERS
CAT. 3-3

A polarized version of the Drivers lens that removes glare.



555NM
CAT. 3-3

Ideal for very bright conditions, the 555nm lens maximizes greens and yellows for greater contrast and clarity.



POLARIZED 555NM
CAT. 3-3

A polarized version of the 555nm lens which removes glare. Ideal for very bright light conditions.



SEDONA
CAT. 2-3

High-contrast, rose-colored lens that provides clarity and high contrast in harsh light conditions. Ideal for skiing and use in intense light conditions.



POLARIZED SEDONA
CAT. 3-3

A polarized version of the Sedona lens that removes the glare and the stress it places on your eyes.

MERCHANDISING



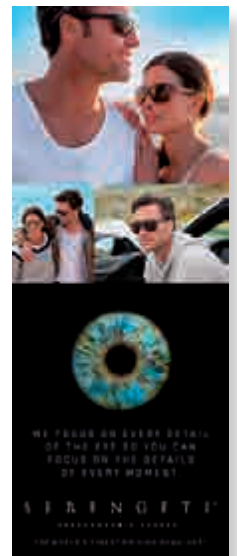
16-PCS FLOOR DISPLAY
(190 x 60 x 35 cm)
PR532



30-PCS FLOOR DISPLAY
(190 x 60 x 35 cm)
PR531



6/12-PIECES COUNTER DISPLAY
(20x61x20 cm)
PR681



SUMMER PACK 2014
Kakemono + A3 showcard + A4 showcard
SERSUM14



SIGNATURE COLLECTION DISPLAY
PR684



1 PCS - DISPLAY
PR662



2011 SERENGETI PER UNIT 6 PCS
PRESENTATION TRAY
PR653



PHOTO LENS DISPLAY
(17,5x12x10cm)
PR686



VARIO DRIVE RX DISPLAY
PR664



COUNTER MIRROR
(20x27x4cm)
PR678



POLARIZER
(15x11x5cm)
PR676

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