



**COLLECTION 2023** 





Iconic brand, born in the U.S.A.

Globally respected and worldwide distributed, Serengeti<sup>®</sup> is the unique brand able to combine the most advanced eyewear technologies, inherited from more than 140 years of R&D, the American culture and the finest sense of aesthetics, design and creativity.

The Serengeti<sup>®</sup> story began in 1877 with Corning<sup>®</sup>, an optical laboratory and pioneer in glass technology. Throughout the years, Innovation and Research & Development have played a key role in this frenzied quest for quality and performance. These decades of experience allow Serengeti<sup>®</sup> to justifiably be viewed as the world's most innovative and creative premium eyewear brand.

# **CHASE THE LIGHT**

Artists spend their lives chasing the light. In search of those rare moments when the sun and elements magically align to create the perfect shot; the ideal reflection at the most exquisite angle, the color and atmosphere all coming together to create art.

At Serengeti<sup>®</sup>, we design the sunglasses that let you chase the light and capture it – revealing the world at its most inspiring.

Make no mistake, the idea of chasing the light is about more than just sunlight. It's about chasing life. Chasing success. Joy. Enlightenment. Striving to go places and do things we've never done before. And it's a passionate pursuit that's somehow distinctly American.

At Serengeti<sup>®</sup>, we chase the light by constantly striving for design perfection. Forever in pursuit of the perfect curve. The consummate contour. The most glorious glass. Our master craftsmen are inspired and encouraged to go beyond product design, beyond craft to inspire you, the wearer. And you'll feel the results every time. Wherever you are. Whatever you are chasing.

We're not just chasing sunglass design.

We're crafting and mastering eyewear.

For those who crave the open road that allows them escape from the confines of the city, there is the Serengeti<sup>®</sup> Sport collection - where the quality and comfort of our frames and superior visual definition will keep them in complete control behind the wheel or throttle in sun, snow or sky.

# **METAL FRAMES**







# **AITKIN**

# **ODELL**



Base Curve: 4 Temple Length: 145 mm Boxing Size: 56 x 15 mm Temporal Distance: 135 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Stainless Steel Metal, Spring Hinges, Adjustable Nose Pads



SS554001 Brushed Bronze SATURN Polarized Drivers®



SS554002 Matte Black SATURN Polarized 555nm®



SS554003 Shiny Silver SATURN Polarized Petrol Blue



SS554004 Matte Gunmetal SATURN Polarized Sedona®



*SS554005* Shiny Light Gold SATURN Sedona® 🕣



Base Curve: 4 Temple Length: 145 mm Boxing Size: 59 x 15 mm Temporal Distance: 137 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Stainless Steel Metal, Spring Hinges, Adjustable Nose Pads



SS555001 Shiny Light Gold SATURN Polarized Drivers®



SS555002 Matte Khaki SATURN Polarized Drivers®



SS555004 Rose Gold SATURN Polarized Drivers® Gold



SS555003 Matte Black SATURN Polarized Petrol Blue



SS555005 Matte Silver SATURN Sedona® 쥕







# SHELBY



Base Curve: 4 Temple Length: 145 mm Boxing Size: 54 x 18 mm Temporal Distance: 134 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Stainless Steel Metal, Spring Hinges, Adjustable Nose Pads



SS533001 Light Rose Gold SATURN Polarized Drivers®



SS533003 Light Gold SATURN Polarized Drivers® Gold







SS533002 Matte Black SATURN 555nm® 🕞













# HINKLEY I



Base Curve: 8 Temple Length: 130 mm Boxing Size: 63 x 17 mm Temporal Distance: 143 mm Fit: Large Rx: Available Key Features: SATURN Lens, Stainless Steel Metal, and Spring Hinges



SS570004 Shiny Bronze SATURN Polarized Drivers®



SS570005 Shiny Bronze SATURN Drivers® 🕣



SS570002 Shiny Gunmetal SATURN Polarized Drivers® Gold



SS570003 Shiny Black SATURN Polarized 555nm®



SS570006 Shiny Silver SATURN Polarized 555nm® Blue



SS570001 Matte Black SATURN Polarized Smoke





# ECO-FRIENDLY NYLON FRAMES









# BRAWLEY

# **CHANDLER**





Base Curve: 6 Temple Length: 135 mm Boxing Size: 56 x 20 mm Temporal Distance: 135 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges



SS557002 Rubberised Khaki SATURN Polarized Drivers<sup>®</sup> Gold



SS557001 Shiny Classic Tortoise SATURN Polarized 555nm®



SS557005 Matte Black SATURN 555nm® 🔂



SS557003 Matte Black SATURN Polarized Sedona®



SS557004 Matte Crystal Blue SATURN Polarized Smoke

Base Curve: 6 Temple Length: 145 mm Boxing Size: 53,5 x 19 mm Temporal Distance: 142 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, Stainless Steel Metal, Spring Hinges



SS556002 Matte Black SATURN Polarized Drivers®



SS556004 Matte Crystal Green SATURN Polarized 555nm®







SS556001 Shiny Classic Tortoise SATURN Polarized Smoke



SS556003 Matte Crystal Pink SATURN Polarized Smoke





# ENDEE 🔤



Base Curve: 6 Temple Length: 140 mm Boxing Size: 54 x 19 mm Temporal Distance: 143 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, and Spring Hinges



SS573001 Matte Classic Tortoise SATURN Polarized Drivers®



SS573002 Shiny Brown Spray with Milky nude base SATURN Polarized Drivers®







SS573006 Shiny Milky Vintage Tortoise SATURN 555nm® 🕞



SS573003 Matte Black SATURN Polarized Petrol Blue



SS573004 Shiny Milky Red SATURN Polarized Smoke





# ROLLA



WAKOTA



Base Curve: 4 Temple Length: 136 mm Boxing Size: 54 x 15 mm Temporal Distance: 142 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, Bevelled Lens, Spring Hinges



*SS537002 Matte Off White* Matte Tortoise SATURN Polarized Drivers®



SS537003 Crystal Champagne SATURN Polarized Drivers<sup>®</sup> Gold







SS537005 Shiny Black SATURN Polarized 555nm®



SS537004 Shiny Red Tortoise SATURN Polarized 555nm®



Base Curve: 4 Temple Length: 135 mm Boxing Size: 56 x 16 mm Temporal Distance: 140 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges



SS536004 Shiny Tortoise SATURN Polarized Drivers®



SS536005 Matte Crystal Pink SATURN Polarized Drivers®



SS536001 Shiny Crystal Peach SATURN Drivers® 😥

*SS536002* 





SS536003 Shiny Crystal Burgundy SATURN Polarized 555nm®



Shiny Black SATURN Polarized 555nm®

# KINGMAN 📟



Base Curve: 4 Temple Length: 140 mm Boxing Size: 50 x 23 mm Temporal Distance: 143 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, and Spring Hinges



SS572003 Shiny Tortoise Dark Blue SATURN Polarized Drivers®



SS572001 Shiny Milky Vintage Tortoise SATURN Polarized 555nm®



SS572002 Shiny Milky Vintage Tortoise SATURN 555nm® 🕞



SS572004 Matte Black SATURN Polarized Petrol Blue

















# **BELLEMON**



## OATMAN



Base Curve: 4 Temple Length: 140 mm Boxing Size: 57 x 15 mm Temporal Distance: 147 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges



SS535002 Matte Tortoise SATURN Polarized Drivers®



SS535004 Frosted Crystal Burgundy SATURN Polarized Drivers®



\$\$535003 Frosted Khaki



SS535001 Rubberised Grey SATURN 555nm® 🕤



*SS535005* Rubberised Peacock Blue SATURN Polarized 555nm® Blue

Base Curve: 4 Temple Length: 139 mm Boxing Size: 56 x 18 mm Temporal Distance: 143 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges



SS534002 Shiny Tortoise SATURN Polarized Drivers®



SS534003 Matte Black SATURN Polarized Drivers® Gold



SS534004 Matte White SATURN Polarized 555nm®



SS534001 Matte Black SATURN 555nm® 🕤



SS534005 Rubberised Dark Blue SATURN Polarized 555nm® Blue



SATURN Polarized Drivers® Gold







Base Curve: 8 Temple Length: 130 mm Boxing Size: 65 x 18 mm Temporal Distance: 143 mm Fit: Medium-Large Rx: Available Key Features: SATURN Lens, and Eco-Friendly Nylon



SS571004 Shiny Classic Tortoise SATURN Polarized Drivers®



SS571002 Shiny Black SATURN Polarized 555nm®







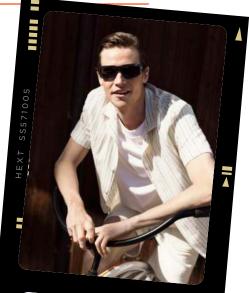
SS571003 Matte Black SATURN Polarized 555nm® blue

















# BORMIO



Base Curve: 8 Temple Length: 125 mm Lens Size: 62 x 37 x 65mm, DBL: 16 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Eco-Friendly Nylon, Megol Nose Pads



SS009004 Shiny Tortoise Black SATURN Polarized Drivers®



SS009003 Matte Dark Tortoise SATURN Polarized Drivers®



SS009001 Matte/Shiny Black SATURN Polarized 555nm®



SS009002 Matte Black SATURN Polarized 555nm® Blue



SS009005 Shiny Black SATURN Polarized Smoke



SS009006 Matte Black SATURN Polarized Sedona®



# **SEMI-RIMMED** & RIMLESS FRAMES







WINSLOW SS551002 - LUPTON 5 3

# WINSLOW



Base Curve: 8 Temple Length: 135 mm Boxing Size: 67 x 9 mm Temporal Distance: 135 mm Fit: Medium Rx: Available Key Features: SATURN Lens, Zero-Waste Nylon, Adjustable Nose Pads



SS551005 Matte Black SATURN Polarized Drivers®



SS551006 Matte Black SATURN Drivers® 🕣



SS551001 Matte Solid White SATURN Polarized Drivers® Gold



SS551004 Matte Crystal Dark Grey SATURN Polarized 555nm®



SS551002 Shiny Crystal Ice Blue SATURN Polarized 555nm® Blue



SS551003 Matte Classic Tortoise SATURN Polarized Smoke



# LUPTON SMALL



## LUPTON



Base Curve: 8 Temple Length: 135 mm Boxing Size: 61 x 16 mm Temporal Distance: 130 mm Fit: Small Rx: Available Key Features: PhD™ 2.0 Lens, Zero-Waste Nylon, Adjustable Nose Pads



SS552005 Matte Black PhD<sup>™</sup> 2.0 Drivers<sup>®</sup>



SS552004 Shiny Dark Brown PhD<sup>™</sup> 2.0 Drivers®









PhD<sup>™</sup> 2.0 555nm<sup>®</sup>



SS552003 Rubberised Khaki PhD™ 2.0 555nm®



SS552002 Matte Crystal Black PhD™ 2.0 CPG



Base Curve: 8 Temple Length: 135 mm Boxing Size: 67 x 16 mm Temporal Distance: 133 mm Fit: Large Rx: Available Key Features: PhD™ 2.0 Lens, Zero-Waste Nylon, Adjustable Nose Pads



SS553005 Matte Black PhD<sup>™</sup> 2.0 Drivers<sup>®</sup>



SS553004 Shiny Dark Brown PhD™ 2.0 Drivers®

SS553001





SS553006 Matte Black PhD™ 2.0 555nm®



SS553003 Rubberised Khaki PhD™ 2.0 555nm®



SS553002 Matte Crystal Black PhD™ 2.0 CPG

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Matte Crystal Light Brown PhD™ 2.0 Drivers® Gold



# **EYEWEAR CRAFT** & MASTERY







At Serengeti<sup>®</sup>, we pay particular attention to the materials we use to protect your eyes and offer you the best visual acuity available on the market.

From the finest and ultimate raw materials to the latest coatings, every step of the production and every component are meticulously checked to guarantee the best quality and protection.

# **INCREDIBLE LENS MATERIALS**

## OUR PHD<sup>™</sup> 2.0 LENS: THE PERFECT BALANCE OF VISUAL AND PHYSICAL PERFORMANCE

As quality and perfection are key for us, we dedicated this remarkable lens to our Sport collection.

Built with NXT<sup>®</sup> technology and made from Trivex material, the PhD<sup>™</sup> 2.0 lens is extremely light and thin, 75% lighter than glass, ultra-flexible, while being highly impact and temperature resistant.

In fact, to begin with, Trivex material was used by the US military for fighter jet canopies and helicopter windshields. It has required 12 years of development: 10 within the military and 2 years for adaptation to the optical sunglass lens market.

This lens also offers a high optical clarity and avoids any distortion. Our PhD<sup>™</sup> 2.0 lens is the most appropriate lens for rimless and semi-rimmed frames.

# **EXPERIENCE THE WORLD AT ITS MOST ASPIRATIONAL**

Created for those who have an endless thirst for adventure, Serengeti® Sport collection features the most advanced organic sport lens ever imagined: SATURN.

SATURN is evocative of the solar system first but can also conjure thoughts of the unknown and awaiting adventure. It is that sense of anticipation and excitement, at discovering something new and unique, that resonates with Serengeti<sup>®</sup> Sport consumers, who live to tread the unbeaten path. Like them, our core values are adventure, vigor, and a whole lot of imagination.

SATURN is one of the lightest planets in the solar system, as is our SATURN lens. Two times lighter than traditional mineral lenses, they are perfect for outdoor activities; comfortable, while protecting your eyes from damaging UV light, so you free to express yourself. SATURN lenses feature the most advanced lens technologies: Photochromic, Spectral Control<sup>™</sup> as well as the ultimate anti-scratch and anti-reflective treatments. SATURN lenses allow you to see and experience the world at its most inspirational.

Some of our frames are available with a polarized SATURN lens.

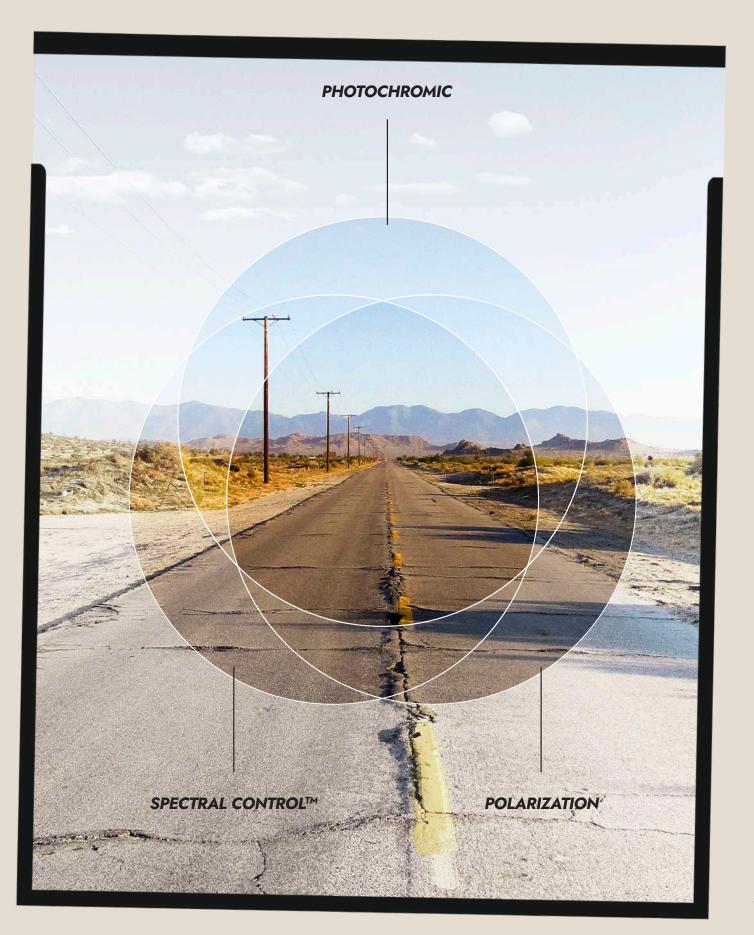


# EYEWEAR CRAFT AND MASTERY

## THE ULTIMATE HIGH DEFINITION VISION OF EVERYTHING IN SIGHT.

No other eyewear brand can claim to combine three industry-defining technologies into one ultra-superior lens. Then again, innovation has always been inherent in our DNA. With gradually adjusting Photochromic lenses, naturally color-enhancing Spectral Control<sup>™</sup> filters, and glare-reducing Polarization, every Serengeti<sup>®</sup> lens is unique.

With that, achieving clarity in life is not the end game — but rather, the beginning. You are now able to stop looking at the world and start really experiencing it.



# PHOTOCHROMIC TECHNOLOGY

MOLECULARLY INFUSED INTO EVERY SERENGETI® LENS

## ADAPT TO LIGHT

- REACT TO UV LIGHT
- ADAPT TO ALL LIGHT CONDITIONS

## • PROVIDE YOUR EYES WITH THE EXACT AMOUNT OF LIGHT NEEDED

As the pioneer of Photochromic technology, Serengeti<sup>®</sup> leads the industry in creating lenses that adapt to any light condition in any setting.

Serengeti<sup>®</sup> Photochromic lenses are activated by the amount of UV radiation in the atmosphere and engineered to transition from light to dark, gradually. Energy from UV radiation causes the polarity of the silver salt lens molecules to expand in brighter conditions, creating a denser lens that absorbs more light. In darker conditions, the molecules compress and separate to allow in more light.

Our Photochromic lenses optimize for the environment, providing your eyes with the exact amount of light needed at any time and in all weather conditions. It enables your eyes to discern shapes and colors more quickly while eliminating eyestrain.



# SPECTRAL CONTROL<sup>™</sup> TECHNOLOGY

## **MOLECULARLY INFUSED INTO EVERY SERENGETI® LENS**

## MANAGE THE LIGHT

- FILTER UP TO 95% OF BLUE LIGHT
- ENHANCE COLORS AND CONTRASTS
- PROTECT YOUR EYES FROM AGING

Specific and unique to Serengeti<sup>\*</sup>, Spectral Control<sup>™</sup> technology provides you with the ultimate High Definition vision. It fines-tunes the light waves passing through the lens, for a highly reduced blue light transmission, naturally enhanced detail and colors that pop, crisp and clear.

Blue light is necessary to regulate our biological clock. However, it is also really damaging and harmful for the eyes and the retina and is a risk factor for age-related macular degeneration (AMD).

So, our Spectral Control<sup>™</sup> technology filters out up to 95% of the blue light.

By acting like this, the Spectral Control<sup>™</sup> technology reduces blue blur and visible noise. This protects your eyes from aging and damage, to preserve your sight perfectly.

In addition, our lenses selectively manage light wavelengths, distinguishing reds, greens and yellows, in any light condition. They ensure improved and enhanced depth perception and maximum color contrast.

Landscapes that would be washed out, dull or flat with other lenses become defined, vibrant and vivid — while your eyes remain cool and relaxed



# POLARIZATION TECHNOLOGY

## CONTROL THE LIGHT

- ABSORB ALL FOUR TYPES OF GLARE
- EXPERIENCE ABSOLUTE CLARITY
- RELIEVE EYE FATIGUE

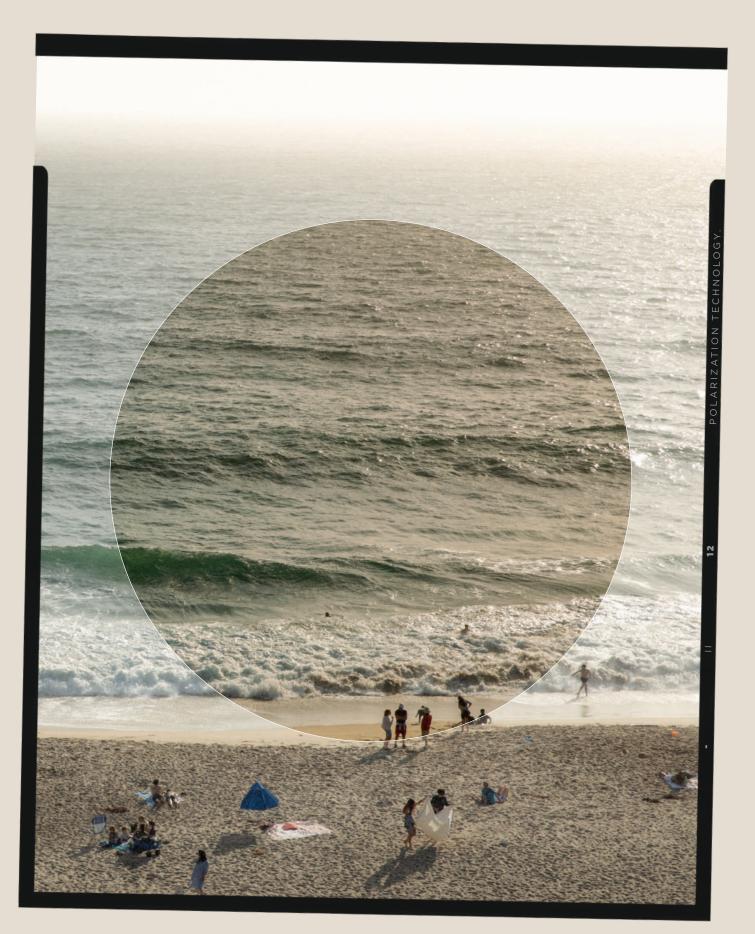
Whether you're in a high- or low-glare environment, you deserve lenses that give you the ultimate glare protection and with it, uncompromised clarity.

When glare reflects off the road, water snow or other areas, parallel light rays can pass through unhindered, while distracting perpendicular rays are reflected.

The Serengeti<sup>®</sup> Polarization technology eliminates 99.9% of disruptive glare from the four types of glare: distracting, discomforting, disabling and blinding. This ensures, therefore, no more reflection from: vehicle headlights, intense lights, shiny surface reflections and the everyday outdoors.

This Polarization technology relieves eye fatigue. It also allows you to experience absolute clarity, by discovering layer upon layer of details that glare would have otherwise kept hidden.

Some of our products feature non-polarized lens options, ideal for pilots flying aircraft with digital instrument panels 🗩







Launched in 1985, this ideal driving sunglass is the original and emblematic lens of Serengeti®. The amber-colored Drivers® lens naturally amplifies contrast and definition. It's engineered to transmit and distinguish red, green and yellow colors, so they can pop in all environments.

Overcast to medium light conditions.

Ideal for driving and everyday use.

### SATURN POLARIZED DRIVERS® (CATEGORY 2 TO 3)

13% transmittance darkened lens 94% blue light blocked darkened lens

### SATURN DRIVERS® (CATEGORY 2 TO 3)

29% transmittance lightened lens 17% transmittance darkened lens

PhD<sup>™</sup> 2.0 (CATEGORY 2 TO 3)

9% transmittance darkened lens

89% blue light blocked darkened lens

96% blue light blocked darkened lens

protection.

Overcast to medium light conditions.

Ideal for driving and everyday use.

25% transmittance lightened lens 10% transmittance darkened lens 94% blue light blocked darkened lens



A deep blue lens which will enhance the experience of your adventure.

This lens features our Photochromic, Polarization and Spectral Control® technologies. Our SATURN Petrol Blue lens will protect your eyes and reveal the world in high definition.

Thanks to its blue tint, the SATURN Petrol Blue lens offers a trendy look while naturally enhancing the coldest lights.

Overcast to medium light conditions.

Ideal for boating and mountain activities.

SATURN POLARIZED PETROL BLUE (CATEGORY 2 TO 3) 10% transmittance darkened lens 88% blue light blocked darkened lens

555 nanometers is the center of light's visible color spectrum, right on the border of yellow and green. This is where the human dielectric mirror coating that reflects more glare and improves eye sees best. In low light conditions, this lens allows more yellow contrast. and green to pass through, creating relaxing conditions for the eyes.

Intense light conditions.

Ideal for driving, everyday use and for boating activities.

### SATURN POLARIZED 555NM® (CATEGORY 2 TO 3)

91% blue light blocked darkened lens

SATURN 555NM® (CATEGORY 2 TO 3)

90% blue light blocked darkened lens

PhD<sup>™</sup> 2.0 (CATEGORY 2 TO 3)

13% transmittance darkened lens

17% transmittance darkened lens

9% transmittance darkened lens



A beautiful variation of the 555nm<sup>®</sup>, featuring a reflective blue

DRIVERS® GOLD

This lens has all the benefits of our signature Drivers® lens, along

with a stylish gold-flash mirror, providing an additional layer of

SATURN POLARIZED DRIVERS® GOLD (CATEGORY 2 TO 3)

Overcast to medium light conditions.

Ideal for everyday use and boating activities.

Only available in the Serengeti® Sport Collection and in PhD™ 2.0, this multi-use lens is designed to reduce harsh glare in all weather conditions without any artificial color enhancement.

Overcast to medium light conditions.

Ideal for everyday use.

SATURN POLARIZED 555NM® BLUE (CATEGORY 2 TO 3) 11% transmittance darkened lens 94% blue light blocked darkened lens

PhD<sup>™</sup> 2.0 (CATEGORY 2 TO 3) 8% transmittance darkened lens

94% blue light blocked darkened lens

PhD<sup>™</sup> 2.0 (CATEGORY 2 TO 3)

9% transmittance darkened lens

91% blue light blocked darkened lens

94% blue light blocked darkened lens



A high-contrast rose-colored lens with a silver mirror. The Sedona lens improves contrasts whatever the luminosity definition and provides ultimate clarity to offer a superior image definition while reducing glare from flat light.

Intense light conditions.

Ideal for boating and mountain activities.

SATURN POLARIZED SEDONA (CATEGORY 2 TO 3) 10% transmittance darkened lens

SATURN SEDONA (CATEGORY 2 TO 3)

10% transmittance darkened lens

PhD<sup>™</sup> 2.0 (CATEGORY 3 TO 3) 8% transmittance darkened lens

92% blue light blocked darkened lens

91% blue light blocked darkened lens

93% blue light blocked darkened lens



Your go-to sunglass lens color for wherever the road may take you.

This neutral black tinted lens will reveal the true beauty of natural colors. Our Photochromic, Spectral Control® and Polarization technologies will enhance colors so you see the world at its most aspirational.

The SATURN Polarized Smoke lens will provide you with the eye protection you need outdoors, by eliminating distracting glare and harmful light while always allowing you to experience the true essence of color.

SATURN POLARIZED SMOKE (CATEGORY 2 TO 3)

27% transmittance lightened lens 10% transmittance darkened lens 88% blue light blocked lightened lens 91% blue light blocked darkened lens

# **ECO-FRIENDLY NYLON FRAME**

## SERENGETI® IS THRILLED TO USE THE ECO-FRIENDLY NYLON TO CRAFT THE SERENGETI® SPORT SUNGLASSES.

Climate change is the most important issue facing humanity for a generation, and so it is more important than ever before to ensure we take steps to minimize our ecological impact.

We use a sustainable substitute to traditional TR90 nylon called castor oil to create our frames.

From now, and since 2021, each of our nylon frames is made and composed of 57% of ecofriendly nylon.

It is extracted from Castor Plant but offers the same characteristics as TR90 Nylon: durable, flexible, lightweight, can bend, less likely to break, without requiring the use of petrol.

With this partially eco-friendly-based material, the reduction in CO2 emissions compared to traditional transparent polymers, such as PMMA or PC, is more than 40%.

### THE PROCESS TO CREATE OUR ECO-FRIENDLY NYLON:

The Castor Oil plant grows, ingesting CO2 from the atmosphere whilst releasing O2

- Seeds from the case plant are harvested and processed into castor oil
- Castor oil is used to produce a natural raw material know as 'eco-friendly-based resin'
- A standard injection process is used with this eco-firendly raw material

Resulting in eco-friendly-sourced, petrol-free frames with a lower ecological impact

# METAL

comfort and a wide fit range.

Metal frames also have the great advantage of being strong and impact resistance as well as being highly aesthetic by proposing an infinite variety of colors and combinations with other materials.



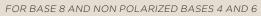


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Offering the possibility of creating thin and lightweight frames, handcrafted for ultimate

# **ECO-FRIENDLY** PACKAGING







FOR POLARIZED BASES 4 AND 6





## VEGAN LEATHER, RECYCLED AND RECYCLABLE CARTON

At Serengeti® we use plant-based fibers to create packaging that has a smaller impact on our environment.

Our Vegan leather cases are 100% Certified FSC.

In addition, all new carton packaging in Serengeti® Sport are made of 40% recycled kraft cardboard 100% recyclable.

All Lens cloth and Pouch in Serengeti® Sport are 100% made of recycled PET 100% recyclable.

## WE HAVE REMOVED PLASTIC BAGS FROM OUR PACKAGING

This new process enables us to avoid the use of 33,000 plastic components, which means a total of 33kg of plastic only will be used.

Any plastic elements that remain are now fully recyclable eco-friendly plastics.

We will continue to explore ways to reduce plastic use in future collections.







### HOW DOES VARIODRIVE THIN DESIGN TECHNOLOGY WORK?

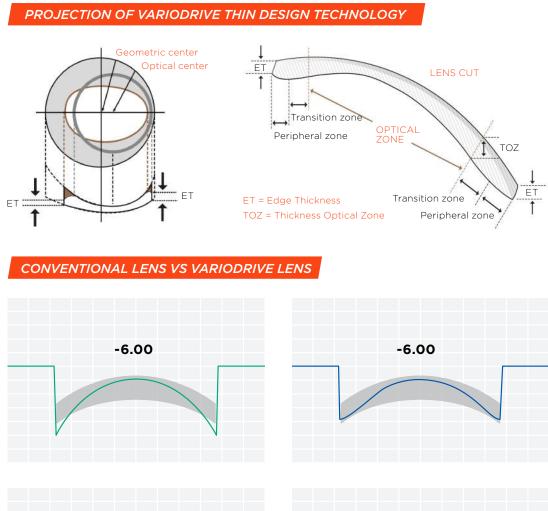
Software using the most advanced calculations is used to create customized lensesand the ultimate in comfort and lightweight products. Every prescription is reassessed to compensate for optical distortions related to the frame wrap angle. When the prescription reaches the limits of the conventional digital surfacing method, our patented algorithm calculates the best lens geometry regarding the Optical Area and the Transition Zone and reduces the Edge Thickness (US Patent number 8,002,404). Every product is customized to the prescription, frame and wearer's facial metrics and is precisely surfaced thanks to the latest Digital lens surfacing technology.

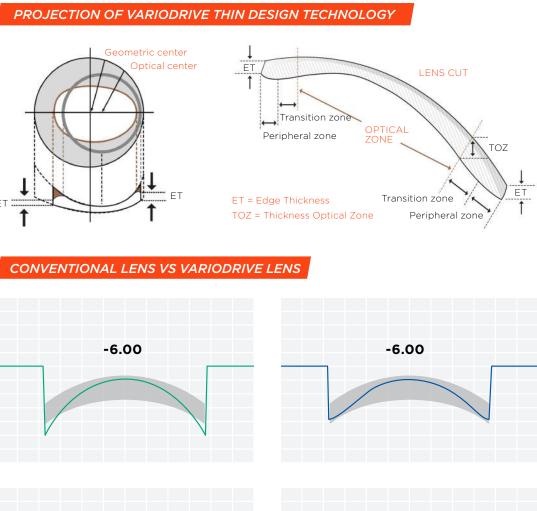
The Serengeti® RX program offers the 3-in-1 technology: Photochromic, Spectral Control™ and Optional Polarization.

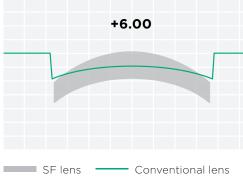
The entire collection is available in prescription, except Vernazza.

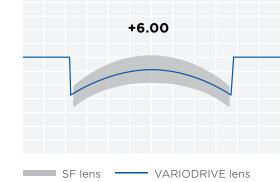
### AN UNPARALLELED RANGE OF COLOR SHADES

	PHD™ 2.0 POLARIZED LENSES	PHD™ 2.0 NON-POLARIZED LENSES
	CPG POLARIZED	CPG (US ONLY)
	555nm® BLUE POLARIZED	555nm® BLUE
	555nm® SILVER POLARIZED	555nm® SILVER
	DRIVERS® POLARIZED	DRIVERS®
	DRIVERS® GOLD POLARIZED	
	SEDONA® SILVER POLARIZED	SEDONA® SILVER
-		









## **PHD™** 2.0 LENS

### PHD<sup>™</sup> 2.0 LENS

The perfect balance of optical and physical performance. Highly durable, they are also up to 72% thinner and 45% lighter than conventional prescription lenses.

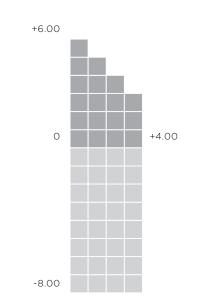
Digital surfacing technology combines advanced customization with patented wrap optics experience, excellent for competitive sports.

Backside anti-reflection available on every lens.

A large range of prescription power:

+6.00 to -8.00\* (Cyl 4.00) for the Serengeti<sup>®</sup> sunglasses range

Suits 99% of the prescription wearers in Single Vision and Progressive lenses

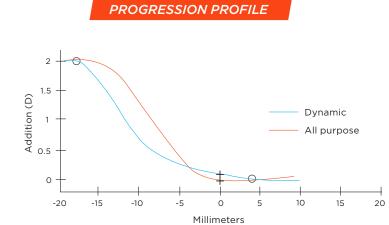


### **PROGRESSIVE LENSES**

Progressive lenses come in two designs to adjust as closely as possible to the way the wearer uses them.

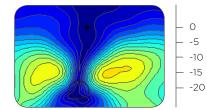
Dynamic: Progressive lenses offer an enhanced field of view for long distances. Corridor and close ranges have more restricted vision. Recommended for active use.

All-purpose: Multi-purpose progressive lenses offer a wider field of vision over near and distant ranges. Recommended for daily use.

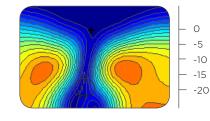


**CYLINDER MAPS** 





All-purpose (Plano Add +2.00)



### 0 0.5 1 1.5 2 2.5

# SUN RX WEBSITE

www.bollebrands-rx.com

### A SALES TOOL CRAFTED FOR THE EXPERTS

Our revolutionary website is a true partner when it comes to sales - enabling you to assess the suitability of prescription sunglasses in real-time, in front of your client. The website also allows you to make orders and track production right from your laptop. You can choose whether to show the recommended retail prices and even manage your after-sales service.



Thanks to a wide selection of frames and lenses available on our website, you can customize your own Serengeti® RX as you wish. All the frames available in prescriptions are labelled throughout this workbook.

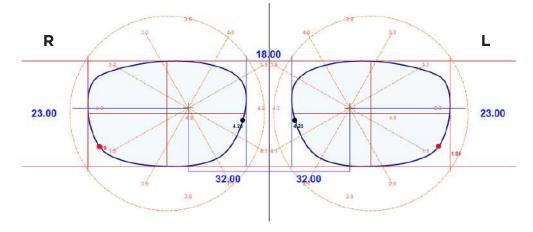
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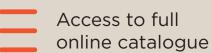
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