



OLIVER PEOPLES

OLIVER PEOPLES & ROGER FEDERER RELEASE THEIR FIRST EYEWEAR COLLECTION

Los Angeles (March 14th 2024) – Oliver Peoples and Roger Federer are pleased to release their first eyewear collection. The four-collection partnership under the Roger Federer (“RF”) and Oliver Peoples brands begins with six new styles – including four sunglasses and two shield frames.

For Roger, the connection to Oliver Peoples began over twenty years ago, when he purchased his first pair from the Los Angeles-based brand. “Sunglasses are something I’ve enjoyed as my sport has required me to chase the sun 80% of my life. One of the main goals of our collection was to create sunglasses that could be utilized in every aspect of one’s routine – off or on the court” Federer said.

For sport, lifestyle, or even a red carpet, the sunglasses complement every world Roger occupies. This angle is what makes each pair truly unique. At first glance, every shape – even the shield – resembles a look for everyday life, but it’s the inner workings and details that exemplify the performance elements.

The high visual quality of the lenses offered in the RF | Oliver Peoples collection match the innovative performance technology found in each pair. From custom Color Enhancement lenses which boost dominant colors specific to environments like water, forest, or the city, to Polarized lenses which cut the sun’s glare, and mirrored lenses – advanced visual details are offered throughout.

Every pair is designed for comfort and ease. The frames feature rubber grip nose pads and temple tips to help support a consistent fit throughout performance wear, whether uphill on a bike trail, mid-point in a tennis match, or downhill skiing. Federer stated, “We wanted to ensure the frames fit well and do not slide. With this, we created rubber grip details that sit on the back of your ears and nose. Especially with the adjustable rubber nose pads, the frames are comfortable and look strong on your face, without being too tight.” Notably, every pair is incredibly lightweight, with a maximum of 35 grams. The designs are made to be universally flattering for various face shapes and easy to style – perfect for whatever a day’s activities entail.

Throughout every angle, there are distinct, collaboration-exclusive details that honor Roger Federer. He noted, “I’m a big fan of details. That’s why I think the collection looks so impressive.” Elements include a number “8” plaque, a special number to him representing his birthdate (8.8.81) as well as the number of his Wimbledon titles. A custom corewire pattern was developed and inspired by the threading patterns of the strings found on vintage tennis racquets. Another symbol of tennis is the custom octagonal RF metal logo piece at the temple tip. The octagonal shape is inspired by the end of a tennis

ABOUT OLIVER PEOPLES, INC.

Oliver Peoples was founded in 1987 with the opening of its first boutique in the heart of West Hollywood, California and subsequent launch of the original designs. The frames were inspired by an estate collection of vintage American made eyewear purchased by the Founders of the brand in the late 1980s. This vintage aesthetic, along with the unique culture of Los Angeles - elements of fashion, film, art, music, and the Southern California lifestyle - remain at the core of the brand’s DNA and serve as inspiration for designs with global appeal. Oliver Peoples eyewear is hand-crafted of the finest quality materials, with a focus on exclusive product details and superior lens technology. Exclusively available at the finest optical retailers, department stores, and specialty boutiques around the world, Oliver Peoples has built a loyal following of culturally distinctive, progressive and influential tastemakers. The company currently has distribution in more than 60 countries worldwide and operates 41 retail stores with new openings in Amsterdam, Aspen, Milan, and more. To view select Oliver Peoples styles online and find boutique locations, please visit www.oliverpeoples.com.

ABOUT ROGER FEDERER

Roger Federer, one of the most beloved and decorated tennis players in the history of the sport, holds the men’s record for most Wimbledon titles with 8 and has won 20 Grand Slam titles in his illustrious career. The Roger Federer Foundation has created educational opportunities for over 2.5 million children in Africa and his home country of Switzerland over the past 20 years.

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racquet. In addition, every pair features the iconic RF logo on the plaque, temple tip, and lenses. These carefully crafted details for the wearer are a hallmark of the Oliver Peoples brand and serve as unique luxury accents to this performance eyewear.

The collection notably offers the first-ever shield styles in the history of the Oliver Peoples brand. In designing shields, both OP and Roger wanted to make sure the frames were an extremely clean aesthetic, wearable, and timeless while still being fashion-forward. The collaboration offers two shield styles, R-4 and R-5. R-4 is distinguished by its semi-matte bio-nylon top bar while R-5 features a minimalist, windsor rim top bar. Federer remarked “Shields are very new for me. I thought let’s give it a go, and see...I love the way they turned out. I don’t think we’ve seen shields like this in the market that are both high-performance and luxurious.”

Perhaps most recognizable in design, is the namesake Mr. Federer frame. “This shape is what I wore to the Met Gala, and I wanted to find a way to incorporate it into the collection but in a more sporty way. With all the collaboration envisioned details, like the rubber grip nose pads and temple tips, we accomplished this. Alongside, the name we landed on was Mr. Federer, which I hope this style will be quite iconic” he noted. With this new take, sunglass and optical pairing are available and feature the perfect hybrid of active components with elegant styling. In addition, a semi-rimless metal sunglass with double bridge detail, R-2 and a bold acetate frame featuring a quintessential Oliver Peoples key-hole bridge, R-3, make up the collection.

The corresponding campaign sees Federer captured by acclaimed photographer, Pari Dukovic. A reference to the different arenas of Federer’s life, the styling features an all-white, on-court look and a classic, impeccably tailored tuxedo. The imagery is distinct with a motion drag effect – giving a first look at the frames in action.

Oliver Peoples CEO, Rocco Basilico noted, “We are thrilled for the release of the Oliver Peoples and Roger Federer collaboration. Roger is a true icon of our generation who represents elegance, style, mastery, and precision.

Together, we have joined forces to reinvent performance eyewear.

Every style is made to be as luxurious as it is durable, as beautiful as it is functional. With lenses for high performance and exceptional optical quality, this ultra-lightweight design also features intricate collaboration exclusive details. For an aesthetic fit for sport and lifestyle, nothing compares. Finally, in eyewear, performance and luxury co-exist!”

The Oliver Peoples Roger Federer inaugural collection will be available globally starting March 14th 2024 in Oliver Peoples boutiques and online, as well as at select wholesale partners. Prices will range from **\$452** for the optical glasses and **\$390 to \$502** for the sunglasses.

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