

Alex Israel
OLIVER PEOPLES

Alex Israel and Oliver Peoples Unveil a Limited-Edition Sunglass in support of Los Angeles Wildfire Recovery.

100% of sales to benefit Steadfast LA's Modular Housing Initiative



LOS ANGELES, CA — July 9th, 2025 — In response to January 2025 wildfires, Oliver Peoples has partnered with contemporary artist Alex Israel to release a special edition of the brand's iconic Oliver Sun frame. 100% of sales (MSRP value) will be donated to Steadfast LA Foundation's Modular Housing Initiative, helping underinsured residents remain in their communities.

"This project is deeply personal," said Alex Israel. "As someone born and raised in LA, the rebuild means everything—it's essential that we do what we can to support our community and keep the magic of this city alive."

The limited-edition Oliver Sun is offered in three color combinations, classic black, rich tortoise, and clear crystal, each selected to reflect the effortless sophistication of Los Angeles style. The frame features a custom corewire etched with Alex's iconic Fin motif, a nod to his sculptural series and LA's surf culture and is paired with Israel's Pop-inspired reinterpretation of the original 1987 Oliver Peoples symbol logo.

"The Oliver Sun was a natural starting point—sharp and timeless, it's the frame I wear every day. I've always loved the Oliver Peoples logo; reductive yet still playful, it reminds me of the geometric shapes and post-modern patterns I grew up with in LA in the '80s and '90s. For this collaboration, I wanted to bring that logo forward and celebrate it, to reimagine it alongside another ubiquitous LA shape: the surf fin. The fin is a nod to LA's beach identity, our connection to sea-life, and to the incredible feeling of riding a wave. In French, "Fin" means 'The End,' but

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here it comes to symbolize a force to propel things forward. To me, that's what this city is all about—reinvention, imagination, and the freedom to keep going.” – Alex Israel.

Together, these design elements express a thoughtful harmony of visual storytelling, cultural symbolism, and deep-rooted LA heritage.

Alex Israel is a contemporary artist known for his iconic multimedia works inspired by his hometown. In Israel's work, the disciplines of entertainment, fashion, music and technology—pillars that also inform the world of Oliver Peoples—come together uniquely and seamlessly to both embody and define the ever-changing artistic and cultural landscape of our time. His work is featured in many of the world's leading art institutions, among them The Museum of Modern Art, New York, The Whitney Museum of American Art, New York, LACMA, MOCA and The Broad, Los Angeles, and Centre Pompidou, Paris.

The cultural synergy between Oliver Peoples and Alex Israel comes to life in a campaign that highlights the creative spirit of Los Angeles. Photographed by Justin Campbell in Israel's Mid-City art studio, subjects are foregrounded against one of Israel's signature *Sky Backdrops* —a large-scale painting on canvas depicting LA's cinematic twilit sky. The campaign features international supermodel Miranda Kerr, musician and DJ Diplo, and actor-musician Eric Nam, who all call LA home. Each talent represents a facet of the city's enduring influence across fashion, music, and film.

“As a brand born in Los Angeles, this city is at the core of everything we do,” said Rocco Basilico, President of Oliver Peoples. “Alex brings its spirit to life in such a meaningful way, and this collaboration reflects the beauty of what happens when design, purpose, and community unite.”

Sales from the collaboration will be earmarked to the Steadfast LA Foundation, a 501(c)(3) public charity affiliated with Steadfast LA dedicated to accelerating the rebuilding of Los Angeles by bringing together top leaders, bold ideas, and effective solutions. Through its Modular Housing Initiative, the Steadfast LA Foundation is committed to helping wildfire victims remain in their communities. In partnership with Samara and other modular housing companies - along with program collaborators HomeAid OCLA, loanDepot, and Armanino Advisory LLC - the initiative will fundraise to provide modular homes at no cost to qualified residents from Altadena, Malibu, Pasadena, and Pacific Palisades. More information on the Modular Housing Initiative can be found [here](#).

The Alex Israel Oliver Peoples frame is available in limited quantities beginning July 9th on OliverPeoples.com and in Oliver Peoples boutiques for \$675. The distribution is limited to the United States.

For additional ways to support donations to Steadfast LA and its recovery efforts can be made directly [here](#).



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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 - remains at the core of the brand's DNA and serves 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 48 retail stores with new locations in Abu Dhabi, Amsterdam, Milan, Nashville, and more. To view select Oliver Peoples' styles online and find boutique locations, please visit www.oliverpeoples.com

ABOUT STEADFAST LA & STEADFAST LA FOUNDATION

Steadfast LA, founded and led by Rick Caruso, is a civic nonprofit organization dedicated to rebuilding Los Angeles after the devastating January 2025 fires. United by resilience and a shared vision for a stronger future, the organization comprises Angelenos committed to revitalizing the Altadena, Malibu, Pasadena, and Pacific Palisades communities. The group aims to accelerate the rebuilding process with efficiency and innovation by bringing together top leaders, bold ideas, and effective solutions to get things done right and fast.

Steadfast LA Foundation is an affiliated 501(c)(3) public charity formed to provide disaster relief to those in financial need and who have been adversely affected by the LA Wildfires and to accelerate the rebuilding and revitalization of the communities most impacted by these natural disasters.

Visit <http://www.steadfastla.com> for more information about the organizations and follow their efforts on social media: [X](#), [Instagram](#), [Facebook](#), [YouTube](#). Those interested in supporting the Modular Housing Initiative can make a donation to Steadfast LA Foundation at <https://donorbox.org/steadfast-la> or by texting “Steadfast” to 707070.