

OLIVER PEOPLES

LOS ANGELES

OLIVER PEOPLES PRESENTS THEIR SPRING 2019 CAMPAIGN, WHO IS OLIVER?



**Who is
Oliver?**



February 7, 2019 – Los Angeles, California. Oliver Peoples is pleased to announce their Spring 2019 campaign, “Who is Oliver?” The campaign reveals a new icon, the Oliver, the first name sake frame of the brand. “Who is Oliver?” takes a simple yet impactful approach to the question we’ve all wondered, Who is Oliver? Through a series of black & white portraits captured by photographer Brian Ingram the campaign leaves us with the profound answer that Oliver is all of us.

Every scene in your life benefits from the perfect frame. As the reel spins, you can picture that special moment, better yet that special frame. Whether it's watching the sunset over the California coast line or focusing on the eyes of another, a frame is your partner, an intimate form of self-expression. This partner has had a name for more than thirty years, and today its iconic attributes embody one form, **Oliver**. As an actor that can master any role, it connects to the wearer, the watcher, and all that surrounds them. Along the way, it enables dream sequences of old world glamour and timelessness. It grants everyone a starring role in their own story.

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With the impeccable and timeless style aesthetic of the 60's and a touch of Southern California spirit, **Oliver & Oliver Sun** evoke the feeling of the era while adding Oliver Peoples details to create a new classic. Both styles are offered in an array of colors and two sizes, and feature the brand's new Palm Springs filigreed embedded corewire.

Oliver & Oliver Sun range in price from \$420 - \$515, £273 - £342 at Oliver Peoples boutiques, OliverPeoples.com, and specialty retailers.



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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 - remain 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 more than 30 retail stores with new openings in Vancouver, Toronto, and Berlin. To view select Oliver Peoples styles online and find boutique locations, please visit www.oliverpeoples.com.