OAKLEY LAUNCHES NEW BRAND MOVEMENT WITH “ONE OBSESSION” CAMPAIGN

People around the world are invited to join the #LiveYours movement, share their passion and inspire others.

BELIEF

“Every great creator, athlete and innovator is driven by an internal passion – a desire to turn their dreams and ideas into reality.

This obsession is a state of mind, an inner drive. It’s not about results, winning or achieving perfection.

The journey is the reward and true happiness comes from the pursuit.

It’s not about a final destination, and there is always a special place to keep going back to.”
FOOTHILL RANCH, USA, February 17, 2015: Pursuing an obsession isn’t unique to professional athletes, it binds everyone who shares a driving passion to turn their ideas into reality.

Launching February 17 and running through 2015, Oakley’s new ONE OBSESSION campaign invites and inspires people to join the brand’s global network of renowned athlete ambassadors in living out their passions.

The multi-channel brand campaign spans 22 countries and includes digital, social, advertising, outdoor, retail activations, live events and an enhanced digital experience on oakley.com/oneobsession.

#LiveYours hosts and ignites conversation around “where does your obsession take you?” The global social movement encourages fans to join over 450 Oakley athletes in sharing and celebrating their physical places of obsession around the world – from a remote mountain peak, backyard trail, secret surf spot or suburban garage. Oakley will reward #LiveYours contributions and those who are living out their obsession with surprise experiences and access to athletes who inspire them.

A “One Obsession” film debuts February 17 on Oakley.com, and all social and digital channels. The film features professional and non-professional athletes and teases a series of cinematic and intimate portraits to come.

Athlete stories of inspiration from around the globe will unfold throughout the year across multiple disciplines, including skateboarder Eric Koston, surfer Gabriel Medina, cyclist Mark Cavendish, all-star baseball player Matt Kemp, Moto GP champion Marc Marquez, cricketer Virat Kohli and badminton player Lin Dan.

Beginning in April, ONE OBSESSION will be brought to life through unique brand moments around the world. Three brand hubs will open to the public created for the community to live out their passions in skateboarding (Los Angeles), urban cycling (London) and baseball (New York).

“Oakley celebrates those who relentlessly pursue their passions and we encourage others to do the same,” said David Adamson, Oakley SVP of Marketing. “With ONE OBSESSION, we are excited to facilitate conversations with professional athletes – enabling them to connect with consumers through new, shared experiences.”

Learn more at oakley.com/oneobsession and join the conversation using #LiveYours.

Discover more:

Twitter: @oakley
Instagram: @oakley
Facebook.com/Oakley
For further information please contact:

Donatella Caggiano  
Director, Global Public Relations  
Oakley, Inc.  
DonatellaCaggiano@oakley.com  
949-829-6155

About Oakley, Inc.  
Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 750 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which feature unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand’s sun, prescription eyewear and premium goggles. Oakley extended its position as the world’s leading sports eyewear brand into apparel and accessories. Oakley has men’s and women’s product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at www.oakley.com.