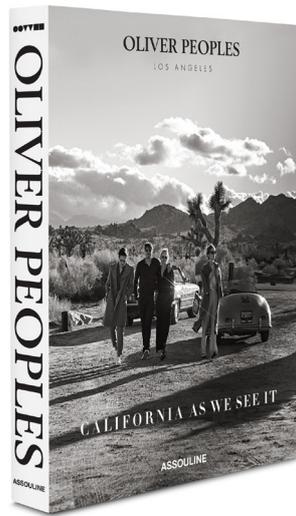


ASSOULINE

OLIVER PEOPLES

LOS ANGELES

OLIVER PEOPLES PARTNERS WITH LUXURY PUBLISHER ASSOULINE FOR THEIR FIRST BOOK, “CALIFORNIA AS WE SEE IT”



Luxury eyewear brand, Oliver Peoples, is proud to announce the launch of “California as We See it” with renowned publisher Assouline. With a culturally distinctive and understated approach to luxury, Oliver Peoples is rooted in the spirit of California with a global following of tastemakers and eyewear enthusiasts. “California as We See it” invites readers on a visual journey of Oliver Peoples history, sharing an intimate experience of California through the lens of the brand. The book discusses lifestyle topics of Los Angeles, with elements of film, art, architecture, music, and fashion, which remain at the core of Oliver Peoples DNA.

“California as We See It” will be available for purchase in Oliver Peoples and Assouline boutiques in December for \$85 – €85 – £60.

In celebration of the book release, Assouline and Oliver Peoples have designed a limited edition optical style with a clip on sun lens and custom packaging. The Assouline frame is inspired by an Oliver Peoples archive design introduced during the initial years of the brand. The design is reinterpreted with a larger shape and features the new Palm Springs filigree detailing. This new pattern is inspired by the geometric midcentury architecture of Palm Springs, a key theme of the book. The Assouline frame offers versatility, with three clip-on lens options in mustard, blue, and green.

The Assouline frame will be available for purchase in Oliver Peoples starting in December for \$420 – €325 – £281.

ASSOULINE

OLIVER PEOPLES

LOS ANGELES

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 30 retail stores with new openings in Dallas, Rome, Miami, Madrid, and Hong Kong. To view select Oliver Peoples styles online and find boutique locations, please visit www.oliverpeoples.com.