

FRÈRE

OLIVER PEOPLES

LOS ANGELES

OLIVER PEOPLES & FRÈRE COLLABORATE FOR THE SUMMER 2021 COLLECTION



Los Angeles, CA – Oliver Peoples partners with fashion house, FRÈRE, to create two exclusive, new sunglasses. The collaboration merges the brands' shared focus of exceptional craftsmanship and elevated design.

FRÈRE, established by Davidson Petit-Frère, has become the voice of modern fashion. Known for specializing in bespoke tailoring and finding innovation in classic silhouettes, FRÈRE has outfitted some of the biggest names in music and entertainment as well as rising stars. The brand's reach in Hollywood will continue with the 2021 opening of its first West Coast boutique.

Oliver Peoples, whose founding and aesthetic is very much engrained and inspired by the culture of the film, arts, and music scene in Los Angeles, paired naturally with the design aesthetic of FRÈRE – in which both brands find that bold design can be achieved alongside superior artistry.

The Oliver Peoples FRÈRE collaboration launches two new frames, FRÈRE LA and FRÈRE NY. FRÈRE LA blends the identities of both brands to create a stylish combination sunglass with acetate and metal detailing. FRÈRE NY plays into the vintage-inspired aesthetic of Oliver Peoples and the classic tailoring of FRÈRE to create a timeless sunglass shape with custom design details and a strikingly, flattering fit made to work with every face.

The colorways in the collection offer an ode to FRÈRE, with custom shades of Sage and Mauve inspired by the designs of Davidson Petit-Frère, as well as touches of classic OP with exclusive tortoise acetates including 362 and DM2. To balance the group, the frames also feature a sophisticated black with dark lenses and a wearable, translucent acetate with transparent blue block lenses.

Both frames are accentuated with a custom filigree pattern developed exclusively for the collaboration. Inspired by an intricate art deco engraving on a vintage lighter, the filigree appears on the metal corewire of FRÈRE NY and the metal tip of FRÈRE LA.

Each pair also includes an exclusive packaging set. FRÈRE's signature, brand color, Mauve, and the Oliver Peoples FRÈRE logo can be found throughout the set which consists of a custom-designed hard case with a plush outer shell, a branded pouch, and a microfiber cleaning cloth.

The collaboration will be in stores April 15th, 2021.

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 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.

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