



KINGMAN SS572005 - ENDEE SS573003

12



Iconic brand, born in the U.S.A.

Globally respected and worldwide distributed, Serengeti® is the unique brand able to combine the most advanced eyewear technologies, inherited from more than 140 years of R&D, the American culture and the finest sense of aesthetics, design and creativity.

The Serengeti® story began in 1877 with Corning®, an optical laboratory and pioneer in glass technology. Throughout the years, Innovation and Research & Development have played a key role in this frenzied quest for quality and performance. These decades of experience allow Serengeti® to justifiably be viewed as the world's most innovative and creative premium eyewear brand.

CHASE THE LIGHT

Artists spend their lives chasing the light. In search of those rare moments when the sun and elements magically align to create the perfect shot; the ideal reflection at the most exquisite angle, the color and atmosphere all coming together to create art.

At Serengeti®, we design the sunglasses that let you chase the light and capture it - revealing the world at its most inspiring.

Make no mistake, the idea of chasing the light is about more than just sunlight. It's about chasing life. Chasing success. Joy. Enlightenment. Striving to go places and do things we've never done before. And it's a passionate pursuit that's somehow distinctly American.

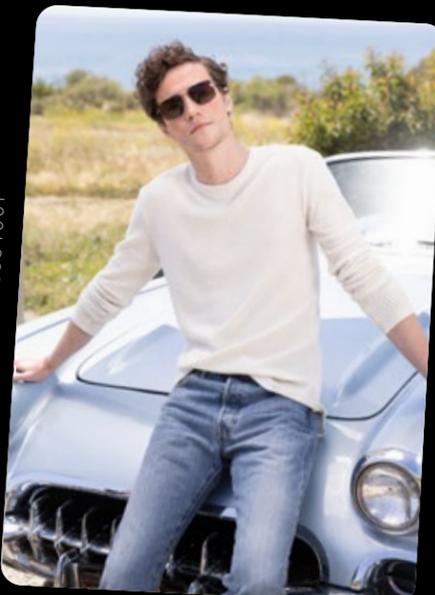
At Serengeti®, we chase the light by constantly striving for design perfection. Forever in pursuit of the perfect curve. The consummate contour. The most glorious glass. Our master craftsmen are inspired and encouraged to go beyond product design, beyond craft to inspire you, the wearer. And you'll feel the results every time. Wherever you are. Whatever you are chasing.

We're not just chasing sunglass design.

We're crafting and mastering eyewear.

For those who crave the open road that allows them escape from the confines of the city, there is the Serengeti® Sport collection - where the quality and comfort of our frames and superior visual definition will keep them in complete control behind the wheel or throttle in sun, snow or sky.

METAL FRAMES



AITKIN



Base Curve: 4
 Temple Length: 145 mm
 Boxing Size: 56 x 15 mm
 Temporal Distance: 135 mm
 Fit: Medium
 Rx: Available
 Key Features: SATURN Lens, Stainless Steel Metal,
 Spring Hinges, Adjustable Nose Pads



SS554001
 Brushed Bronze
 SATURN Polarized Drivers®



SS554002
 Matte Black
 SATURN Polarized 555nm®



SS554003
 Shiny Silver
 SATURN Polarized Petrol Blue



SS554004
 Matte Gunmetal
 SATURN Polarized Sedona®



SS554005
 Shiny Light Gold
 SATURN Sedona®



ODELL



Base Curve: 4
 Temple Length: 145 mm
 Boxing Size: 59 x 15 mm
 Temporal Distance: 137 mm
 Fit: Medium
 Rx: Available
 Key Features: SATURN Lens, Stainless Steel Metal,
 Spring Hinges, Adjustable Nose Pads



SS555001
 Shiny Light Gold
 SATURN Polarized Drivers®



SS555002
 Matte Khaki
 SATURN Polarized Drivers®



SS555004
 Rose Gold
 SATURN Polarized Drivers® Gold



SS555003
 Matte Black
 SATURN Polarized Petrol Blue



SS555005
 Matte Silver
 SATURN Sedona®



SHELBY



Base Curve: 4
Temple Length: 145 mm
Boxing Size: 54 x 18 mm
Temporal Distance: 134 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Stainless Steel Metal, Spring Hinges, Adjustable Nose Pads



SS533001
Light Rose Gold
SATURN Polarized Drivers®



SS533003
Light Gold
SATURN Polarized Drivers® Gold



SS533005
Matte Gunmetal
SATURN Polarized 555nm®



SS533002
Matte Black
SATURN 555nm®



SS533004
Shiny Silver
SATURN Polarized 555nm® Blue



HINKLEY NEW



Base Curve: 8
Temple Length: 130 mm
Boxing Size: 63 x 17 mm
Temporal Distance: 143 mm
Fit: Large
Rx: Available
Key Features: SATURN Lens, Stainless Steel Metal,
and Spring Hinges



SS570004
Shiny Bronze
SATURN Polarized Drivers®



SS570005
Shiny Bronze
SATURN Drivers®



SS570002
Shiny Gunmetal
SATURN Polarized Drivers® Gold



SS570003
Shiny Black
SATURN Polarized 555nm®



SS570006
Shiny Silver
SATURN Polarized 555nm® Blue



SS570001
Matte Black
SATURN Polarized Smoke



ECO-FRIENDLY NYLON FRAMES



BRAWLEY



Base Curve: 6
Temple Length: 145 mm
Boxing Size: 53,5 x 19 mm
Temporal Distance: 142 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon, Stainless Steel Metal, Spring Hinges



SS556002
 Matte Black
 SATURN Polarized Drivers®



SS556004
 Matte Crystal Green
 SATURN Polarized 555nm®



SS556005
 Matte Black
 SATURN 555nm®



SS556001
 Shiny Classic Tortoise
 SATURN Polarized Smoke



SS556003
 Matte Crystal Pink
 SATURN Polarized Smoke



CHANDLER



Base Curve: 6
Temple Length: 135 mm
Boxing Size: 56 x 20 mm
Temporal Distance: 135 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges



SS557002
 Rubberised Khaki
 SATURN Polarized Drivers® Gold



SS557001
 Shiny Classic Tortoise
 SATURN Polarized 555nm®



SS557005
 Matte Black
 SATURN 555nm®



SS557003
 Matte Black
 SATURN Polarized Sedona®



SS557004
 Matte Crystal Blue
 SATURN Polarized Smoke



ENDEE **NEW**



Base Curve: 6
Temple Length: 140 mm
Boxing Size: 54 x 19 mm
Temporal Distance: 143 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon,
and Spring Hinges



SS573001
Matte Classic Tortoise
SATURN Polarized Drivers®



SS573002
Shiny Brown Spray
with Milky nude base
SATURN Polarized Drivers®



SS573005
Shiny Milky Vintage Tortoise
SATURN Polarized 555nm®



SS573006
Shiny Milky Vintage Tortoise
SATURN 555nm®



SS573003
Matte Black
SATURN Polarized Petrol Blue



SS573004
Shiny Milky Red
SATURN Polarized Smoke



ROLLA



Base Curve: 4
 Temple Length: 136 mm
 Boxing Size: 54 x 15 mm
 Temporal Distance: 142 mm
 Fit: Medium
 Rx: Available
 Key Features: SATURN Lens, Eco-Friendly
 Nylon, Bevelled Lens, Spring Hinges



SS537002
 Matte Off White
 Matte Tortoise
 SATURN Polarized Drivers®



SS537003
 Crystal Champagne
 SATURN Polarized Drivers® Gold



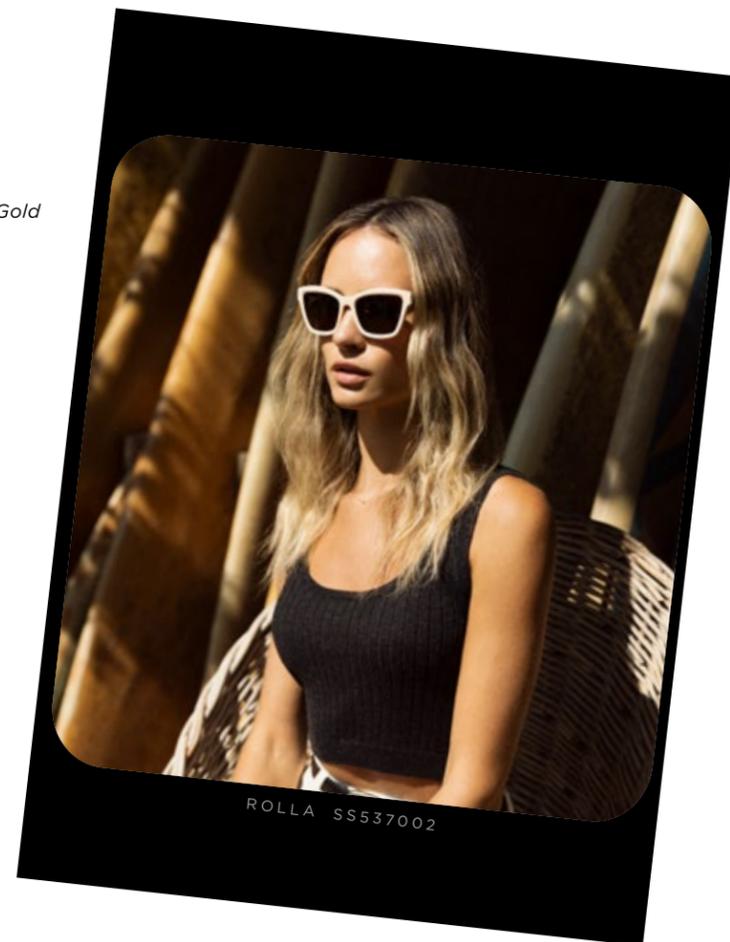
SS537001
 Matte Crystal Pink
 SATURN Drivers®



SS537005
 Shiny Black
 SATURN Polarized 555nm®



SS537004
 Shiny Red Tortoise
 SATURN Polarized 555nm®



WAKOTA



Base Curve: 4
 Temple Length: 135 mm
 Boxing Size: 56 x 16 mm
 Temporal Distance: 140 mm
 Fit: Medium
 Rx: Available
 Key Features: SATURN Lens, Eco-Friendly
 Nylon, Spring Hinges



SS536004
 Shiny Tortoise
 SATURN Polarized Drivers®



SS536005
 Matte Crystal Pink
 SATURN Polarized Drivers®



SS536001
 Shiny Crystal Peach
 SATURN Drivers®



SS536002
 Shiny Black
 SATURN Polarized 555nm®



SS536003
 Shiny Crystal Burgundy
 SATURN Polarized 555nm®



KINGMAN NEW



Base Curve: 4
Temple Length: 140 mm
Boxing Size: 50 x 23 mm
Temporal Distance: 143 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon, and Spring Hinges



SS572003
 Shiny Tortoise Dark Blue
 SATURN Polarized Drivers®



SS572001
 Shiny Milky Vintage Tortoise
 SATURN Polarized 555nm*



SS572002
 Shiny Milky Vintage Tortoise
 SATURN 555nm*



SS572004
 Matte Black
 SATURN Polarized Petrol Blue



SS572005
 Shiny Black to Clear
 SATURN Polarized Smoke



SS572006
 Shiny Milky Khaki
 SATURN Polarized Smoke



BELLEMON



Base Curve: 4
Temple Length: 139 mm
Boxing Size: 56 x 18 mm
Temporal Distance: 143 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges



SS534002
 Shiny Tortoise
 SATURN Polarized Drivers®



SS534003
 Matte Black
 SATURN Polarized Drivers® Gold



SS534004
 Matte White
 SATURN Polarized 555nm®



SS534001
 Matte Black
 SATURN 555nm®



SS534005
 Rubberised Dark Blue
 SATURN Polarized 555nm® Blue



OATMAN



Base Curve: 4
Temple Length: 140 mm
Boxing Size: 57 x 15 mm
Temporal Distance: 147 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges



SS535002
 Matte Tortoise
 SATURN Polarized Drivers®



SS535004
 Frosted Crystal Burgundy
 SATURN Polarized Drivers®



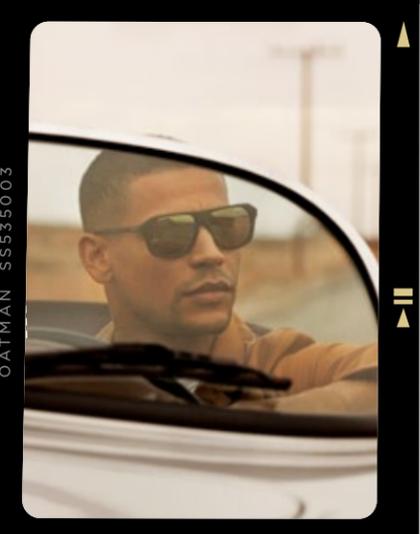
SS535003
 Frosted Khaki
 SATURN Polarized Drivers® Gold



SS535001
 Rubberised Grey
 SATURN 555nm®



SS535005
 Rubberised Peacock Blue
 SATURN Polarized 555nm® Blue



HEXT NEW



Base Curve: 8
Temple Length: 130 mm
Boxing Size: 65 x 18 mm
Temporal Distance: 143 mm
Fit: Medium-Large
Rx: Available
Key Features: SATURN Lens, and Eco-Friendly Nylon



SS571004
Shiny Classic Tortoise
SATURN Polarized Drivers®



SS571002
Shiny Black
SATURN Polarized 555nm*



SS571006
Shiny Black
SATURN 555nm* 



SS571003
Matte Black
SATURN Polarized 555nm* blue



SS571001
Shiny Milky Khaki
SATURN Polarized Smoke



SS571005
Shiny Dark Blue Spray
on Milky Blue Base
SATURN Polarized Smoke



BORMIO



Base Curve: 8
Temple Length: 125 mm
Lens Size: 62 x 37 x 65mm, DBL: 16 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon,
Megol Nose Pads



SS009004
Shiny Tortoise Black
SATURN Polarized Drivers®



SS009003
Matte Dark Tortoise
SATURN Polarized Drivers®



SS009001
Matte/Shiny Black
SATURN Polarized 555nm®



SS009002
Matte Black
SATURN Polarized 555nm® Blue



SS009005
Shiny Black
SATURN Polarized Smoke



SS009006
Matte Black
SATURN Polarized Sedona®



BORMIO - 8166

12

11

SEMI-RIMMED & RIMLESS FRAMES



WINSLOW



Base Curve: 8
Temple Length: 135 mm
Boxing Size: 67 x 9 mm
Temporal Distance: 135 mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Zero-Waste Nylon,
Adjustable Nose Pads



SS551005
Matte Black
SATURN Polarized Drivers®



SS551006
Matte Black
SATURN Drivers®



SS551001
Matte Solid White
SATURN Polarized Drivers® Gold



SS551004
Matte Crystal Dark Grey
SATURN Polarized 555nm®



SS551002
Shiny Crystal Ice Blue
SATURN Polarized 555nm® Blue



SS551003
Matte Classic Tortoise
SATURN Polarized Smoke



WINSLOW - SS551002

12

LUPTON SMALL



Base Curve: 8
Temple Length: 135 mm
Boxing Size: 61 x 16 mm
Temporal Distance: 130 mm
Fit: Small
Rx: Available
Key Features: PhD™ 2.0 Lens, Zero-Waste Nylon, Adjustable Nose Pads



SS552005
 Matte Black
 PhD™ 2.0 Drivers®



SS552004
 Shiny Dark Brown
 PhD™ 2.0 Drivers®



SS552001
 Matte Crystal Light Brown
 PhD™ 2.0 Drivers® Gold



SS552006
 Matte Black
 PhD™ 2.0 555nm®



SS552003
 Rubberised Khaki
 PhD™ 2.0 555nm®



SS552002
 Matte Crystal Black
 PhD™ 2.0 CPG



LUPTON



Base Curve: 8
Temple Length: 135 mm
Boxing Size: 67 x 16 mm
Temporal Distance: 133 mm
Fit: Large
Rx: Available
Key Features: PhD™ 2.0 Lens, Zero-Waste Nylon, Adjustable Nose Pads



SS553005
 Matte Black
 PhD™ 2.0 Drivers®



SS553004
 Shiny Dark Brown
 PhD™ 2.0 Drivers®



SS553001
 Matte Crystal Light Brown
 PhD™ 2.0 Drivers® Gold



SS553006
 Matte Black
 PhD™ 2.0 555nm®



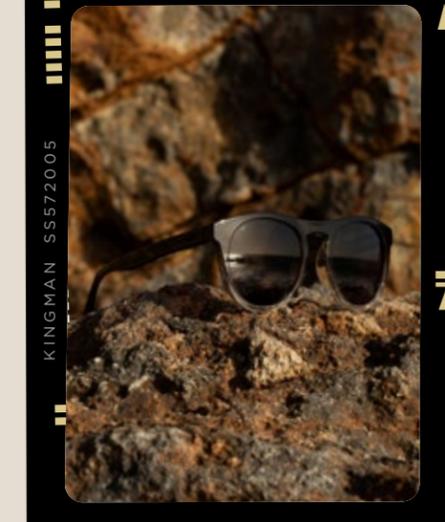
SS553003
 Rubberised Khaki
 PhD™ 2.0 555nm®



SS553002
 Matte Crystal Black
 PhD™ 2.0 CPG



EYEWEAR CRAFT & MASTERY



At Serengeti®, we pay particular attention to the materials we use to protect your eyes and offer you the best visual acuity available on the market.

From the finest and ultimate raw materials to the latest coatings, every step of the production and every component are meticulously checked to guarantee the best quality and protection.

INCREDIBLE LENS MATERIALS

OUR PHD™ 2.0 LENS: THE PERFECT BALANCE OF VISUAL AND PHYSICAL PERFORMANCE

As quality and perfection are key for us, we dedicated this remarkable lens to our Sport collection.

Built with NXT® technology and made from Trivex material, the PhD™ 2.0 lens is extremely light and thin, 75% lighter than glass, ultra-flexible, while being highly impact and temperature resistant.

In fact, to begin with, Trivex material was used by the US military for fighter jet canopies and helicopter windshields. It has required 12 years of development: 10 within the military and 2 years for adaptation to the optical sunglass lens market.

This lens also offers a high optical clarity and avoids any distortion. Our PhD™ 2.0 lens is the most appropriate lens for rimless and semi-rimmed frames.

EXPERIENCE THE WORLD AT ITS MOST ASPIRATIONAL

Created for those who have an endless thirst for adventure, Serengeti® Sport collection features the most advanced organic sport lens ever imagined: SATURN.

SATURN is evocative of the solar system first but can also conjure thoughts of the unknown and awaiting adventure. It is that sense of anticipation and excitement, at discovering something new and unique, that resonates with Serengeti® Sport consumers, who live to tread the unbeaten path. Like them, our core values are adventure, vigor, and a whole lot of imagination.



SATURN is one of the lightest planets in the solar system, as is our SATURN lens. Two times lighter than traditional mineral lenses, they are perfect for outdoor activities; comfortable, while protecting your eyes from damaging UV light, so you free to express yourself. SATURN lenses feature the most advanced lens technologies: Photochromic, Spectral Control™ as well as the ultimate anti-scratch and anti-reflective treatments. SATURN lenses allow you to see and experience the world at its most inspirational.

Some of our frames are available with a polarized SATURN lens.



SATURN

EYEWEAR CRAFT AND MASTERY

THE ULTIMATE HIGH DEFINITION VISION OF EVERYTHING IN SIGHT.

No other eyewear brand can claim to combine three industry-defining technologies into one ultra-superior lens. Then again, innovation has always been inherent in our DNA. With gradually adjusting Photochromic lenses, naturally color-enhancing Spectral Control™ filters, and glare-reducing Polarization, every Serengeti® lens is unique.

With that, achieving clarity in life is not the end game — but rather, the beginning. You are now able to stop looking at the world and start really experiencing it.



SPECTRAL CONTROL™ TECHNOLOGY

MOLECULARLY INFUSED INTO EVERY SERENGETI® LENS

MANAGE THE LIGHT

- FILTER UP TO 95% OF BLUE LIGHT
- ENHANCE COLORS AND CONTRASTS
- PROTECT YOUR EYES FROM AGING

Specific and unique to Serengeti®, Spectral Control™ technology provides you with the ultimate High Definition vision. It fines-tunes the light waves passing through the lens, for a highly reduced blue light transmission, naturally enhanced detail and colors that pop, crisp and clear.

Blue light is necessary to regulate our biological clock. However, it is also really damaging and harmful for the eyes and the retina and is a risk factor for age-related macular degeneration (AMD).

So, our Spectral Control™ technology filters out up to 95% of the blue light.

By acting like this, the Spectral Control™ technology reduces blue blur and visible noise. This protects your eyes from aging and damage, to preserve your sight perfectly.

In addition, our lenses selectively manage light wavelengths, distinguishing reds, greens and yellows, in any light condition. They ensure improved and enhanced depth perception and maximum color contrast.

Landscapes that would be washed out, dull or flat with other lenses become defined, vibrant and vivid — while your eyes remain cool and relaxed



SPECTRAL CONTROL™ TECHNOLOGY

12

POLARIZATION TECHNOLOGY

CONTROL THE LIGHT

- **ABSORB ALL FOUR TYPES OF GLARE**
- **EXPERIENCE ABSOLUTE CLARITY**
- **RELIEVE EYE FATIGUE**

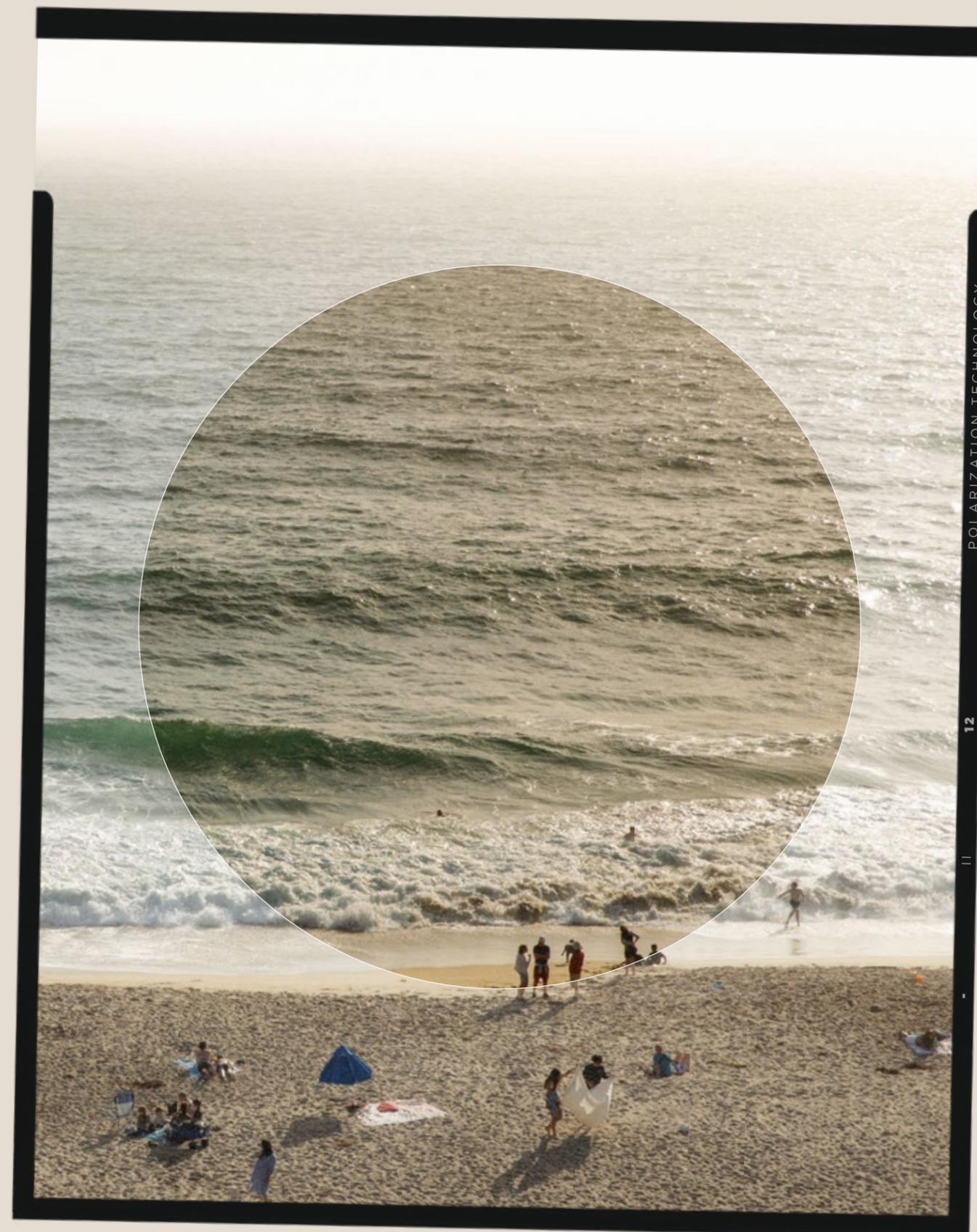
Whether you're in a high- or low-glare environment, you deserve lenses that give you the ultimate glare protection and with it, uncompromised clarity.

When glare reflects off the road, water snow or other areas, parallel light rays can pass through unhindered, while distracting perpendicular rays are reflected.

The Serengeti® Polarization technology eliminates 99.9% of disruptive glare from the four types of glare: distracting, discomforting, disabling and blinding. This ensures, therefore, no more reflection from: vehicle headlights, intense lights, shiny surface reflections and the everyday outdoors.

This Polarization technology relieves eye fatigue. It also allows you to experience absolute clarity, by discovering layer upon layer of details that glare would have otherwise kept hidden.

Some of our products feature non-polarized lens options, ideal for pilots flying aircraft with digital instrument panels 



LENS HUES



DRIVERS®

Launched in 1985, this ideal driving sunglass is the original and emblematic lens of Serengeti®. The amber-colored Drivers® lens naturally amplifies contrast and definition. It's engineered to transmit and distinguish red, green and yellow colors, so they can pop in all environments.

Overcast to medium light conditions.

Ideal for driving and everyday use.

SATURN POLARIZED DRIVERS® (CATEGORY 2 TO 3)

31% transmittance lightened lens 86% blue light blocked lightened lens
13% transmittance darkened lens 94% blue light blocked darkened lens

SATURN DRIVERS® (CATEGORY 2 TO 3)

29% transmittance lightened lens 83% blue light blocked lightened lens
17% transmittance darkened lens 89% blue light blocked darkened lens

PhD™ 2.0 (CATEGORY 2 TO 3)

20% transmittance lightened lens 92% blue light blocked lightened lens
9% transmittance darkened lens 96% blue light blocked darkened lens



DRIVERS® GOLD

This lens has all the benefits of our signature Drivers® lens, along with a stylish gold-flash mirror, providing an additional layer of protection.

Overcast to medium light conditions.

Ideal for driving and everyday use.

SATURN POLARIZED DRIVERS® GOLD (CATEGORY 2 TO 3)

25% transmittance lightened lens 86% blue light blocked lightened lens
10% transmittance darkened lens 94% blue light blocked darkened lens



PETROL BLUE

A deep blue lens which will enhance the experience of your adventure.

This lens features our Photochromic, Polarization and Spectral Control® technologies. Our SATURN Petrol Blue lens will protect your eyes and reveal the world in high definition.

Thanks to its blue tint, the SATURN Petrol Blue lens offers a trendy look while naturally enhancing the coldest lights.

Overcast to medium light conditions.

Ideal for boating and mountain activities.

SATURN POLARIZED PETROL BLUE (CATEGORY 2 TO 3)

26% transmittance lightened lens 70% blue light blocked lightened lens
10% transmittance darkened lens 88% blue light blocked darkened lens



SEDONA®

A high-contrast rose-colored lens with a silver mirror. The Sedona lens improves contrasts whatever the luminosity definition and provides ultimate clarity to offer a superior image definition while reducing glare from flat light.

Intense light conditions.

Ideal for boating and mountain activities.

SATURN POLARIZED SEDONA (CATEGORY 2 TO 3)

26% transmittance lightened lens 82% blue light blocked lightened lens
10% transmittance darkened lens 92% blue light blocked darkened lens

SATURN SEDONA (CATEGORY 2 TO 3)

26% transmittance lightened lens 76% blue light blocked lightened lens
10% transmittance darkened lens 91% blue light blocked darkened lens

PhD™ 2.0 (CATEGORY 3 TO 3)

14% transmittance lightened lens 90% blue light blocked lightened lens
8% transmittance darkened lens 93% blue light blocked darkened lens



555NM®

555 nanometers is the center of light's visible color spectrum, right on the border of yellow and green. This is where the human eye sees best. In low light conditions, this lens allows more yellow and green to pass through, creating relaxing conditions for the eyes.

Intense light conditions.

Ideal for driving, everyday use and for boating activities.

SATURN POLARIZED 555NM® (CATEGORY 2 TO 3)

31% transmittance lightened lens 81% blue light blocked lightened lens
13% transmittance darkened lens 91% blue light blocked darkened lens

SATURN 555NM® (CATEGORY 2 TO 3)

31% transmittance lightened lens 82% blue light blocked lightened lens
17% transmittance darkened lens 90% blue light blocked darkened lens

PhD™ 2.0 (CATEGORY 2 TO 3)

21% transmittance lightened lens 88% blue light blocked lightened lens
9% transmittance darkened lens 94% blue light blocked darkened lens



555NM® BLUE

A beautiful variation of the 555nm®, featuring a reflective blue dielectric mirror coating that reflects more glare and improves contrast.

Overcast to medium light conditions.

Ideal for everyday use and boating activities.

SATURN POLARIZED 555NM® BLUE (CATEGORY 2 TO 3)

26% transmittance lightened lens 87% blue light blocked lightened lens
11% transmittance darkened lens 94% blue light blocked darkened lens

PhD™ 2.0 (CATEGORY 2 TO 3)

19% transmittance lightened lens 90% blue light blocked lightened lens
8% transmittance darkened lens 94% blue light blocked darkened lens



CPG

Only available in the Serengeti® Sport Collection and in PhD™ 2.0, this multi-use lens is designed to reduce harsh glare in all weather conditions without any artificial color enhancement.

Overcast to medium light conditions.

Ideal for everyday use.

PhD™ 2.0 (CATEGORY 2 TO 3)

22% transmittance lightened lens 83% blue light blocked lightened lens
9% transmittance darkened lens 91% blue light blocked darkened lens



SMOKE

Your go-to sunglass lens color for wherever the road may take you.

This neutral black tinted lens will reveal the true beauty of natural colors. Our Photochromic, Spectral Control® and Polarization technologies will enhance colors so you see the world at its most aspirational.

The SATURN Polarized Smoke lens will provide you with the eye protection you need outdoors, by eliminating distracting glare and harmful light while always allowing you to experience the true essence of color.

SATURN POLARIZED SMOKE (CATEGORY 2 TO 3)

27% transmittance lightened lens 88% blue light blocked lightened lens
10% transmittance darkened lens 91% blue light blocked darkened lens

ECO-FRIENDLY NYLON FRAME

SERENGETI® IS THRILLED TO USE THE ECO-FRIENDLY NYLON TO CRAFT THE SERENGETI® SPORT SUNGLASSES.

Climate change is the most important issue facing humanity for a generation, and so it is more important than ever before to ensure we take steps to minimize our ecological impact.

We use a sustainable substitute to traditional TR90 nylon called castor oil to create our frames.

From now, and since 2021, each of our nylon frames is made and composed of 57% of eco-friendly nylon.

It is extracted from Castor Plant but offers the same characteristics as TR90 Nylon: durable, flexible, lightweight, can bend, less likely to break, without requiring the use of petrol.

With this partially eco-friendly-based material, the reduction in CO2 emissions compared to traditional transparent polymers, such as PMMA or PC, is more than 40%.

THE PROCESS TO CREATE OUR ECO-FRIENDLY NYLON:

- 1 | The Castor Oil plant grows, ingesting CO2 from the atmosphere whilst releasing O2
- 2 | Seeds from the castor plant are harvested and processed into castor oil
- 3 | Castor oil is used to produce a natural raw material known as 'eco-friendly-based resin'
- 4 | A standard injection process is used with this eco-friendly raw material
- 5 | Resulting in eco-friendly-sourced, petrol-free frames with a lower ecological impact

METAL

Offering the possibility of creating thin and lightweight frames, handcrafted for ultimate comfort and a wide fit range.

Metal frames also have the great advantage of being strong and impact resistance as well as being highly aesthetic by proposing an infinite variety of colors and combinations with other materials.



ECO-FRIENDLY PACKAGING

VEGAN LEATHER, RECYCLED AND RECYCLABLE CARTON

At Serengeti® we use plant-based fibers to create packaging that has a smaller impact on our environment.

Our Vegan leather cases are 100% Certified FSC.

In addition, all new carton packaging in Serengeti® Sport are made of 40% recycled kraft cardboard 100% recyclable.

All Lens cloth and Pouch in Serengeti® Sport are 100% made of recycled PET 100% recyclable.

WE HAVE REMOVED PLASTIC BAGS FROM OUR PACKAGING

This new process enables us to avoid the use of 33,000 plastic components, which means a total of 33kg of plastic only will be used.

Any plastic elements that remain are now fully recyclable eco-friendly plastics.

We will continue to explore ways to reduce plastic use in future collections.

ACROSS THE RANGE



FOR BASE 8 AND NON POLARIZED BASES 4 AND 6



FOR POLARIZED BASES 4 AND 6



SUN RX PROGRAM



HOW DOES VARIODRIVE THIN DESIGN TECHNOLOGY WORK?

Software using the most advanced calculations is used to create customized lenses and the ultimate in comfort and lightweight products. Every prescription is reassessed to compensate for optical distortions related to the frame wrap angle. When the prescription reaches the limits of the conventional digital surfacing method, our patented algorithm calculates the best lens geometry regarding the Optical Area and the Transition Zone and reduces the Edge Thickness (US Patent number 8,002,404). Every product is customized to the prescription, frame and wearer's facial metrics and is precisely surfaced thanks to the latest Digital lens surfacing technology.

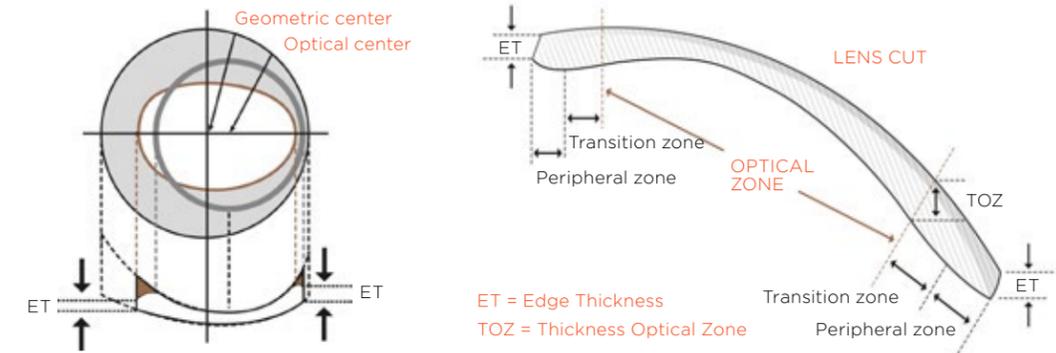
The Serengeti® RX program offers the 3-in-1 technology: Photochromic, Spectral Control™ and Optional Polarization.

The entire collection is available in prescription, except Vernazza.

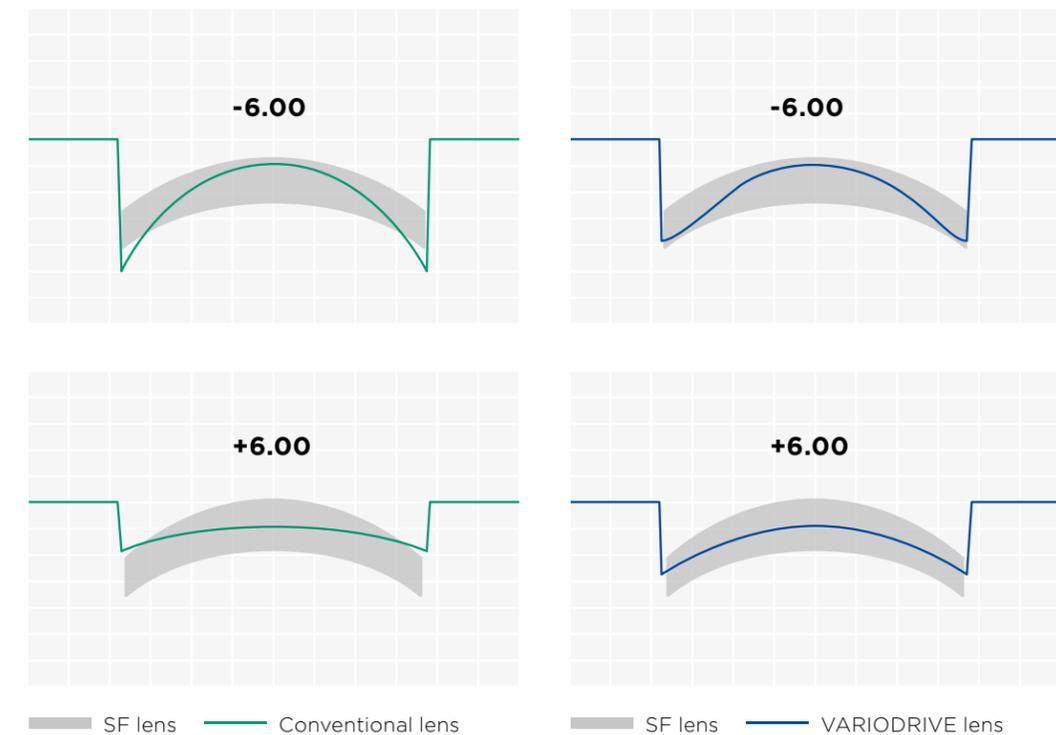
AN UNPARALLELED RANGE OF COLOR SHADES

| | PHD™ 2.0 POLARIZED LENSES | PHD™ 2.0 NON-POLARIZED LENSES |
|--|---------------------------|-------------------------------|
| | CPG POLARIZED | CPG (US ONLY) |
| | 555nm* BLUE POLARIZED | 555nm* BLUE |
| | 555nm* SILVER POLARIZED | 555nm* SILVER |
| | | |
| | DRIVERS® POLARIZED | DRIVERS® |
| | DRIVERS® GOLD POLARIZED | |
| | SEDONA® SILVER POLARIZED | SEDONA® SILVER |
| | | |

PROJECTION OF VARIODRIVE THIN DESIGN TECHNOLOGY



CONVENTIONAL LENS VS VARIODRIVE LENS



PHD™ 2.0 LENS

The perfect balance of optical and physical performance. Highly durable, they are also up to 72% thinner and 45% lighter than conventional prescription lenses.

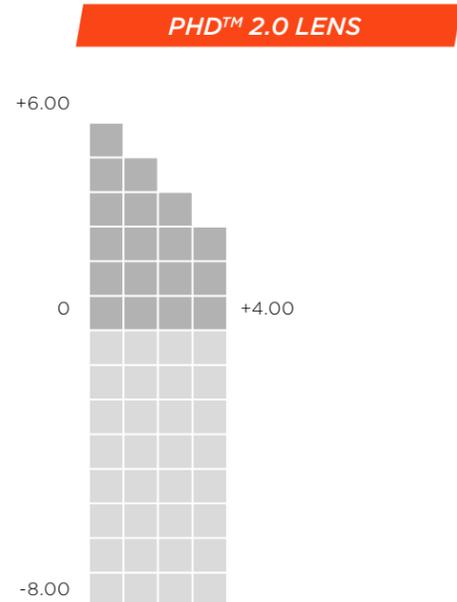
Digital surfacing technology combines advanced customization with patented wrap optics experience, excellent for competitive sports.

Backside anti-reflection available on every lens.

A large range of prescription power:

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Suits 99% of the prescription wearers in Single Vision and Progressive lenses



PROGRESSIVE LENSES

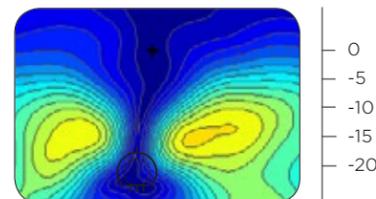
Progressive lenses come in two designs to adjust as closely as possible to the way the wearer uses them.

Dynamic: Progressive lenses offer an enhanced field of view for long distances. Corridor and close ranges have more restricted vision. Recommended for active use.

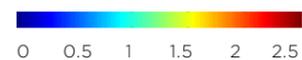
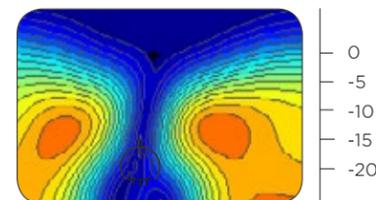
All-purpose: Multi-purpose progressive lenses offer a wider field of vision over near and distant ranges. Recommended for daily use.

CYLINDER MAPS

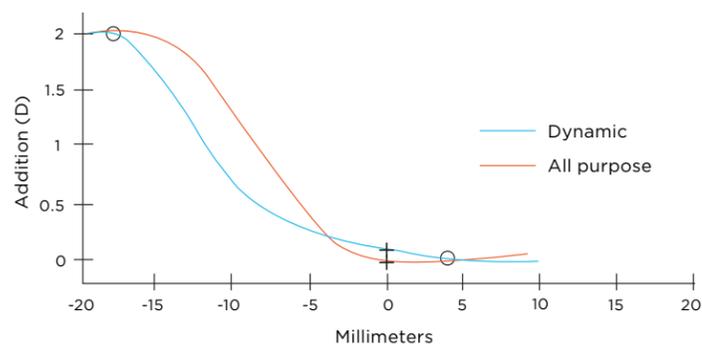
Dynamic (Plano Add +2.00)



All-purpose (Plano Add +2.00)



PROGRESSION PROFILE



SUN RX WEBSITE

www.bollebrands-rx.com

A SALES TOOL CRAFTED FOR THE EXPERTS

Our revolutionary website is a true partner when it comes to sales - enabling you to assess the suitability of prescription sunglasses in real-time, in front of your client. The website also allows you to make orders and track production right from your laptop. You can choose whether to show the recommended retail prices and even manage your after-sales service.

1 FRAME MODEL AND COLOR SELECTION

Thanks to a wide selection of frames and lenses available on our website, you can customize your own Serengeti® RX as you wish. All the frames available in prescriptions are labelled throughout this workbook.

2 LENS SELECTION

We offer many options when it comes to choosing a lens - making sure you end up with Serengeti® sunglasses that are perfect for you.

Single Vision or Progressive

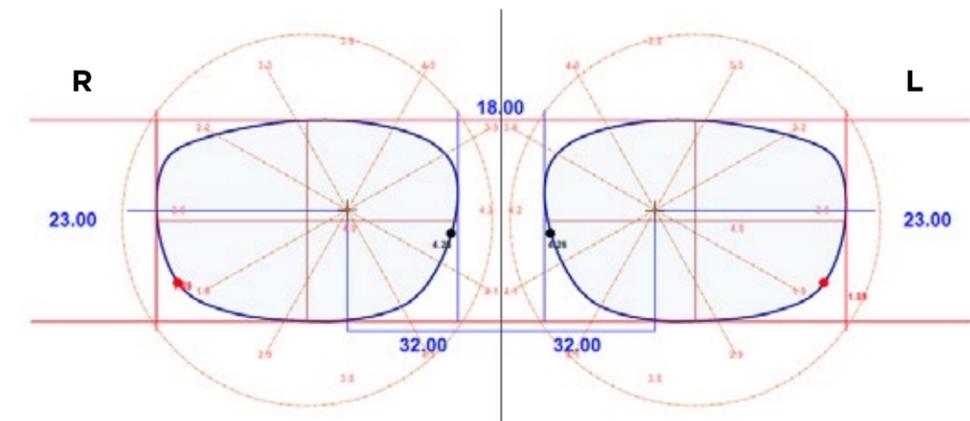
Polarized or Non-Polarized Lenses

NXT® Technology or Mineral

Various Lens Shades

3 DETAILED 2D VIEW

We provide you with a detailed 2D view of the lenses fitted in your final order for a better sense of how your new lenses will look.



4 PLACE AND FOLLOW YOUR ORDER ONLINE.

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