



Oakley: Blending Science and Art

Listening Questions 1:

1. When and where was Oakley founded?
2. How did Jim Jannard choose the name of the company?
3. What was Oakley's first product?
4. What feature of the *O Frame* helped build Oakley's brand awareness?

Listening Questions 2:

1. As of 2014, how many patents had been awarded to Oakley?
2. How much did Luxottica pay to acquire Oakley?
3. Other than eyewear, name at least 2 of Oakley's other products.
4. In 2012, how many pairs of sunglass frames or prescription frames did Luxottica sell?

Transcript 1:

Oakley Inc. was founded in 1975 in the Orange County area of California in the US.

The company is probably most famous now for its sunglasses and other eyewear, but it originally sold parts for motocross motorcycles. Founder Jim Jannard named the company “Oakley” after his dog and his first product was the Oakley Grip, which was a grip for motorcycle handlebars. Over the years, Oakley produced gloves, elbow guards, chin guards, and goggles for BMX bikes and motorcycles.

In 1980, Oakley released its *O Frame* goggles, which were a breakthrough product for the company. The goggles had a curved lens that provided the riders with a clear and wide peripheral view. The *O Frame* became a popular product with several professional motocross riders. Having the Oakley logo prominently displayed on the side of the goggles’ strap helped build awareness of the brand.



Transcript 2:

In 1984, Oakley introduced *Eyeshades*, the first sport performance eyewear, according to the company. Over the next 3 decades, Oakley continued to innovate and as of July 2014, it had been awarded more than 575 patents and 1,100 trademarks. Oakley products are sold in over 100 countries and its product lineup now includes eyewear, apparel, footwear, watches, and other accessories.

The Oakley brand was acquired by Luxottica in 2007 for \$2.1 billion. Luxottica also owns Ray-Ban and it controls the licenses for a number of other designer eyewear brands such as Prada, Armani, and Brooks Brothers. Oakley products can be found at more than 7,000 retail locations around the world that are operated by its parent company.

In 2012, Luxottica sold about 75 million pairs of sunglass frames or prescription frames with Ray-Ban and Oakley accounting for 45% of those frames.