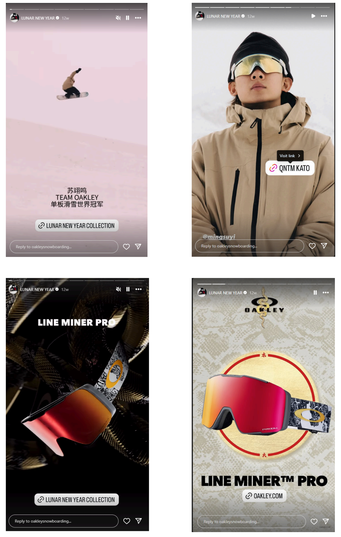
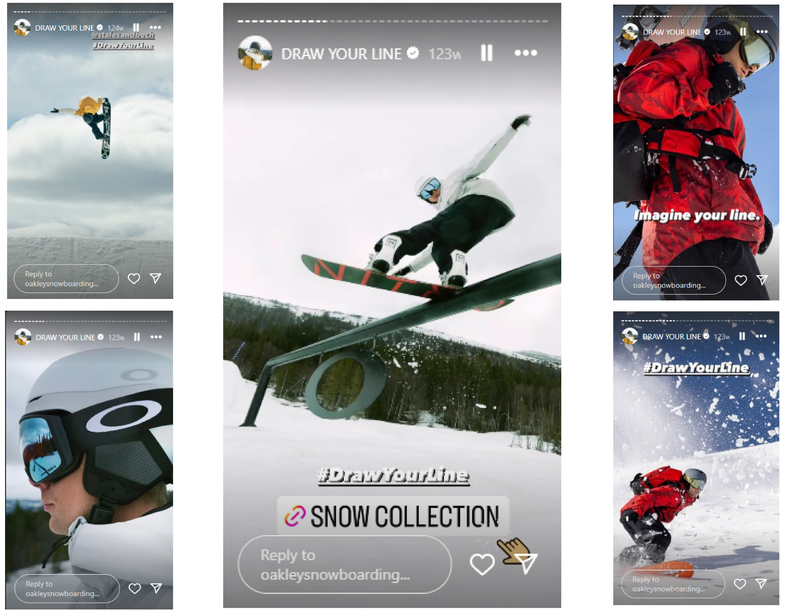


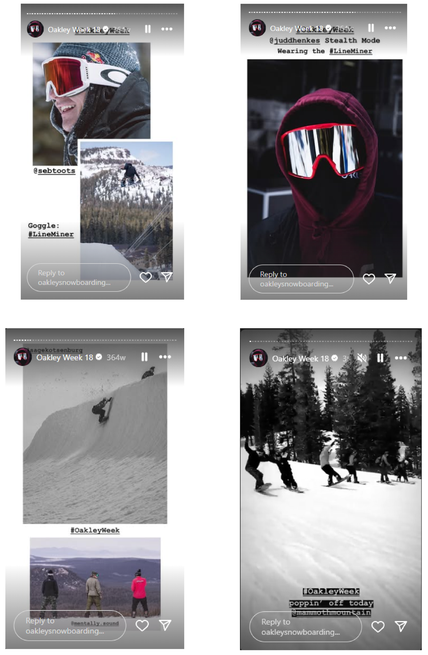
#LunarNewYearDrop

For Lunar New Year 2024, Oakley released a Year of the Wood Dragon collection featuring Holbrook and Sutro eyewear with Prizm™ 24K lenses, Line Miner™ Goggles, and a MOD1 helmet. Each piece showcased dragon logos and geometric lunar patterns. The limited collection launched January 2, 2024 in select stores and online.



#DrawYourLine

A ad Campaign for a Snowboarding apparel update to the long existing clothing line that is Oakley Snowboarding, models and riders for the brand posed doing stunts and carving in the snow to show of the new gear under the brands hashtag



#OakleyWeek

Oakley Week brings mountain sports experiences to various resorts through product demos, athlete meet-and-greets, and skill clinics. Skiers and snowboarders share their #OakleyWeek moments, including events like the Snake Run at Whistler Blackcomb with Team Oakley.

Oakley Social Media Research

By Josephat Nwosu