

Published based on [How did Oakley start?](#)

# How did Oakley start?

Taking away from the conventional sunglasses the Oakley brand has a long-standing reputation for taking an alternative approach to the sunglasses' market. The brand has brought innovative designs and technology to the sunglasses' market, making it a popular hit with celebrities and sports stars alike.

Current chairman and founder Jim Jannard named the brand Oakley after his dog, when he created the brand in 1975 with an initial investment of \$300. The back of his garage was to be the brand's first homebase. Physical appearance and a practical use for athletes combined with great sun protection were some of the key ideas that Jannard wanted to bring to his sunglasses' design.

The Eyeshade - his initial creation - was a pair of sunglasses modelled around a pair of swimming goggles, this design quickly became a hit. Athletes soon took to the brand for its streamline and sports-friendly design, allowing them to be worn in both track and field events.

The Oakley brand sunglasses' have several key features but the main one is their commitment to sun protection. Plutonite is a patented material used in the creation of most of the Oakley sunglasses and provides 100% protection from UVA, UVB and UVC rays as well as protection from blue light rays up to 400nm. The Oakley range also prides itself on its strong and sturdy designs reaching the ANSI Gold Standard for safety for its impact protection.

The glare reduction technology encompassed in the sunglasses' design makes them incredibly appealing to road cyclists. The glasses are designed to reduce the strain on the eyes by filtering out the harmful light rays and reflections off the road. The unique photochromic technology also allows for the sunglasses to adjust to the light or dark around them.

The X-Men series, Black Hawk Down, Spiderman and The Taking of Pelham 123 are just some of the blockbuster movies to feature the Oakley, a well-known brand in popular culture. The brand is also popular with celebrities and has both Little Jon and T-Pain as spokesmen for the brand.

Find out more about [Oakley Sunglasses](#)

You can also find this article published on [How did Oakley start?](#), and on the tag pages [branding](#), [business](#), [fashion](#), [oakley](#), [Oakley Sunglasses](#), [Sunglasses](#).