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OAKLEY SOUTH PACIFIC

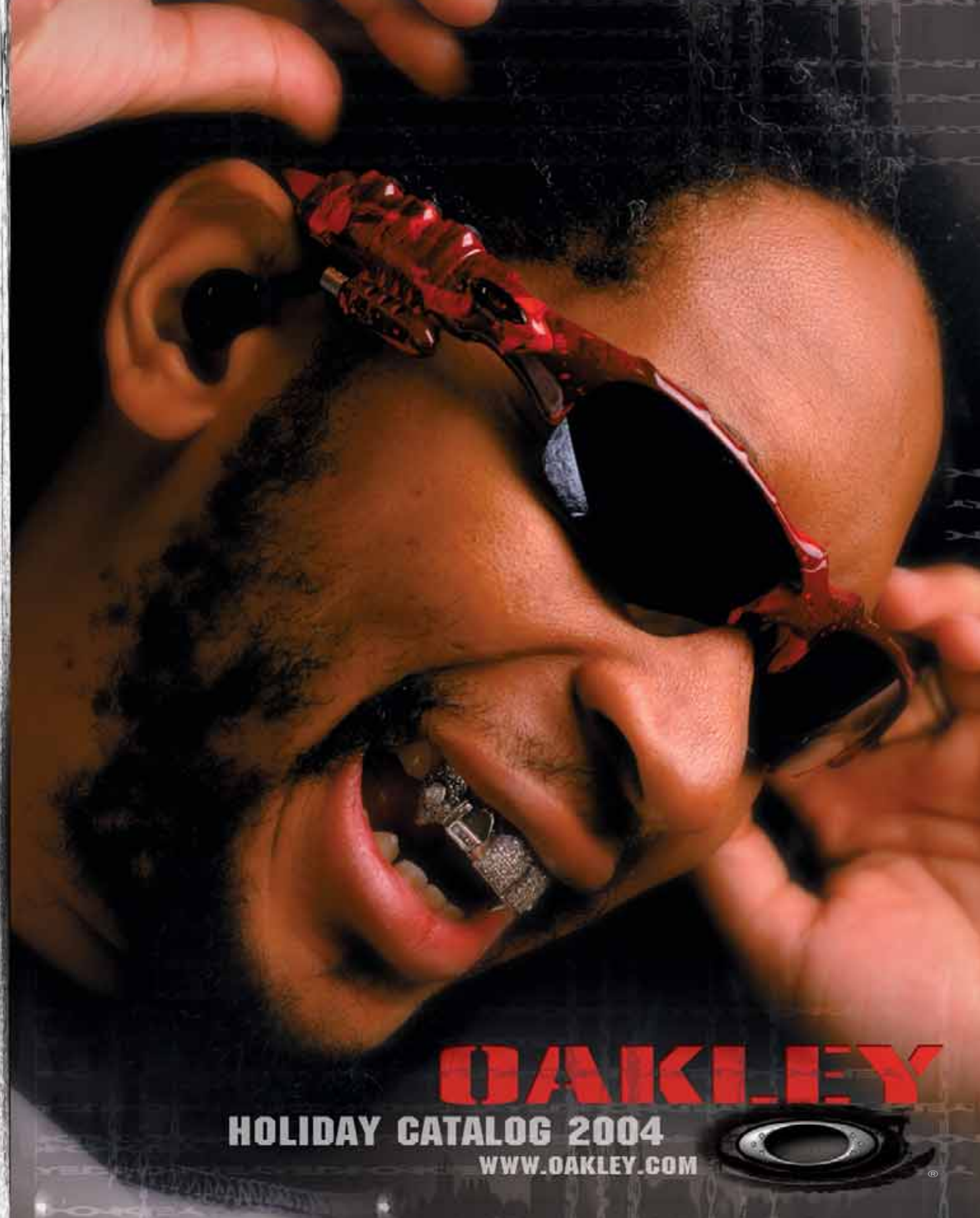
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OAKLEY
HOLIDAY CATALOG 2004
WWW.OAKLEY.COM



WE PERFECTED VISION TECHNOLOGY. NOW WE'RE ATTACKING YOUR OTHER SENSES.

Lightweight O Matter® frame material offers all-day comfort.

Oakley Thump is built with a 128MB or 256MB flash memory, so there are no moving parts that can make a song skip.

Pivoting speaker creates a true fit.

XYZ Optics® maintains critical clarity at all angles of vision, even at the periphery of raked-back lens contours that maximize protection against sun, wind and side impact.

Flip-up lenses are made of pure Plutonite®, a material that blocks 100% of all UVA, UVB, UVC and harmful blue light.

Speakers reach the full 20kHz limit of human hearing.

Mini extendible booms that swing away whenever you need to hear your environment.

The best music player on the planet would have no size. It would be built into something you already wear so you could listen to songs anytime, anywhere, without carrying an extra accessory. And it wouldn't have any wires or cords to dangle or tangle. Or speaker buds that jam into your ear canal or fall out when the wind blows.

We solved all those problems by building an entire music system inside a performance eyewear frame. The new OAKLEY THUMP™ isn't a song archive with a bulky hard drive. Our invention stores music in flash memory, so there are no moving parts that can make a song skip. File transfer is fast and easy because we designed OAKLEY THUMP™ for the songs you want to hear now — not for lugging around your entire music library.

It's true music on-the-go, the ultimate in convenience, and it's engineered with premium sound. The miniature speakers reach the full 20kHz limit of human hearing without being oversized like home headphones. They're permanently attached to the frame with mini extendible booms that swing away whenever you need to hear your environment. Matched with patented optics in flip-up lenses, OAKLEY THUMP™ lets you experience the world in a whole new way. For more info on OAKLEY THUMP™ go to oakley.com/thump.



No more wires. Mounted on extendible booms, the speakers let you precisely control the balance of music and environment. The flip-up lenses feature

The flip-up lenses feature



MONSTER DOGGLE™ • WHITE / BLACK IRIDIUM • \$95
 PRESCRIPTION READY



BROWN TORTOISE /
 BRONZE
 \$85



MATTE BLACK /
 GREY POLARIZED
 \$145



HATCHET™ • RAW / ICE • \$250
 PRESCRIPTION READY



BROWN /
 TITANIUM IRIDIUM™
 \$260



MERCURY /
 TITANIUM CLEAR
 \$260

UNKNOWN™ • PLATINUM / GOLD IRIDIUM • \$135
 PRESCRIPTION READY



POLISHED BLACK /
 BLACK IRIDIUM
 \$100



BROWN TORTOISE /
 BRONZE POLARIZED
 \$150

OAKLEY
PARTIBOARD™ • BERRY / G30 BLACK • \$130



WHITE CAMO /
TITANIUM CLEAR™
\$140



MATTE BLACK /
GREY POLARIZED
\$220



ZERO® • BLACK CHROME / TITANIUM IRIIDIUM • \$155



DARK GREY /
BLACK IRIIDIUM™
\$110



PLASMA /
BRONZE
\$100



DUCATI ZERO
DARK GREY /
BLACK IRIIDIUM
\$120



DARK AMBER /
GOLD CLEAR IRIIDIUM
\$110



ZERO® S • CRYSTAL BLACK / BLACK IRIIDIUM • \$110

KRISTI LESKINEN • WHITE CAMO / TITANIUM CLEAR





WHY™ 8.1 • LIGHT / BLACK IRIIDIUM • \$175
 PRESCRIPTION READY



POLISHED CHROME /
 TITANIUM CLEAR
 \$185

POLISHED GOLD /
 VR50 GOLD IRIIDIUM
 \$175

HAYLON • BLACKBERRY / BLACK IRIIDIUM® • \$180
 PRESCRIPTION READY



SEAWEEED /
 LIGHT GREY
 \$170

CHERRY /
 G40
 \$170



WHY™ 8.0 • BROWN / GOLD IRIIDIUM POLARIZED • \$250
 PRESCRIPTION READY



PEWTER



POLISHED BROWN



SPLIT THREAD • CHROME
PRESCRIPTION READY

SPLIT THREAD • CHROME



THREAD 4.0 • POLISHED BLACK
PRESCRIPTION READY



POLISHED MERCURY



STEEL BROWN





ZACH LEACH • MACE RED CAMO • \$300



PRIMER /
PERSIMMON
\$95



PINK /
PINK IRIIDIUM
\$130



CARBON FIBER /
PERSIMMON
\$47



POWDER /
PERSIMMON
\$47



XS O-FRAME SNOW • RED / PERSIMMON • \$47



A-FRAME • TOAST / VR28® POLARIZED • \$170



WISDOM • NIGHT CAMO / HIGH INTENSITY BLUE • \$130



MATTE WHITE /
H.I. PERSIMMON
\$120



OVERCAST /
G30
\$120

- 1. **HEAT** • NAVY BLUE / CONCRETE • \$350
IMPORTED
- 2. **SECTOR** • OLIVE GREEN • \$250
IMPORTED
- 3. **BURN** • SHEET METAL / FMJ RED • \$195
IMPORTED
- 4. **STROKE** • BLACK • \$130
IMPORTED



TRAVIS RICE

ZACH LEACH





- 1. EXAMPLE • FMJ RED / CONCRETE • \$675
IMPORTED
- 2. EMBLEM • BLACK • \$360
IMPORTED
- 3. AWOL • SNOW CAMO • \$275
IMPORTED
- 4. REACH • EARTH • \$250
IMPORTED
- 5. FIREWALL • WHITE • \$240
IMPORTED
- 6. HINT • CANVAS • \$130
IMPORTED

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- 1. KNOCKOUT • WHITE • BLACK • \$18
 - 2. STATIC • RUST • BLACK • RED • \$18
 - 3. SCRIPT • BLACK / RED • ICE BLUE • \$20
 - 4. CAMO • DESERT CAMO • NIGHT CAMO • OLIVE CAMO • \$18
 - 5. 2 X 2 BEANIE • CHARCOAL • NEW NAVY / SMOKE • FMJ RED • \$18
 - 6. FINE KNIT BEANIE 3.0 • NAVY • OLIVE • BLACK • \$22
 - 7. GROOVE • ICE WATER • CANVAS • BLACK • \$20

- 1. I.INEAR • NEW KHAKI • \$85
IMPORTED
- 2. CAMO HOODED FLEECE • DESERT CAMO • \$62
IMPORTED
- 3. I.INEAR • BLACK • \$85
IMPORTED
- 4. I./S DISTRESSED OAKLEY • NAVY BLUE • \$26
IMPORTED
- 5. CAMO TRUCKER CAP • NIGHT CAMO • \$25
- 6. ANORAK • OLIVE GREEN • \$160
IMPORTED
- 7. SKULL STRETCH • BLACK • \$48
IMPORTED



1

- 1. INDUSTRIAL FLEECE • SHEET METAL • \$64
IMPORTED
- 2. AMBUSH • OLIVE GREEN • \$110
IMPORTED
- 3. L/S STRETCH SWEAT • WHITE • \$22
IMPORTED
- 4. SHIFT • OLIVE GREEN • \$120
IMPORTED
- 5. PRINT • NEW KHAKI • \$55
IMPORTED
- 6. INDUSTRIAL DENIM #7 • DIRTY VINTAGE • \$56
IMPORTED



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- 1. **FIGURE** • BLACK • \$100
IMPORTED
- 2. **STITCHED** • OLIVE GREEN • \$75
IMPORTED
- 3. **CAMO TRUCKER CAP** • DESERT CAMO • \$25
IMPORTED
- 4. **ELITE** • OLIVE GREEN • \$160
IMPORTED
- 5. **RIGGING** • BLACK • \$70
IMPORTED
- 6. **S POCKET** • SAPPHIRE TINT • \$62
IMPORTED



- 1. **TRANSPARENCY** • OVERCAST • \$80
IMPORTED
- 2. **INTELLIGENCE** • CANVAS • \$70
IMPORTED
- 3. **ACCOMPLICE** • NEW KHAKI / CANVAS • \$85
IMPORTED
- 4. **SENSOR** • RUSTED • \$95
IMPORTED
- 5. **VELVET** • MIDNIGHT • \$110
IMPORTED
- 6. **PERMIT** • NEW KHAKI • \$70
IMPORTED
- 7. **STITCHED** • ICE WATER • \$75
IMPORTED





TAIL ASSAULT BOOT • BLACK • \$250



SI ASSAULT BOOT • NIGHT CAMO • BLACK • \$225





1320 • BLACK / RED • BLACK • BLUE / GREY • \$90

RAIDAR • EARTH / NEW KHAKI • WHITE / GREY • BLACK • \$80



GO KART 2.0 • BLACK • EARTH / CANVAS • GREY / BLACK • \$85



STICK • WHITE • BLACK / RED • CHARCOAL • \$90



COIL OVER • BROWN / CHOCOLATE • OLIVE • BROWN / TAN • \$80

HARDSHELL PACK • BLACK • \$150



SANDBAG • RED • YELLOW • BLACK • \$98



ICON™ BACKPACK 2.0 • YELLOW • SNOW CAMO • DESERT CAMO • \$135



EXPANDABLE DUFFEL • BLACK • \$128



SNOW PACK • BLACK • OLIVE GREEN • \$160



MEDIUM DUFFEL • GUNMETAL • YELLOW • RED • BLACK • \$120



WET/DRY PACK • FMJ RED/BLACK • BLACK/SILVER • \$160



CD CASE • BLACK • \$30



FLAT MONEY CLIP WALLET • BLACK • \$52

EMBOSSED SKULL WALLET • BLACK • \$52



LEATHER SKULL BELT • BLACK • \$65



VERTICAL COMPUTER BAG • BLACK • \$90



DAISY CUTTER • WHITE / LIGHT BLUE • WHITE / BLACK • CREAM • \$170



BOW TIE • WHITE / BROWN • WHITE / BLACK • BLACK • \$100



MICROFIBER GOLF TOWEL • WHITE • \$30



SCRIPT GOLF TOWEL • WHITE / PINK • \$30

OAKLEY GOLF BAG • NIGHT CAMO • FMJ RED • KHAKI • BLACK • \$198





JUDGE • POLISHED / COPPER • \$650



STEALTH BLACK
\$650



HONED / GUNMETAL
\$650



GMT™ • POLISHED / BLACK • \$650



STAINLESS STEEL /
WHITE
\$575



BLADE™ • ORBITAL BRUSHED / BLUE • \$500



STEALTH BLACK
\$550