

SUNGLASSES

COLLECTIONS



polaroideyewear.com

 **Polaroid**
Polarized Sunglasses

UNMISTAKABLY POLAROID – THE 2009 SUNGLASS COLLECTION

**FASHION SUNGLASSES WITH RECOGNISABLE STYLE,
GENUINE POLAROID® POLARIZED LENSES FOR GOOD
LOOKS AND PERFECT VISION**

Dear Business Partner

We are proud to showcase the 2009 Polaroid Sunglass Collection. We've designed it to keep you ahead of consumer expectations, technology developments and upcoming fashion trends.

Independent research confirms widespread consumer understanding of the high quality of Polaroid sunglasses and our expertise in lens technology. Now consumers tell us: "We want to know we are buying the real thing. Polaroid polarized sunglasses." So in 2009, whilst our business partners can still select from Furore, Xoor and Inkognito ranges, consumer choice is simplified. Every pair of sunglasses in all of our collections carries the Polaroid branding on the product. From ornate, hand-finished rhinestone Polaroid icons on luxury frames in the Furore Collection to the discreet Polaroid signature on filigree metal frames in our Core Collection, all our sunglasses are immediately identifiable as genuinely Polaroid.

Polaroid polarized lenses are demonstrably better than the lenses found in other sunglasses. Our PTX4000 lenses are produced using press-polishing forming technology, exclusive to Polaroid Eyewear, so you experience glare-free PERFECT VISION. These sunglasses don't just meet required international standards – they exceed them. Polaroid polarized sunglasses provide glare-free vision, 100% UV protection, natural colours, clear contrasts and reduced eye fatigue. All lenses are scratch-resistant and shock-absorbent to withstand impact and protect your eyes.

Each range precisely appeals to a distinct target group. Just take a look at the wearable fashions, luxury designs, performance sunglasses, street chic and fun kid's sunglasses. Colours range from sumptuous gold to natural sand, with splashes of ultra-bright metallic shades. Beautiful browns, elegant ebony and subtle contemporary tones flatter every face. Watch out for the resurgence of nostalgia in 2009, as retro designs go right back through the decades to the 50s and 70s. Styles are reinterpreted with our state-of-the art materials and advanced frame technology. Cat eyes glimmer. Aviators are re-engineered. Sophisticated decorations and romantic flourishes add allure and drama.

The new Polaroid Collection has it all – great design, perfect lenses and the right styles for everyone.

With kind regards

A stylized, handwritten signature in black ink, consisting of several fluid, overlapping strokes that form a recognizable name.

Benjamin Kohler
General Manager












Polaroid Eyewear

A division of StyleMark AG
Max Högger-Strasse 2
CH-8048 Zurich
Phone +41 43 311 71 00
Fax: +41 43 311 71 21
polaroideyewear.com

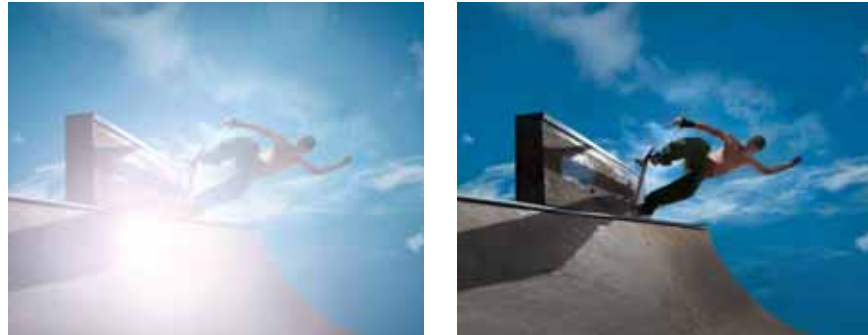
PRODUCT FEATURES	04
PERFECT VISION	06
CORE COLLECTION	08
KIDS COLLECTION	22
INKOGNITO COLLECTION	28
FURORE COLLECTION	34
XOOR COLLECTION	40
RX COLLECTION	46
SUNCOVERS COLLECTION	48

POLAROID® POLARIZED SUNGLASSES
FOR PERFECT COMFORT AND PERFECT VISION

- **Durability:**
Unique scratch-resistance means lenses can take everyday knocks and look good as new. Polaroid’s polarizing lenses are more durable than other traditionally-made lenses.
- **Superior optics:**
Polaroid’s press-polish forming ensures distortion-free vision so there are none of the optical problems associated with many lower quality lenses.
- **Shock-absorbing:**
Lenses are tested to withstand impact and protect the eye. Great for sports and everyday living. Safer, lighter and less expensive than glass lenses.
- **Glare-free:**
Block out virtually 100% of glare. No squinting, no straining. Just clear vision with true colours and clear contrasts.
- **Lens colours:**
New options give even more choice. Accessorise to suit every style, with the latest lens colours around.
- **Style:**
Designer-inspired frames to suit your customers’ looks and lifestyles.
- **Protection:**
Quality seal guarantees Polaroid’s high quality standards, including 100% protection from UVA, UVB and UVC rays. The only sunglasses selected for the Cancer Council Australia’s SunSmart range.
- **Value:**
Superb performance lenses offering great value-for-money.
- **Comfort:**
High quality lightweight frames designed for continuous wear. Unlike heavy glass lenses, Polaroid sunglasses stay comfortable all day.



POLAROID® POLARIZING LENSES – VERY DIFFERENT FROM CONVENTIONAL SUNGLASSES



Visibility with sunglasses without polarizing lenses

Visibility with Polaroid® Polarized Sunglasses

Normal sunglasses only darken the view. Good quality polarizing lenses enhance your vision. Here's why...

Daylight travels in all directions. When reflected from a horizontal surface – like a road or water – light often becomes heavily polarized in the horizontal plane.

Vertical light is useful to the human eye. It enables us to see colours and contrasts, while concentrated horizontal light simply creates optical noise or glare, restricting visibility and creating a potentially hazardous situation.

The unique Polaroid polarizing lens, contains a vertically-aligned filter that blocks horizontally polarized light highly efficiently. The Polaroid polarizing lens allows only the useful vertical light through to the eye, creating glare-free visibility with natural colours and contrasts.

Polaroid polarized sunglasses give you PERFECT VISION.

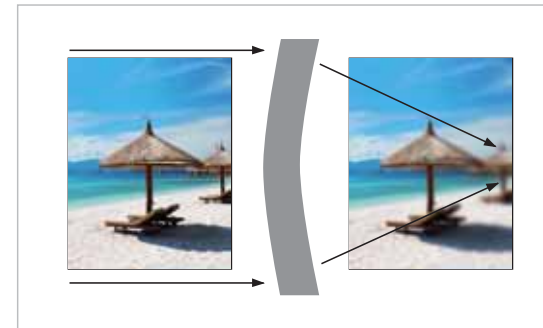
Wearing Polaroid polarized sunglasses means:

- Glare-free vision
- Clear contrasts
- Natural colours
- Reduced eye fatigue
- 100% UV protection

All these factors contribute to superb optical comfort, enabling improved concentration. And whatever you're doing, your reaction time is shorter, which means you're safer – especially when driving.

Polaroid's high-quality lenses provide the highest possible levels of polarizing efficiency and performance, setting them apart from many other manufacturers of polarizing filters. Polaroid sunglasses represent an excellent product with tangible and easily-demonstrated benefits for the consumer.

POLAROID® SUNGLASSES = PERFECT OPTICS AND A BETTER VIEW



Vacuum-forming produces a lens of uniform thickness which distorts vision.



Polaroid's optically-tuned press-polished lenses are tapered towards the edges for uncompromised vision.

Traditional manufacturers use 'vacuum-forming' to curve their lenses. This technique results in lenses which warp the wearer's perception of sizes, shapes and distances, often without them even realizing. Since the eye is forced to compensate for the lenses' inferior optical performance, regular sunglass wearers are at risk of eye-strain.

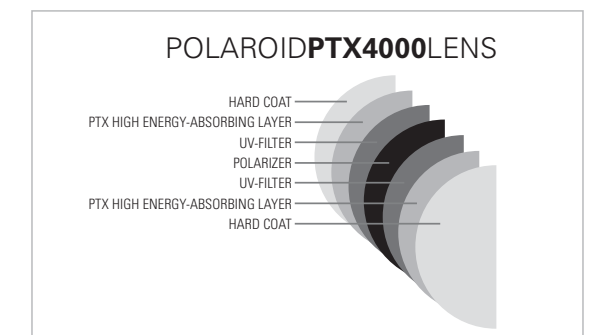
Polaroid's unique press-polishing process with exclusive PTX4000 technology, optically 'fine tunes' the lens while curving it. This creates sunglasses, which are optically correct, allowing the eye – and the wearer – to relax.

Don't compromise – choose PERFECT VISION, choose POLAROID® POLARIZED SUNGLASSES.

7 FUNCTIONAL LAYERS

Polaroid's polarizing lenses are made up of 7 functional elements ultra-carefully bonded together to achieve a high-performance optical product. The main element of the sandwich-lens construction is the polarizing light filter in the centre.

UV light absorbers are laminated to both sides of the filter. These block all harmful UVA, UVB, and UVC light rays. Optically-corrected, shatter-resistant cushion elements are then laminated to both sides of the UV absorbers, making the lens material light-weight, flexible, and impact-resistant. Finally, a unique scratchproof layer is applied to both the outer surfaces.



POLAROID® QUALITY SEAL OF APPROVAL



Our seal of approval helps people to recognize Polaroid's high-quality products and to distinguish them from other manufacturers' products. The seal is a symbol of Polaroid's premium standard of quality and identifies Polaroid sunglasses as the original product. The disks in the seal represent the polarization effect in simplified form with horizontal and vertical light waves.

CORE COLLECTIONS



Our Polaroid Core Collection comprises sunglasses to suit your style: From contemporary and ultra-trendy to elegant classics, the Polaroid Core Collection unites functionality and design.

Sunglass models:
Man P8902A, Woman P8936A





04213
A BLACK
L GUN
V GOLD
POLARIZED GREEN
POLARIZED COPPER
POLARIZED DARK GREEN



04214
S BLACK
U GUN
POLARIZED DARK GREEN
POLARIZED COPPER



P4900
A GOLD
B BLACK
POLARIZED GREEN
POLARIZED DARK GREY



P4901
A BLACK
B BROWN
POLARIZED GREEN
POLARIZED COPPER



04453
R BLACK
S BROWN
T GUN
POLARIZED LIGHT GREY
POLARIZED DARK BROWN
POLARIZED DARK GREEN



04800
A GUN
B BLACK
POLARIZED COPPER
POLARIZED DARK GREY



P4902
A BLACK
B GUN
POLARIZED GREEN
POLARIZED DARK GREY



P4903
A GUN
B BROWN
POLARIZED LIGHT GREY
POLARIZED COPPER



04805
A GUN
B BLACK
C BROWN
POLARIZED DARK GREY
POLARIZED DARK GREEN
POLARIZED COPPER



04811
A BLACK
B GUN
POLARIZED DARK GREY
POLARIZED DARK GREEN



P4904
A GUN
B GOLD
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



P4905
A GUN
B GOLD
POLARIZED DARK GREY
POLARIZED COPPER



04813
A BLACK
B GUN
POLARIZED COPPER
POLARIZED DARK GREEN



04817
A BLACK
B GUN
C BROWN
POLARIZED DARK GREEN
POLARIZED DARK GREY
POLARIZED COPPER



P4906
A BLACK
B GUN
POLARIZED GREEN
POLARIZED DARK GREY



P4907
A BLACK
B SILVER
POLARIZED GREEN
POLARIZED DARK GREY



04820
A BLACK
D GUN
POLARIZED DARK GREY
POLARIZED DARK GREEN



04829
A BLACK
B GUN
POLARIZED DARK GREEN
POLARIZED DARK GREY



P4908
A GUN
B BLACK
POLARIZED DARK GREY
POLARIZED GREEN



P4909
A GUN
B BLACK
C COPPER
POLARIZED DARK GREY
POLARIZED GREEN
POLARIZED COPPER



P4910

A GUN
B COPPER

POLARIZED GREEN
POLARIZED COPPER



P4911

A GUN
B BLACK

POLARIZED DARK GREY
POLARIZED DARK GREEN



P4921

A BLACK/GOLD
B BLACK/GUN

POLARIZED COPPER
POLARIZED DARK GREY



P4922

A GUN
B GOLD

POLARIZED DARK GREY
POLARIZED DARK BROWN



P4912

A GUN
B COPPER

POLARIZED GREEN
POLARIZED COPPER



P4913

A BLACK
B GUN

POLARIZED DARK GREEN
POLARIZED GREEN



P4923

A GUN
B GOLD

POLARIZED DARK GREY
POLARIZED DARK BROWN



P4924

A BLACK
B BROWN

POLARIZED GREEN
POLARIZED DARK BROWN



P4914

A BLACK
B GUN

POLARIZED GREEN
POLARIZED DARK GREY



P4915

A GOLD
B GUN
C BLACK

POLARIZED GREEN
POLARIZED COPPER
POLARIZED DARK GREEN



P4925

A BLACK
B GUN

POLARIZED DARK GREY
POLARIZED GREEN



P4926

A GUN
B BLACK
C BROWN

POLARIZED DARK GREEN
POLARIZED COPPER
POLARIZED DARK BROWN



P4916

A GUN
B BROWN

POLARIZED GREEN
POLARIZED DARK BROWN



P4918

A BLACK
B GUN

POLARIZED DARK GREY
POLARIZED GREEN



P4927

A BLACK
B GUN

POLARIZED GREEN
POLARIZED DARK GREY



P4928

A GOLD
B GUN
C BLACK

POLARIZED COPPER
POLARIZED LIGHT GREY
POLARIZED DARK GREEN



P4919

A GOLD
B SILVER

POLARIZED COPPER
POLARIZED PURPLE GRADIENT



P4920

A GUN
B BLACK

POLARIZED GREEN
POLARIZED COPPER



P4929

A BLACK
B GUN

POLARIZED GREEN
POLARIZED DARK GREY



P4930

A GUN
B GUN
C SILVER

POLARIZED DARK GREY
POLARIZED GREEN
POLARIZED DARK GREY



P4931
A SILVER
B BLACK
C BLACK
POLARIZED DARK BROWN
POLARIZED GREEN
POLARIZED DARK GREY



P4932
A GUN
B BLACK
POLARIZED DARK BROWN
POLARIZED DARK GREY



08820
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED DARK GREEN



08821
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED DARK GREEN



P4934
A GUN
B BLACK
POLARIZED GREEN
POLARIZED DARK GREY



P4936
A BLACK
B GUN
POLARIZED GREEN
POLARIZED DARK GREY



08828
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED COPPER



P8902
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED DARK BROWN



P4937
A GUN
B BROWN
POLARIZED DARK GREY
POLARIZED DARK BROWN



P4938
A BROWN
B GUN
POLARIZED COPPER
POLARIZED DARK GREY



P8903
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED COPPER



P8904
A BLACK
B DEMI GOLD
C DEMI BLUE
POLARIZED DARK GREY
POLARIZED DARK BROWN
POLARIZED GREY



P4939
A BROWN
B GUN
POLARIZED COPPER
POLARIZED DARK GREY



P4940
A GUN
B BROWN
POLARIZED GREEN
POLARIZED DARK BROWN



P8907
A BLACK
B BROWN
C PURPLE
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



P8908
A BLACK
B DEMI
C CHAMPAGNE
POLARIZED LAVENDER
POLARIZED COPPER
POLARIZED LIGHT BROWN



P4941
A GUN
B BROWN
POLARIZED GREEN
POLARIZED DARK BROWN



08810
D BLACK/BEIGE
E BLACK/GREEN
POLARIZED GREY GRADIENT
POLARIZED GREEN GRADIENT



P8909
A BLACK
B CHAMPAGNE
POLARIZED DARK GREY
POLARIZED LIGHT BROWN



P8910
A BLACK
B DEMI
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



P8911
A BLACK
B BURGUNDY
POLARIZED LIGHT GREY
POLARIZED LIGHT BROWN



P8912
A BLACK
B DEMI
POLARIZED LIGHT GREY
POLARIZED COPPER



P8921
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED GREEN



P8922
A BROWN
B CRYSTAL
POLARIZED DARK BROWN
POLARIZED DARK GREY

A=ADVERTISING CAMPAIGN 2009, FASHION UNISEX



P8913
A BLACK
B BROWN
C PURPLE
POLARIZED LIGHT GREY
POLARIZED COPPER
POLARIZED LAVENDER



P8914
A BLACK
B DEMI
POLARIZED LIGHT GREY
POLARIZED DARK BROWN



P8923
A BLACK
B BROWN
POLARIZED GREEN
POLARIZED COPPER



P8924
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8915
A BLACK
B BROWN
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8916
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED COPPER



P8925
A BLACK
B OLIVE
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8926
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED GREEN



P8917
A BLACK
B OLIVE
POLARIZED DARK GREY
POLARIZED GREEN



P8918
A SMOKE
B OLIVE
POLARIZED LIGHT GREY
POLARIZED LIGHT BROWN



P8927
A BLACK
B BROWN
POLARIZED DARK GREY
POLARIZED COPPER



P8928
A BLACK
B BROWN
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8919
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED DARK GREEN



P8920
A BLACK
B GREEN
C BROWN
POLARIZED DARK GREY
POLARIZED GREEN
POLARIZED DARK BROWN



P8929
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED COPPER



P8930
A GREY
B BROWN
C BLUE
POLARIZED DARK GREY
POLARIZED DARK BROWN
POLARIZED DARK GREY



P8931
A GREY
B BROWN
C GREEN
 POLARIZED DARK GREY
 POLARIZED DARK BROWN
 POLARIZED GREEN



P8932
A BLACK
B BROWN
 POLARIZED DARK GREY
 POLARIZED LIGHT BROWN



P8941
A BLACK
B PURPLE
 POLARIZED LIGHT BROWN
 POLARIZED LAVENDER



P8942
A BLACK
B DEMI
C CHAMPAGNE
 POLARIZED LIGHT GREY
 POLARIZED COPPER
 POLARIZED LIGHT BROWN



P8933
A BLACK
B DEMI
 POLARIZED GREEN
 POLARIZED LIGHT BROWN



P8934
A BLACK
B BROWN
 POLARIZED DARK GREY
 POLARIZED COPPER



P8943
A GREY
B BURGUNDY
 POLARIZED DARK GREY
 POLARIZED LAVENDER



P8944
A BLACK
B DEMI
 POLARIZED LIGHT GREY
 POLARIZED DARK BROWN



P8935
A GREY
B GREEN
 POLARIZED LIGHT GREY
 POLARIZED GREEN



P8936
A BLACK
B BROWN
 POLARIZED LIGHT GREY
 POLARIZED LIGHT BROWN



P8945
A BLACK
B DEMI
 POLARIZED LIGHT GREY
 POLARIZED COPPER



P8946
A BLACK
B BROWN
C ROSE/CREAM
 POLARIZED DARK GREY
 POLARIZED LIGHT BROWN
 POLARIZED LIGHT GREY



P8937
A BLACK
B BROWN
C CHAMPAGNE
 POLARIZED GREY GRADIENT
 POLARIZED DARK BROWN
 POLARIZED LIGHT BROWN



P8938
A BLACK
B DEMI
 POLARIZED LIGHT GREY
 POLARIZED COPPER



P8947
A BLACK
B BROWN
C ROSE
 POLARIZED DARK GREY
 POLARIZED DARK BROWN
 POLARIZED LAVENDER



P8948
A BLACK
B DEMI
 POLARIZED GREY GRADIENT
 POLARIZED BROWN GRADIENT



P8939
A BLACK
B BROWN
 POLARIZED LIGHT GREY
 POLARIZED COPPER



P8940
A BLACK
B DEMI
 POLARIZED LIGHT GREY
 POLARIZED COPPER



P8949
A BLACK
B DEMI
 POLARIZED LIGHT GREY
 POLARIZED DARK BROWN



P8950
A BLACK
B PURPLE
 POLARIZED GREY GRADIENT
 POLARIZED LAVENDER



P8951
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED GREEN



P8952
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED GREEN



P8961
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED GREEN



P8962
A WINE
B GREY
C CHAMPAGNE
POLARIZED LAVENDER
POLARIZED DARK GREY
POLARIZED LIGHT BROWN



P8953
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8954
A BLACK
B BROWN
POLARIZED DARK GREY
POLARIZED COPPER



P8963
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED GREEN



P8964
A BLACK
B BROWN
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



P8955
A BLACK
B OLIVE
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8956
A BLACK
B BROWN
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8957
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED COPPER



P8958
A BROWN
B BLACK
C PLUM
POLARIZED LIGHT BROWN
POLARIZED GREEN
POLARIZED LAVENDER



P8959
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED DARK BROWN



P8960
A BLACK
B BROWN
POLARIZED LIGHT GREY
POLARIZED LIGHT BROWN



Choosing the right sunglasses for kids' sensitive eyes is so important. The Polaroid Kids Collection is specially designed to look stylish, be comfortable, using allergy free materials and adjustable temple tips. As standard the whole Polaroid Kids Collection has top quality polarized lenses giving 100% UV protection.

Sunglass models:
Boy 00837B, Girl P0975A



KIDS COLLECTION AGE 1–3



00103
A BLUE/PRINT UMBRELLA
V GREEN/PRINT STARS
POLARIZED DARK GREY
POLARIZED DARK GREY



00701
K GREY/PINK
L SILVER/BLUE
M RED/GREY
POLARIZED DARK GREY
POLARIZED DARK GREY
POLARIZED DARK GREY



00801
A BLACK
G BLUE
H RED
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



P0901
A BLACK
B SILVER
C RED
D PINK
POLARIZED DARK GREEN
POLARIZED DARK GREY
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00603
G LIGHT BLUE
H RED
POLARIZED DARK GREY
POLARIZED DARK GREY



00800
A BLACK
D BLUE
E ORANGE
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00803
D PINK/PRINT DUCK
E BLUE/PRINT SNOW
F YELLOW/PRINT FLOWER
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00534
L RED/BLACK
M SILVER/BLACK
POLARIZED DARK GREY
POLARIZED DARK GREY



00738
E BLACK/ORANGE
H RED/GUN
J CHAMPAGNE/RED
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00831
A BLACK
D BLUE
E RED
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00838
D BLACK
E GREY
F BLUE
G RED
POLARIZED DARK GREY
POLARIZED DARK GREY
POLARIZED DARK GREY
POLARIZED DARK GREY



00737
G BLUE
H RED
POLARIZED DARK GREY
POLARIZED DARK GREY



00830
B BLACK/RED
C BLACK/GOLD
D BLACK/SILVER
E GREY/PINK
POLARIZED COPPER
POLARIZED DARK BROWN
POLARIZED DARK GREY
POLARIZED DARK GREY



00837
A BLACK/RED
B BLUE/GREEN
POLARIZED DARK GREY
POLARIZED DARK GREY



00844
A BLACK
D BLUE
E RED
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN

A = ADVERTISING CAMPAIGN 2009, BOY

KIDS COLLECTION AGE 8-12



00575
D BLACK/RED
E BLACK/BLUE
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00672
D GREY/BLACK
E SILVER/ORANGE
G SILVER/BLUE
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



P0973
A BLACK/SILVER
B PURPLE/SILVER
C TURQUOISE/GREY
D RED/SILVER
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



P0975
A BLACK/PURPLE
B BLACK/BLUE
C BLACK/CHAMPAGNE
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN

A=ADVERTISING CAMPAIGN 2009, GIRL



00770
J BLUE/GREEN
N PURPLE/SILVER
P BLACK/ORANGE
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00871
D TURQUOISE
E YELLOW/RED
F BLUE/BLACK
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



P0977
A BLACK/RED
B PINK
C CHAMPAGNE
POLARIZED DARK GREY
POLARIZED DARK GREY
POLARIZED DARK GREY



P0978
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00875
D PURPLE
E BLUE
F SILVER
POLARIZED DARK GREEN
POLARIZED DARK GREEN
POLARIZED DARK GREEN



00876
D GREY
E ORANGE
F BLUE
POLARIZED DARK GREY
POLARIZED DARK GREY
POLARIZED DARK GREY



P0979
A BLACK
B RED
POLARIZED DARK GREEN
POLARIZED DARK GREEN



P0971
A BLACK/GUN
B BROWN/GOLD
POLARIZED DARK GREY
POLARIZED DARK BROWN



P0972
A BLACK
B RED
C BLUE
POLARIZED DARK GREY
POLARIZED DARK GREEN
POLARIZED DARK GREEN

INKOGNITO

COLLECTIONS



Our trendy sunglass line is tailored for the city streets. The Inkognito Collection incorporates Polaroid's outstanding polarizing sun protection technology, all in a stylish package.

Sunglass model: J4901B



J4900
A SILVER
B GOLD
POLARIZED PURPLE GRADIENT
POLARIZED BROWN GRADIENT



J4901
A GUN
B GOLD
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



J8900
A BLACK
B BROWN
POLARIZED GREEN GRADIENT
POLARIZED BROWN GRADIENT



J8901
A BLACK
B BLACK
POLARIZED DARK GREY
POLARIZED GREEN



J4902
A GUN
B SILVER
POLARIZED GREEN
POLARIZED DARK GREY



J4903
A GUN
B BROWN
POLARIZED DARK GREY
POLARIZED DARK BROWN



J8902
A BLACK
B BROWN
POLARIZED LAVENDER
POLARIZED DARK BROWN



J8903
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED GREEN

A = ADVERTISING CAMPAIGN 2009, YOUTH



J4905
A GUN/BLACK
B GUN/BROWN
POLARIZED GREEN
POLARIZED COPPER



J4906
A BLACK
B GUN
C COPPER
POLARIZED GREEN
POLARIZED DARK GREY
POLARIZED COPPER



J8904
A BLACK
B DEMI
C BLACK
POLARIZED GREEN
POLARIZED COPPER
POLARIZED LIGHT GREY



J8905
A BLACK
B BURGUNDY
C BLACK
POLARIZED GREEN
POLARIZED COPPER
POLARIZED LIGHT GREY



J4907
A GUN
B BROWN
C BLACK
POLARIZED GREEN
POLARIZED DARK BROWN
POLARIZED DARK GREY



J4908
A BROWN
B GUN
POLARIZED DARK BROWN
POLARIZED DARK GREEN



J8906
A BLACK
B BLACK
POLARIZED LIGHT GREY
POLARIZED DARK BROWN



J8907
A BLACK
B BROWN
POLARIZED LAVENDER
POLARIZED LIGHT BROWN



J4909
A BLACK
B GUN
POLARIZED DARK GREY
POLARIZED GREEN



J4910
A GUN/BLACK
B GUN/BROWN
POLARIZED GREEN
POLARIZED BROWN



J8908
A BLACK
B DEMI
C WHITE
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED LIGHT GREY



J8909
A BLACK
B DEMI
POLARIZED DARK GREEN
POLARIZED GREEN



J8910

A SMOKE
B **BROWN**
C BLACK

POLARIZED LIGHT GREY
POLARIZED DARK BROWN
POLARIZED GREEN



J8911

A BROWN
B **BLACK**

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT



J8912

A BROWN
B **BLACK**
C WHITE

POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT
POLARIZED LIGHT BROWN



J8918

A BLACK
B DEMI
C **CREAM**

POLARIZED DARK GREY
POLARIZED GREEN
POLARIZED LIGHT BROWN



INKOGNITO

Sunglass model: J8909 A

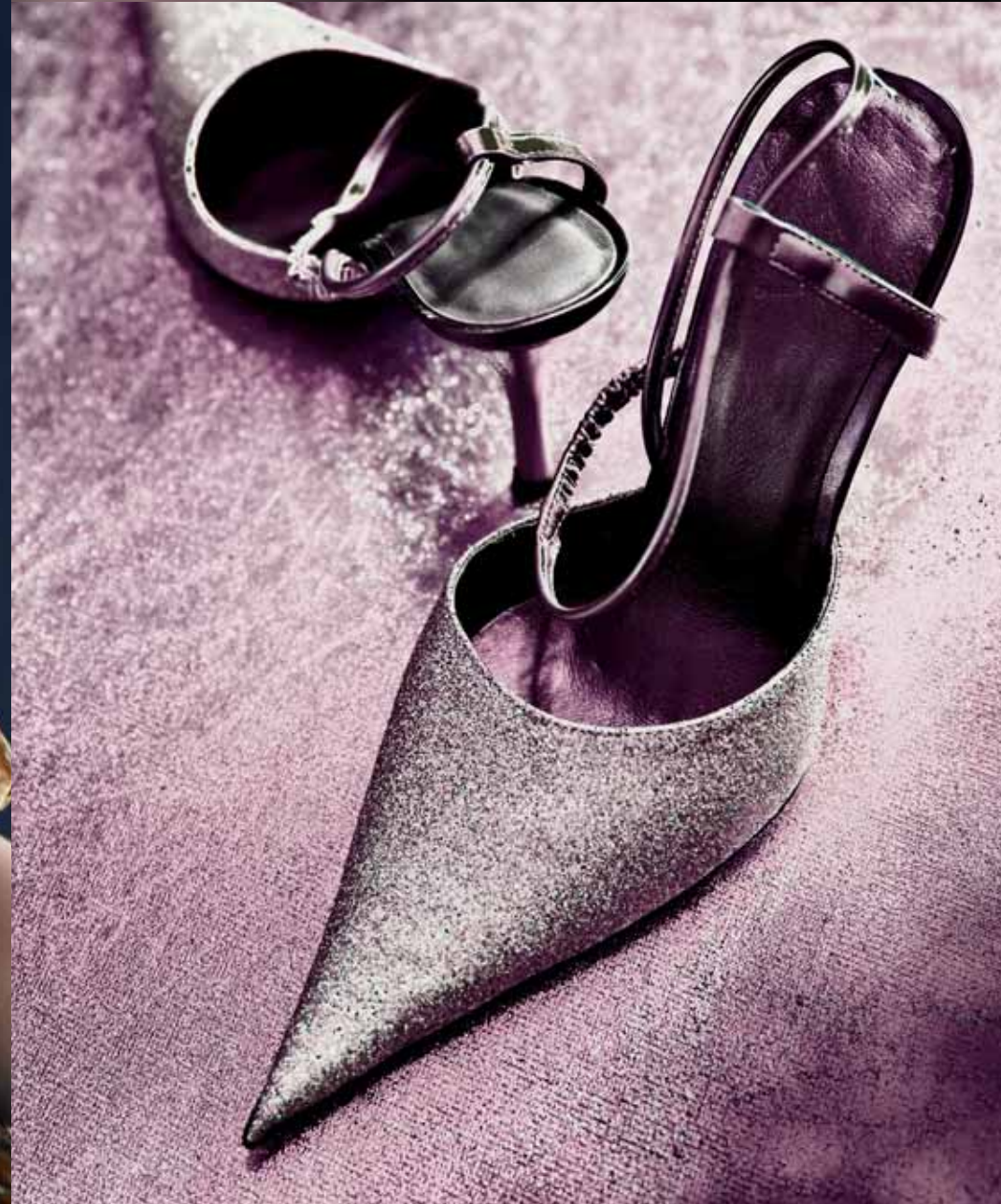
FURORE

COLLECTIONS



The elegance of Italian design is embodied in our Furore Collection. This luxurious eyewear collection, created for those with a true sense of style and passion, is sophistication itself.

Sunglass model: P8914A





06854
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED COPPER



06855
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED DARK BROWN



F8907
A BLACK
B CHAMPAGNE
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



F8909
A BLACK
B DEMI
POLARIZED LIGHT GREY
POLARIZED LIGHT GREY



F4900
A GUN
B GOLD
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



F8900
A BURGUNDY
B GREY
POLARIZED LAVENDER
POLARIZED LIGHT GREY



F8910
A BLACK
B BROWN
POLARIZED LIGHT GREY
POLARIZED DARK BROWN



F8911
A BLACK
B DEMI
POLARIZED LIGHT GREY
POLARIZED DARK BROWN



F8901
A SMOKE
B OLIVE
POLARIZED GREY GRADIENT
POLARIZED GREEN GRADIENT



F8902
A BLACK
B WINE
C CHAMPAGNE
POLARIZED LIGHT GREY
POLARIZED LAVENDER
POLARIZED LIGHT BROWN



F8912
A BLACK
B DEMI
POLARIZED DARK GREY
POLARIZED DARK BROWN



F8914
A BLACK
B WINE
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT



F8903
A BLACK
B CREAM
POLARIZED LIGHT GREY
POLARIZED LIGHT BROWN



F8904
A BLACK (RHINESTONES)
B BEIGE (LARGE PIXELS)
C GREY (SMALL PIXEL)
D WINE (SMALL PIXEL)
POLARIZED GREY GRADIENT
POLARIZED BROWN GRADIENT
POLARIZED GREY GRADIENT
POLARIZED PURPLE GRADIENT



F8915
A BLACK
B DEMI
POLARIZED LIGHT GREY
POLARIZED COPPER



F8916
A BLACK
B DEMI
POLARIZED GREY GRADIENT
POLARIZED GREY GRADIENT



F8905
A BLACK
B DEMI
C CREAM
POLARIZED DARK GREY
POLARIZED DARK BROWN
POLARIZED LIGHT BROWN



F8906
A BLACK
B DEMI
C PLUM
POLARIZED DARK GREY
POLARIZED DARK BROWN
POLARIZED LAVENDER



F8917
A BLACK
B WINE
POLARIZED LIGHT GREY
POLARIZED DARK BROWN



F8918
A BLACK
B DEMI
POLARIZED LIGHT GREY
POLARIZED COPPER

A=ADVERTISING CAMPAIGN 2009, WOMAN



F8919

- A BLACK
- B DEMI
- C PLUM

POLARIZED DARK GREY
POLARIZED DARK BROWN
POLARIZED LAVENDER



XOOR

COLLECTIONS



Superior quality eyewear meets exclusive frame and temple designs. With its outstanding optical, anti-break and scratch-resistant properties, Xoor categorically outperforms other brands.

Sunglass model: 02803B





02702

A GOLD
B GUN
C BLACK

POLARIZED DARK BROWN
POLARIZED DARK GREY
POLARIZED GREEN



02800

A BROWN
C SILVER

POLARIZED DARK BROWN
POLARIZED LIGHT GREY



X4904

A BLACK
B GUN

POLARIZED DARK BROWN
POLARIZED DARK GREY



X4905

A BLACK
B GUN
C GOLD

POLARIZED DARK GREY
POLARIZED COPPER
POLARIZED GREEN



02801

B GUN
C SILVER

POLARIZED GREEN
POLARIZED LIGHT GREY



02802

A GOLD
B GUN
C SILVER

POLARIZED COPPER
POLARIZED GREEN
POLARIZED LIGHT GREY



X4906

A GUN
B GOLD

POLARIZED DARK GREY
POLARIZED DARK BROWN



X4907

A SILVER
B GUN

POLARIZED DARK GREY
POLARIZED COPPER



02803

B GUN
C SILVER

POLARIZED GREEN
POLARIZED LIGHT GREY



02809

A BLACK
B GOLD
C BLACK

POLARIZED DARK GREY
POLARIZED DARK BROWN
POLARIZED GREEN



X4908

A GUN
B BROWN

POLARIZED GREEN
POLARIZED DARK BROWN



X8900

A BLACK
B DEMI

POLARIZED DARK GREY
POLARIZED COPPER



X4900

A GUN
B GOLD

POLARIZED DARK GREY
POLARIZED GREEN



X4901

A GUN
B SILVER

POLARIZED GREEN
POLARIZED LIGHT BROWN



X8901

A BLACK
B DEMI

POLARIZED GREEN
POLARIZED COPPER



X8902

A BLACK
B BROWN
C BLUE

POLARIZED GREEN
POLARIZED DARK BROWN
POLARIZED DARK GREY



X4902

A GUN
B GOLD

POLARIZED DARK GREY
POLARIZED LIGHT BROWN



X4903

A BLACK
B BROWN

POLARIZED DARK GREY
POLARIZED DARK BROWN



X8903

A BLACK
B BROWN

POLARIZED DARK GREY
POLARIZED LIGHT BROWN



X8904

A BLACK
B BROWN

POLARIZED DARK GREY
POLARIZED LIGHT BROWN

A= ADVERTISING CAMPAIGN 2009, DRIVING



X8905
A BLACK
B BROWN
POLARIZED DARK GREY
POLARIZED LIGHT BROWN



X8906
A BLACK
B BROWN
C BLUE
POLARIZED GREEN
POLARIZED DARK BROWN
POLARIZED DARK GREY



X8907
A BLACK
B DEMI
POLARIZED GREEN
POLARIZED COPPER



X8908
A SMOKE
B BROWN
POLARIZED DARK GREY
POLARIZED DARK BROWN



X8909
A BLACK
B SMOKE
POLARIZED GREEN
POLARIZED DARK GREY

XOOR SUNGLASSES FROM POLAROID® – THE ULTIMATE CHOICE FOR DRIVERS



Visibility with sunglasses without polarizing lenses



Visibility with Polaroid polarizing sunglasses

Design credentials and superior technical performance – that’s Xoor. The range exclusively features new distortion-free, specially treated, premium polarized lenses. Ideal for safe driving, not only do these polarized lenses provide 100% UV protection, they block out glare. The clarity, natural colours and clear contrasts mean no squinting, less eye fatigue and faster reactions when driving.

Lenses are treated not once, but three times, to enhance performance. A hydrophobic coating prevents sunglasses from fogging or steaming up. Superb clarity of vision is maintained with a specialist optical anti-reflective coating. And the easy clean coating helps keep the lenses perfectly clean with no smudges or fingerprints to obscure the view.

**For PERFECT VISION when behind the wheel –
Xoor sunglasses from Polaroid®.**



The RX sunglasses collection from Polaroid benefits from high-quality materials. All frames have been designed so that prescription sunglass lenses – Polaroid polarized or otherwise – can easily be fitted, for perfect looks.

Sunglass model: 09831C



09829

C BEIGE
D BLACK/WHITE

POLARIZED DARK BROWN
POLARIZED DARK BROWN



09830

C BLACK
D BLACK/PINK

NON-POLARIZED GREY
NON-POLARIZED BROWN



09831

C BLACK/WHITE
D BLACK/RED

POLARIZED LIGHT GREY
POLARIZED DARK BROWN



09832

C BEIGE
D BLACK/WHITE

POLARIZED DARK BROWN
POLARIZED LIGHT GREY



09833

C BLACK
D DEMI

POLARIZED LIGHT GREY
POLARIZED DARK BROWN



09834

C BLACK/WHITE
D BLACK/RED

POLARIZED LIGHT GREY
POLARIZED DARK BROWN



09835

C BLACK/GREEN
D BLUE/RED

NON-POLARIZED BROWN
NON-POLARIZED GREY



S4905

A BLACK
B BROWN/DEMI

NON-POLARIZED GREY
NON-POLARIZED BROWN



S4906

A SILVER/BLACK
B GUN/BROWN

NON-POLARIZED GREY
NON-POLARIZED BROWN



S4907

A GUN/BLACK
B GUN/BROWN

NON-POLARIZED GREY
NON-POLARIZED BROWN



Designed to fit perfectly over any optical frame, Polaroid Suncovers offer 100% protection against harmful UV rays and eliminate dangerous glare. These, bold sunglasses are a perfect fusion of functionality and design.

Sunglass model: P8901D



09220

C BLACK
F **DEMI**
G BLUE

POLARIZED YELLOW
POLARIZED COPPER
POLARIZED DARK GREY



P8900

A **BLACK**
B DEMI
C RED
D BLUE

POLARIZED DARK GREY
POLARIZED COPPER
POLARIZED DARK BROWN
POLARIZED DARK GREY



P8901

A BLACK
B BLACK
C GREY/RED
D **BLACK/SILVER**
E DEMI

POLARIZED YELLOW
POLARIZED COPPER
POLARIZED DARK GREY
POLARIZED DARK GREY
POLARIZED DARK BROWN



