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# 20/20@50

FIVE DECADES OF VISION

**SPORT EYEWEAR**  
MARKETPULSE

L&T  
**UNDERSTANDING**  
PRISM-THINNING

**PRO TO PRO**  
IMPROVING SPORTS  
PERFORMANCE



**TEAMING**  
UP ON  
SPORT  
EYEWEAR

# FORESIGHT

PGA TOUR GOLFER DYLAN FRITTELLI  
EYES THE FUTURE WITH OAKLEY

BISPHAERA FROM OAKLEY

WHAT'S NEW  
NEW LAUNCHES



2BB: Gwen



2BB: Dori



2BB: Karl

## 2BB: L'Amy America

L'Amy America introduces the 2BB: eyewear collection in collaboration with Two Blind Brothers. Each frame carries a philanthropic message by contributing a portion of the sales toward finding a cure for blindness. The collection consists of 16 optical styles in three colors, with the women's frames boasting sleek acetate and easy-to-wear shapes, while the men's frames incorporate memory metal in every silhouette for a lightweight look and feel. Each style offers a tactile feel with braille on the temple tips of each frame that translates to "brothers."

—Victoria Garcia

Pricing: \$\$\$

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