

CHASE THE LIGHT



8 ECO-FRIENDLY ACETATE & PREMIUM METAL



8

4A

9 MINERAL LENS



9

5A



Iconic brand, born in the U.S.A.

Globally respected and worldwide distributed, Serengeti® is the unique brand able to combine the most advanced eyewear technologies, inherited from more than 140 years of R&D, the American culture and the finest sense of aesthetics, design and creativity.

The Serengeti® story began in 1877 with Corning®, an optical laboratory and pioneer in glass technology. Throughout the years, Innovation and Research & Development have played a key role in this frenzied quest for quality and performance. These decades of experience allow Serengeti® to justifiably be viewed as the world's most innovative and creative premium eyewear brand..

CHASE THE LIGHT

Artists spend their lives chasing the light. In search of those rare moments when the sun and elements magically align to create the perfect shot; the ideal reflection at the most exquisite angle, the color and atmosphere all coming together to create art.

At Serengeti®, we design the sunglasses that let you chase the light and capture it – revealing the world at its most inspiring.

Make no mistake, the idea of chasing the light is about more than just sunlight. It's about chasing life. Chasing success. Joy. Enlightenment. Striving to go places and do things we've never done before. And it's a passionate pursuit that's somehow distinctly American.

At Serengeti®, we chase the light by constantly striving for design perfection. Forever in pursuit of the perfect curve.

The consummate contour. The most glorious glass. Our master craftsmen are inspired and encouraged to go beyond product design, beyond craft to inspire you, the wearer. And you'll feel the results every time. Wherever you are. Whatever you are chasing.

We're not just chasing sunglass design.

We're crafting and mastering eyewear.

For those seeking to express their uniqueness, authenticity and style walking the urban streets, we propose Serengeti®'s Collection, a remarkable range of contemporary designs that delivers the unmatched performance of Serengeti®'s unique, no compromise, technology.

CREATOR CAPSULE

Our Creator Capsule has been thought and designed as an artistic, expressive and inspiring line. This capsule is not just about unique and remarkable designs, it is also about craftsmanship and passion for the product itself. Every detail is meticulously considered, and each material is carefully enhanced to create models that are as stunning as they are original. Compromise between creative designs and highest quality standards is not an option.

Created for those who seek to express their uniqueness, authenticity, creativity while inspiring others.



Hayworth

YOU & HAYWORTH MAKE THE PERFECT PAIR

The Serengeti® HAYWORTH stylish women's sunglasses are handcrafted with eco-friendly acetate for a look that's as fashionable as it is environmentally conscious. HAYWORTH glam sunglasses feature Serengeti mineral lenses, a metal eye-rim, chamfered edges and 5-barrel hinges. If you're in search of square glamorous frame sunglasses for summer, the HAYWORTH is your ultimate accessory.



Base Curve: 4
 Temple Length: 140 mm
 Boxing Size: 54 x 18 mm
 Temporal Distance: 127 mm
 Fit: Large
 Rx: Not Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Metal Eye-Rim, Chamfered Edges and Serengeti® engraved 5 barrels Hinges



HAYWORTH - SS538001 II CREATOR CAPSULE

- 
SS538004
Shiny Ocre Tortoise
Polarised Drivers®
- 
SS538002
Shiny Transparent Sand Beige
Polarised Drivers® Gold
- 
SS538006
Shiny Crystal Caramel Brown
Drivers® Gradient
- 
SS538001
Shiny Black Transparent Layer
Polarised 555nm®
- 
SS538003
Shiny Transparent Grey
Polarised 555nm®
- 
SS538005
Shiny Black Transparent Layer
555nm®





AMBOY - SS530004 II CREATOR CAPSULE

Amboy

THE 1970S SPIRIT FLOWS IN ITS VEINS

As a real iconic pilot shape, Amboy is a classic that embodies the DNA, philosophy and expertise of Serengeti®. Made from handcrafted acetate and combined with highly qualitative metal and our unique mineral lenses, Amboy is ready to keep you company on the iconic American roads... and everywhere else.



Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 53 x 20 mm
 Temporal Distance: 140 mm
 Fit: Medium / Large
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Acetate Eye-Rim, Bridge and Temple Embellishments, Metal Eye-Rim and Temples



SS530002
 Shiny Honey
 Polarized Drivers®



SS530003
 Champagne Translucide
 Polarized Drivers® Gold



SS530004
 Olive Translucide
 Polarized Drivers® Gradient



SS530001
 Shiny Black
 Polarized 555nm®



SS530005
 Redish
 Polarized 555nm®



Winona

AN OVERSIZE ACETATE FRAME

Winona is ideal for those who want to stand out from the crowd. Its acetate construction plays with proportions, proposing a bold front while showing an extreme finesse when viewed from the side. Winona's strong personality is also highlighted by its angular profile, providing an assumed fashion look.

Winona features ultra-light mineral lenses combining photochromic, polarizing and Spectral Control™ technologies. To summarize: Winona offers the ultimate look and vision.



WINONA - SS528006 II CREATOR CAPSULE

Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 55 x 18 mm
 Temporal Distance: 145 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens,
 Handcrafted Eco-Friendly
 Acetate, Metal Embellishments,
 Serengeti® 5 barrels hinges.



SS528005
 Shiny Classic Havana
 Polarized Drivers®



SS528006
 Shiny Tortoise
 Polarized 555nm®

Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 55 x 18 mm
 Temporal Distance: 145 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens,
 Handcrafted Acetate,
 Metal Embellishments.



SS528004
 Pink Champagne
 Polarized Drivers®



SS528002
 Champagne Translucide
 Polarized Drivers® Gold



SS528001
 Shiny Black
 Polarized 555nm®



SS528003
 Red Streaky
 Polarized 555nm®

Nicholson

EXTENDED RECTANGULAR SHADES FOR LONG SUMMER DAYS

Serengeti® NICHOLSON unisex sunglasses are handcrafted with eco-friendly acetate and mineral lenses. With a sleek rectangular sunglasses shape, chamfered edges, and bevels on the front, the NICHOLSON are equal parts cool and comfortable. Take the NICHOLSON on your next road trip or weekend getaway.



NICHOLSON - SS540002 II CREATOR CAPSULE

Base Curve: 4
 Temple Length: 140 mm
 Boxing Size: 51 x 21 mm
 Temporal Distance: 127 mm
 Fit: Medium
 Rx: Not Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Chamfered edges, Bevels on the front, Serengeti® 5 barrels Hinges



SS540004
 Shiny Transparent Taupe Grey
 Polarized Drivers®



SS540005
 Shiny Tortoise Havana
 Drivers®



SS540002
 Shiny Transparent Dark Green
 Polarized Drivers® Gradient



SS540001
 Shiny Black Transparent Layer
 Polarized 555nm*



SS540003
 Shiny Transparent Blue
 Polarized 555nm*

DRIVING HERITAGE CAPSULE

Driving is at the heart of Serengeti® for over 140 years.

This capsule echoes the very essence of our brand and restyles iconic driving designs, combined with the best solar lens ever developed for driving. This led to the creation of our retro vintage driving collection.

We created these eyewear for those who embraces finest sense of driving codes and who seek to express authenticity and confidence with style.



Bacall



Base Curve: 6
 Temple Length: 140 mm
 Boxing Size: 55 x 18 mm
 Temporal Distance: 126 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Chamfered edges, Serengeti® engraved 5 barrels Hinges



SS541004
 Shiny Transparent Sand Beige Polarized Drivers®



SS541001
 Shiny Black Transparent Layer Polarized 555nm®



SS541002
 Shiny Transparent Fed Blue Polarized Drivers® Gradient



SS541003
 Shiny Tortoise Havana Polarized 555nm®



SS541006
 Shiny Crystal Caramel Brown Drivers® Gradient



SS541005
 Shiny Tortoise Havana 555nm®



Danby



Base Curve: 6
 Temple Length: 152 mm
 Boxing Size: 56 x 18 mm
 Temporal Distance: 148 mm
 Fit: Large
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Acetate, Metal Embellishments



SS527002
 Shiny Honey Polarized Drivers® Gradient



SS527004
 Redish Brown Polarized 555nm®



SS527001
 Shiny Black Polarized 555nm®



SS527003
 Shiny Crystal Polarized 555nm® Blue



Geary



Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 52 x 21 mm
 Temporal Distance: 140 mm
 Fit: Medium
 Rx: Available

Key Features: Mineral Lens, Handcrafted Acetate Eye-Rim and Temple Embellishments, Metal Eye-Rim and Temples



SS526004
 Bold Gold Red Tortoise
 Polarized Drivers® Gold



SS526003
 Light Gold Orange Tortoise
 Polarized 555nm®



SS526001
 Gunmetal Polish Black Shiny
 Polarized 555nm®



SS526002
 Shiny Gunmetal Brown Buffalo
 Polarized 555nm® Blue

Boron



Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 56 x 20 mm
 Temporal Distance: 148 mm
 Fit: Large
 Rx: Available

Key Features: Mineral Lens, Handcrafted Acetate Eye-Rim and Temple Embellishments, Metal Eye-Rim and Temples



SS525001
 Bold Gold Dark Tortoise
 Polarized Drivers® Gold



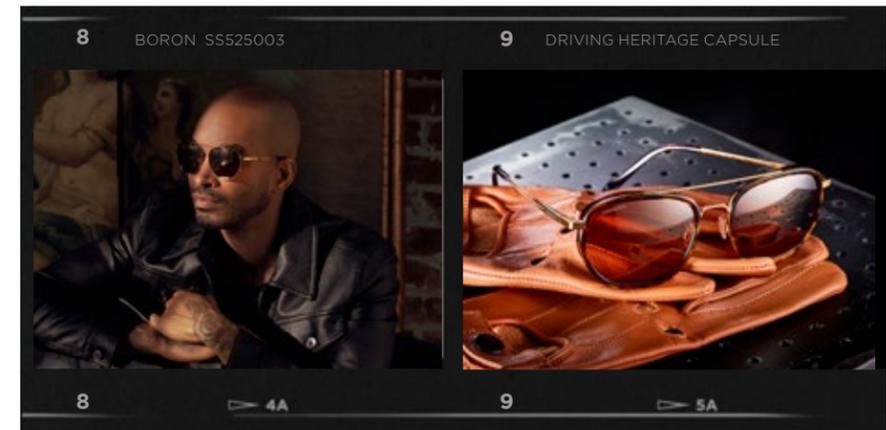
SS525003
 Light Gold Orange Tortoise
 Polarized 555nm®



SS525004
 Shiny Dark Gunmetal Black Shiny
 Polarized 555nm®



SS525002
 Shiny Gunmetal Brown Buffalo
 Polarized 555nm® Blue



Carroll



Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 53 x 18 mm
 Temporal Distance: 131 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens, Customized Metal Rim, Adjustable Nose Pads, Adjustable Acetate Temple tips and Spring Hinges



SS542004
 Matte Light Gold
 Polarized Drivers®



SS542001
 Shiny Light Gold
 Polarized 555nm®



SS542003
 Matte Khaki
 Polarized Drivers® Gold



SS542005
 Shiny Light Gold
 555nm®



SS542006
 Shiny Rose Gold
 Drivers® Gradient



SS542002
 Shiny Silver
 Polarized 555nm® Blue

Lunger



Base Curve: 4
 Temple Length: 145 mm
 Boxing Size: 55 x 16 mm
 Temporal Distance: 132 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens, Metal, Adjustable Nose Pads, Adjustable Acetate Temple tips and Spring Hinges



SS545004
 Matte Black
 Drivers®



SS545003
 Shiny Dark Gunmetal
 Polarized Drivers® Gradient



SS545001
 Brushed Bronze
 Polarized Drivers® Gold



SS545002
 Shiny Silver
 Polarized 555nm®



Haywood Small



Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 55 x 15 mm
 Temporal Distance: 133 mm
 Fit: Small

Rx: Available

Key Features: Mineral Lens, Customized Metal Rim, Adjustable Nose Pads, Adjustable Acetate Temple tips and Spring Hinges



SS544002
 Shiny Rose Gold
 Polarized Drivers®



SS544003
 Shiny Light Gold
 Polarized 555nm®



SS544006
 Shiny Rose Gold
 Drivers® Gradient



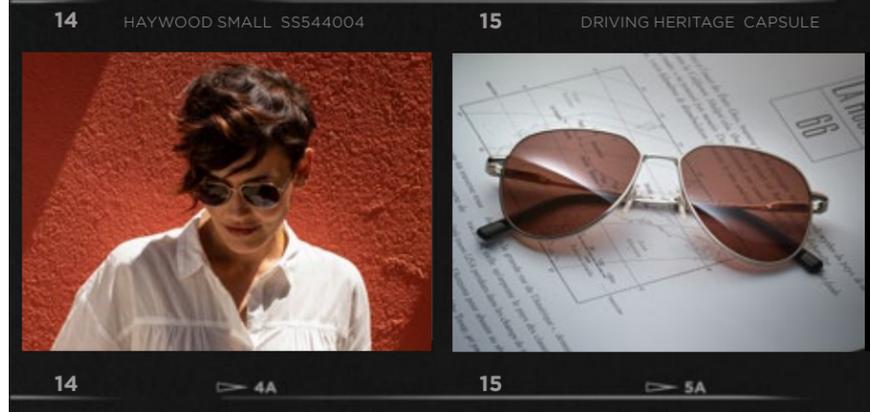
SS544005
 Shiny Light Gold
 555nm®



SS544001
 Brushed Bronze
 Polarized Drivers® Gold



SS544004
 Shiny Silver
 Polarized Sedona®



Haywood



Base Curve: 6
 Temple Length: 150 mm
 Boxing Size: 56 x 16 mm
 Temporal Distance: 136 mm
 Fit: Large

Rx: Available

Key Features: Mineral Lens, Customized Metal Rim, Adjustable Nose Pads, Adjustable Acetate Temple tips and Spring Hinges



SS543002
 Matte Black
 Polarized Drivers®



SS543001
 Brushed Bronze
 Polarized Drivers® Gold



SS543006
 Shiny Gunmetal
 Drivers®



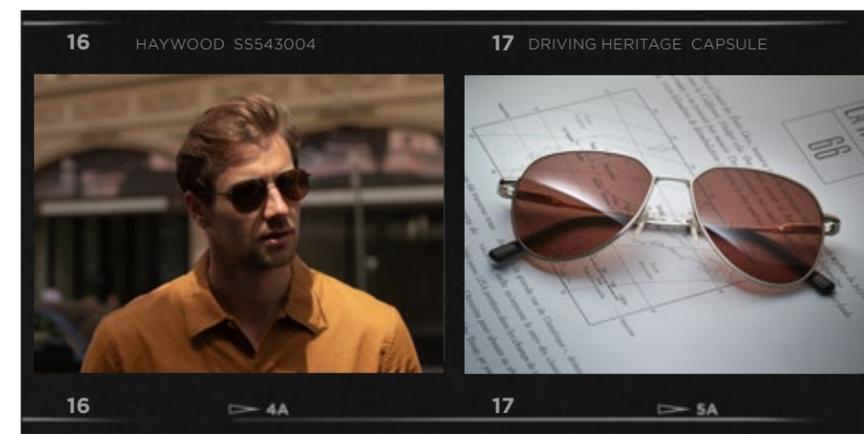
SS543003
 Shiny Light Gold
 Polarized 555nm®



SS543004
 Matte Black
 Drivers®



SS543005
 Shiny Silver
 Polarized Sedona®



ESSENTIALS CAPSULE

Our “Essentials” capsule is about creating classics and timeless stylings using the ultimate in premium materials and lenses to deliver a new market classic standard.

With this range, we allow our consumers to express their nature to the best of their ability without any compromise on the quality of our products.

We created these eyewear for those who seek to experience their world at its most inspirational with a classic style.



Chadwick



Base Curve: 6
 Temple Length: 150 mm
 Boxing Size: 52 x 21 mm
 Temporal Distance: 141 mm
 Fit: Medium
 Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Metal Eye-Rim, Adjustable nose pads, Engraved metal bridge and Serengeti® engraved 5-barrels Hinges



SS562003
 Shiny Classic Havana,
 Shiny Light Gold
 Polarized Drivers®



SS562005
 Shiny Black Transparent
 Inside, Shiny Light Gold
 555nm®



SS562004
 Shiny Crystal Dark Green,
 Shiny Gunmetal
 Polarized Drivers® Gradient



SS562002
 Shiny Crystal,
 Shiny Light Gold
 Polarized 555nm® blue



SS562001
 Shiny Black Transparent
 Inside, Shiny Light Gold
 Polarized 555nm®



Susan



Base Curve: 6
 Temple Length: 140 mm
 Boxing Size: 53 x 19 mm
 Temporal Distance: 144 mm
 Fit: Medium
 Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Metal Eye-Rim, Adjustable nose pads, Engraved metal bridge and Serengeti® engraved 5-barrels Hinges



SS560003
 Shiny Tortoise Origin, Shiny Silver
 Drivers®



SS560004
 Shiny Transparent Burgundy,
 Shiny Light Gold
 Polarized Drivers® Gradient



SS560005
 Shiny Black Transparent Inside,
 Shiny Light Gold
 Polarized 555nm®



SS560002
 Shiny Tortoise Havana,
 Shiny Light Gold
 Polarized 555nm®



SS560001
 Shiny Black Transparent Inside,
 Shiny Light Gold
 Polarized Sedona®



Jodie



Base Curve: 6
Temple Length: 140 mm
Boxing Size: 52 x 18 mm
Temporal Distance: 135 mm
Fit: Medium
Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Sandwich construction with metal shadowing at the top, Metal temples, Eco-Friendly Acetate Adjustable Temple Tips.



SS561003
Shiny Crystal Fed Blue,
Shiny Light Gold
Polarized Drivers*



SS561002
Shiny Tortoise Havana,
Shiny Light Gold
Polarized 555nm*



SS561005
Shiny Black Transparent Inside,
Shiny Light Gold
Mineral Drivers* 



SS561001
Shiny Black Transparent Inside,
Shiny Light Gold
Polarized Drivers* Gold



SS561004
Shiny Crystal Burgundy,
Shiny Light Gold
Polarized Drivers*



Joan NEW



Base Curve: 6
 Temple Length: 140 mm
 Boxing Size: 53 x 20 mm
 Temporal Distance: 142 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, and Serengeti® 5-barrels Hinges



SS577005
 Matte Nude
 Polarized Drivers*



SS577006
 Matte Nude
 Drivers* 



SS577001
 Shiny Classic Havana
 Polarized 555nm*



SS577004
 Matte Black
 Polarized Blue Gradient



SS577002
 Shiny Confidential Havana
 Polarized Smoke



SS577003
 Shiny Transparent fed Blue
 Polarized Smoke



JOAN - SS577002 II ESSENTIALS CAPSULE

Havah NEW



Base Curve: 6
 Temple Length: 140 mm
 Boxing Size: 51 x 20 mm
 Temporal Distance: 139 mm
 Fit: Medium
 Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, and Serengeti® 5-barrels Hinges



SS574001
 Crystal Caramel Brown
 Polarized Drivers®



SS574002
 Shiny Black
 with transparent layer
 Polarized Drivers® Gold



SS574004
 Shiny Crystal Dark Green
 Polarized Drivers®



SS574005
 Shiny Honey
 Polarized 555nm®



SS574006
 Shiny Black with
 transparent layer
 Drivers®



SS574003
 Confidential Havana
 Polarized Smoke



Ethan NEW



Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 52 x 22 mm
 Temporal Distance: 143 mm
 Fit: Medium
 Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, and Serengeti® 5-barrels Hinges



SS575004
 Shiny Crystal Dark Green
 Polarized Drivers®



SS575002
 Shiny Crystal
 Polarized Blue Gradient



SS575003
 Shiny Classic Havana
 Polarized 555nm®



SS575005
 Shiny Transparent Blue
 Polarized Smoke



SS575006
 Shiny Classic Havana
 555nm®



SS575001
 Shiny Black with
 transparent layer
 Polarized Sedona®



Charlton NEW



Base Curve: 6
 Temple Length: 145 mm
 Boxing Size: 52 x 23 mm
 Temporal Distance: 145 mm
 Fit: Medium-Large
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, and Serengeti® 5-barrels Hinges



SS576001
 Shiny Tortoise
 Polarized Drivers®



SS576006
 Shiny Havana
 555nm®



SS576004
 Shiny Crystal Dark Green
 Polarized Drivers®



SS576002
 Shiny Crystal
 Polarized Blue Gradient



SS576005
 Shiny Havana
 Polarized 555nm®



SS576003
 Shiny Black with transparent layer
 Polarized Smoke



Raffaele



Base Curve: 6
 Temple Length: 145 mm
 Lens Size: 48 x 45 x 53 mm, DBL 23 mm
 Fit: Small / Medium
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Metal Embellishments



SS041001
 Shiny Ice Blue
 Polarized Drivers® Gradient



SS041002
 Shiny Tortoise
 Polarized 555nm®

Base Curve: 6
 Temple Length: 145mm
 Lens Size: 48 x 45 x 53 mm, DBL 23 mm
 Fit: Small / Medium
 Rx: Available
 Key Features: Mineral Lens,
 Handcrafted Acetate,
 Metal Embellishments



8837
 Matte Black/Mossy Oak
 Polarized Drivers®



8953
 Shiny Caramel
 Polarized Drivers®



8950
 Shiny Black
 Polarized 555nm®



8951
 Shiny Honey
 Polarized 555nm®



8952
 Shiny Crystal
 Polarized 555nm®

Leonora



Base Curve: 6
 Temple Length: 145 mm
 Lens Size: 51 x 48 x 55 mm, DBL 21 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Metal Embellishments



SS028002
 Shiny Clear & Black
 Polarized Drivers®



SS028001
 Shiny Ice Blue
 Polarized 555nm® Blue

Base Curve: 6
 Temple Length: 145 mm
 Lens Size: 51 x 48 x 55 mm, DBL 21 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens,
 Handcrafted Acetate, Metal Embellishments



8840
 Shiny Blue Tortoise
 Polarized Drivers®



8956
 Shiny Beige
 Polarized Drivers®



8839
 Shiny Pink Tortoise
 Polarized Drivers® Gradient



8841
 Shiny Striped Brown
 Polarized Drivers® Gradient



8954
 Shiny Black
 Polarized 555nm®

Delio



Base Curve: 6
 Temple Length: 145 mm
 Lens Size: 51 x 42 x 57 mm, DBL 21 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Metal Embellishments



SS021001
 Shiny Crystal Khaki
 Polarized Drivers®



SS021002
 Shiny Dark Blue
 Polarized 555nm®

Base Curve: 6
 Temple Length: 145 mm
 Lens Size: 51 x 42 x 57 mm, DBL 21 mm
 Fit: Medium
 Rx: Available
 Key Features: Mineral Lens,
 Handcrafted Acetate, Metal Embellishments



8854
 Matte Black/Mossy Oak
 Polarized Drivers®



8949
 Shiny Dark Havana
 Polarized Drivers®



8947
 Shiny Black
 Polarized 555nm®



8855
 Shiny Honey
 Polarized 555nm®



8948
 Shiny Crystal
 Polarized 555nm®

Foyt



Base Curve: 6
 Temple Length: 140 mm
 Boxing Size: 53 x 18 mm
 Temporal Distance: 130 mm
 Fit: Medium
 Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Serengeti® 5 Barrels Hinges



SS549003
 Shiny Transparent Grey
 Polarized Drivers®



SS549006
 Shiny Tortoise Havana
 Drivers®



SS549002
 Shiny Origine
 Transparent Layer
 Polarized Drivers® Gradient



SS549004
 Shiny Black
 Transparent Layer
 Polarized 555nm®



SS549001
 Shiny Classic Havana
 Polarized 555nm®



SS549005
 Shiny Black Transparent Layer
 555nm®

Foyt Large



Base Curve: 6
 Temple Length: 155 mm
 Boxing Size: 57 x 20 mm
 Temporal Distance: 135 mm
 Fit: Large
 Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Serengeti® 5 Barrels Hinges



SS550006
 Matte Black
 Drivers®



SS550005
 Shiny Tortoise Havana
 Drivers®



SS550003
 Shiny Black
 Transparent Layer
 Polarized 555nm®



SS550001
 Shiny Classic Havana
 Polarized 555nm®



SS550002
 Shiny Tortoise Havana
 Polarized Drivers®



SS550004
 Shiny Transparent Grey
 Polarized Drivers®

Arlie



Base Curve: 6
Temple Length: 145 mm
Lens Size: 52 x 44 x 55 mm, DBL 20 mm
Fit: Medium
Rx: Available
Key Features: Mineral Lens, Handcrafted Acetate, Metal Embellishments



8937
Shiny Dark Havana
Polarized Drivers®



8935
Shiny Black
Polarized 555nm®



SS483002
Champagne Translucide
Polarized 555nm®



8936
Shiny Caramel
Polarized 555nm® Blue



SS483003
Shiny Crystal
Polarized 555nm® Blue

Lenwood



Base Curve: 6
Temple Length: 155 mm
Lens Size: 57 x 45 x 64 mm, DBL 18 mm
Fit: Extra Large
Rx: Available
Key Features: Mineral Lens, Handcrafted Acetate, Metal Embellishments



8933
Shiny Dark Havana
Polarized Drivers®



SS485001
Champagne Translucide
Polarized Drivers® Gradient



8930
Matte Black
Polarized 555nm®



8932
Shiny Caramel
Polarized 555nm®



8931
Shiny Black
Polarized 555nm® Blue



SS485002
Shiny Crystal
Polarized 555nm® Blue

Hamel



Base Curve: 6
Temple Length: 130 mm
Lens Size 50 x 43 x 54 mm DBL 21 mm
Fit: Medium
Rx: Available
Key Features: Mineral Lens, Monel, Spring Hinges, Adjustable Nose Pads



SS520001
Shiny Rose Gold
Polarized Drivers®



8929
Shiny Bold Gold
Polarized Drivers® Gold



8928
Brushed Bronze
Polarized Drivers® Gradient



8925
Shiny Black
Polarized 555nm®



8927
Shiny Silver
Polarized 555nm®



8926
Shiny Dark Gunmetal
Polarized 555nm® Blue

Loy



Base Curve: 6
Temple Length: 145 mm
Boxing Size: 56 x 17 mm
Temporal Distance: 133 mm
Fit: Medium
Rx: Available
Key Features: Mineral Lens, Metal Rim, Adjustable Nose Pads, Adjustable Acetate Temple tips and Spring Hinges



SS548001
Shiny Chocolate Brown
Polarized Drivers®



SS548002
Shiny Black
Polarized 555nm®



SS548003
Shiny Light Gold
Polarized Drivers® Gold



SS548004
Rose Gold
Drivers® Gradient 



SS548005
Shiny Light Gold
Drivers® 

Marlon



Base Curve: 4
Temple Length: 145 mm
Boxing Size: 57 x 15 mm
Temporal Distance: 139 mm

Fit: Medium

Rx: Available

Key Features: Mineral Lens, Customized Metal Rim, Adjustable Nose Pads, Adjustable Acetate Temple tips and Spring Hinges



SS539001
Matte Light Gold
Polarized Drivers® Gold



SS539004
Shiny Dark Gunmetal Polarized
Drivers® Gradient



SS539005
Brushed Bronze
Drivers®



SS539003
Matte Black
Polarized 555nm®



SS539002
Shiny Silver
Polarized 555nm® Blue

Wayne



Base Curve: 6
Temple Length: 145 mm
Boxing Size: 57 x 15 mm
Temporal Distance: 132 mm

Fit: Medium

Rx: Available

Key Features: Mineral Lens, Metal, Adjustable Nose Pads, Adjustable Acetate Temple tips and Spring Hinges



SS546003
Matte Black
Polarized Drivers®



SS546004
Brushed Bronze
Polarized Drivers® Gold



SS546001
Shiny Light Gold
Polarized 555nm®



SS546005
Shiny Light Gold
555nm® 



SS546002
Shiny Dark Gunmetal
Polarized 555nm® Blue

Spello



Base Curve: 6
Temple Length: 143 mm
Lens Size: 58 x 45 x 63 mm, DBL 16 mm
Fit: Medium
Rx: Available

Key Features: Mineral Lens, High Nickel Silver, Double Injected Rubber Temples, Adjustable Rectangle Nose Pads



8799
Shiny Gunmetal / Dark Brown
Chocolate Brown
Polarized Drivers®



8800
Matte Espresso / Dark Brown
Chocolate Brown
Drivers® Gradient 



8796
Shiny Black / Black / Red
Polarized 555nm®



8798
Shiny Gunmetal
Black / Gray
Polarized 555nm®



8797
Matte Black / Black / Blue
Polarized 555nm® Blue

Tellaro



Base Curve: 6
Temple Length: 143 mm
Lens Size: 60 x 45 x 66 mm, DBL 17 mm
Fit: Large
Rx: Available

Key Features: Mineral Lens, High Nickel Silver, Double Injected Rubber Temples, Adjustable Rectangle Nose Pads



8821
Shiny Gunmetal/Dark Brown/
Chocolate Brown
Polarized Drivers®



8822
Matte Espresso/Dark Brown/
Chocolate Brown
Drivers® Gradient 



8818
Shiny Black/Black/Red
Polarized 555nm®



8820
Shiny Gunmetal/Black/Gray
Polarized 555nm®



8819
Matte Black/Black/Blue
Polarized 555nm® Blue

Carrara



Base Curve: 6
Temple Length: 135 mm
Lens Size: 59 x 52 x 67 mm, DBL 13 mm
Fit: Medium
Rx: Available
Key Features: Mineral Lens, Monel, Spring Hinges, Adjustable Nose Pads



8297
Shiny Gunmetal
Polarized Drivers®



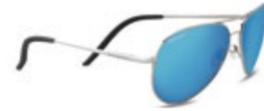
8546
Shiny Bold Gold
Polarized Drivers® Gold



8453
Matte Dark Gunmetal
Drivers® Gradient



8294
Shiny Gunmetal
Polarized 555nm®



8547
Shiny Silver
Polarized 555nm® Blue



8454
Matte Black
Polarized Sedona® Bi-Mirror

Shelton



Base Curve: 8
Temple Length: 123 mm
Boxing size: 64 x 17 mm
Temporal distance: 144 mm
Fit: Large
Rx: Available
Key Features: Mineral Lens, Metal, Adjustable Nose Pads, Adjustable Temple tips



SS547002
Shiny Navy Blue
Polarized Drivers®



SS547005
Matte Light Gold
Drivers®



SS547001
Matte Chocolate Brown
Polarized Drivers® Gold



SS547003
Shiny Dark Gunmetal
Polarized Drivers® Gradient



SS547004
Matte Khaki
Polarized 555nm®

Positano



Base Curve: 6
Temple Length: 135 mm
Lens Size: 56 x 42 x 62 mm, DBL 16 mm
Fit: Medium / Large
Rx: Available
Key Features: Mineral Lens, Nylon TR90, Hidden Spring Hinges



8371
Shiny Dark Tortoise
Polarized Drivers®



8370
Matte Black
Polarized 555nm®



8984
Matte Tortoise
Polarized 555nm®



8982
Matte Black
Polarized 555nm® Blue

Agata



Base Curve: 6
Temple Length: 130 mm
Lens Size: 57 x 48 x 57 mm, DBL 20 mm
Fit: Large
Rx: Available
Key Features: Mineral Lens, Nylon TR90



8970
Shiny Espresso
Polarized Drivers®



8777
Shiny Blue Tortoise
Polarized Drivers® Gradient



8969
Shiny Red Tortoise
Polarized Drivers® Gradient



8971
Shiny Black
Polarized 555nm®

Pistoia



Base Curve: 8
Temple Length: 130 mm
Lens Size: 64 x 43 x 67 mm, DBL 17 mm
Fit: Large
Rx: Available
Key Features: Mineral Lens, Nylon TR90



8300
Matte Dark Tortoise
Polarized Drivers®



8301
Matte/Shiny Black
Polarized 555nm®



8298
Matte Black
Polarized 555nm® Blue



8989
Matte Black
Polarized Sedona®



EYEWEAR CRAFT AND MASTERY



INCREDIBLE LENS MATERIAL

At Serengeti®, we pay particular attention to the materials we use to protect your eyes and offer you the best visual acuity available on the market. From the finest and ultimate raw materials to the latest coatings, every step of the production and every component are meticulously checked to guarantee the best quality and protection.

ULTRA-LIGHT MINERAL LENS: EXPERIENCE THE ULTIMATE AND ULTRA- LIGHT MINERAL LENS ON THE MARKET.

Serengeti® mineral lenses not only protect your eyes, it also protects our environment, because both of these are invaluable. Serengeti® offers the best eye protection while at the same time giving you an unsurpassed visual experience, all the while minimizing our ecological footprint so we preserve our planet for future generations.

Made with borosilicate optical glass, created from 100% natural components, like sand, they are 100% recyclable.

A full 20% thinner and lighter, our Borosilicate mineral glass lenses are finer than any other mineral lens.

Every pair of Serengeti® mineral lenses is unique: each Photochromic lens passes through a Hydrogen-fueled Lehr furnace, which activates the Spectral Control® technology - with varying temperatures that determine the proprietary lens hue.

They are also chemically tempered to ensure scratch and impact resistance.

To complete this unrivalled visual experience, an anti-reflective coating is added to the backside of the lens, cancelling the scattering light that causes reflective glare.

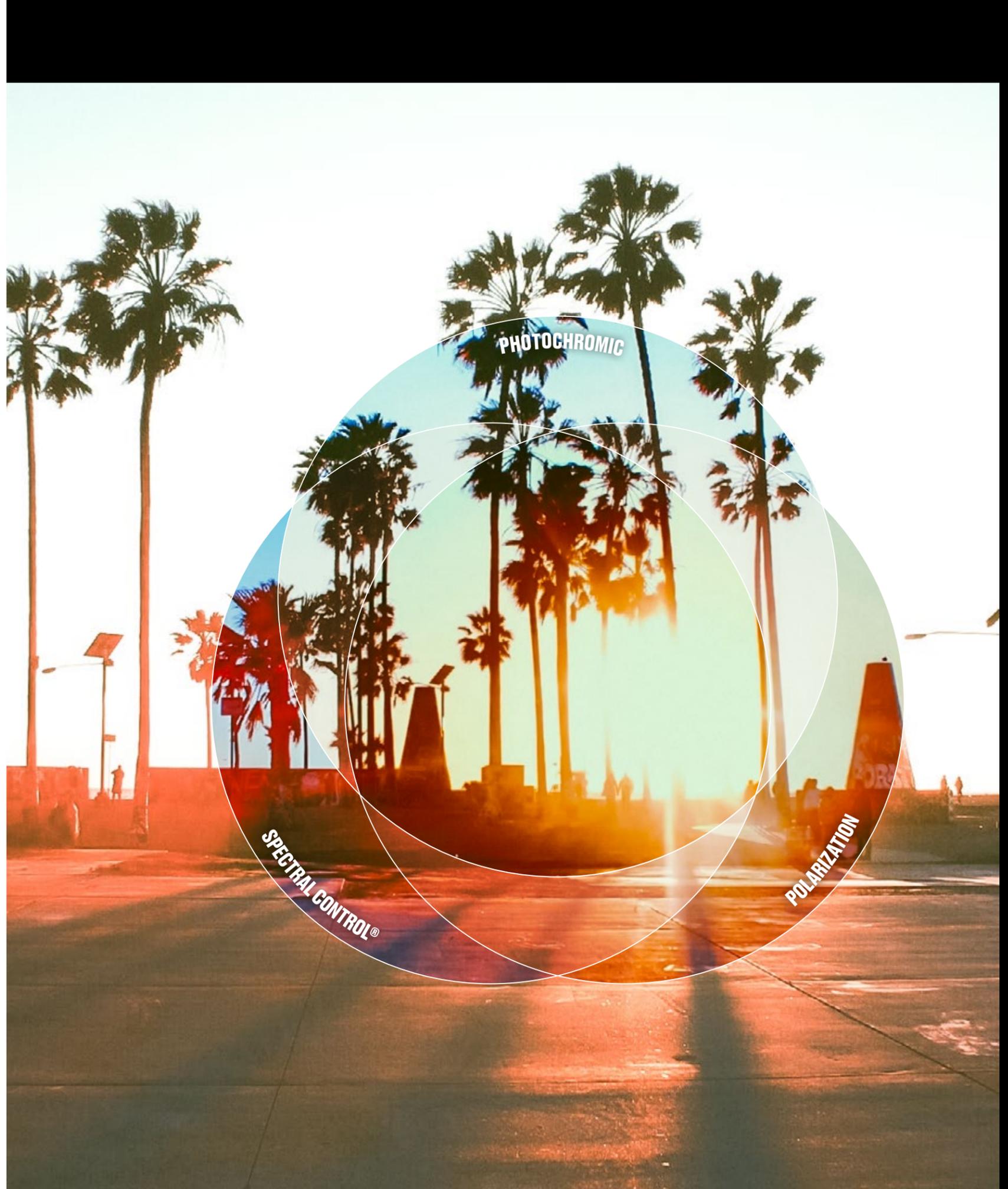


EYEWEAR CRAFT AND MASTERY

THE ULTIMATE HIGH DEFINITION VISION OF EVERYTHING IN SIGHT.

No other sunglass brand can claim to combine three industry-defining technologies into one ultra-superior lens. Then again, innovation has always been inherent in our DNA. With gradually adjusting Photochromic lenses, naturally color-enhancing Spectral Control® filters, and glare-reducing Polarization, every Serengeti® lens is unique.

With that, achieving clarity in life is not the end game — but rather, the beginning. You are now able to stop looking at the world and start really experiencing it.



PHOTOCHROMIC TECHNOLOGY

MOLECULARLY INFUSED INTO EVERY SERENGETI® LENS

- REACT TO UV LIGHT
- ADAPT TO ALL LIGHT CONDITIONS
- PROVIDE YOUR EYES WITH THE EXACT AMOUNT OF LIGHT NEEDED

As the pioneer of Photochromic technology, Serengeti® leads the industry in creating lenses that adapt to any light condition in any setting.

Serengeti® Photochromic lenses are activate by the amount of UV radiation in the atmosphere and engineered to transition from light to dark, gradually. Energy from UV radiation causes the polarity of the silver salt lens molecules to expand in brighter conditions, creating a denser lens that absorbs more light. In darker conditions, the molecules compress and separate to allow in more light.

Our Photochromic lenses optimize for the environment, providing your eyes with the exact amount of light needed at any time and in all weather conditions. It enables your eyes to discern shapes and colors more quickly while eliminating eyestrain.



SPECTRAL CONTROL™ TECHNOLOGY

MOLECULARLY INFUSED INTO EVERY SERENGETI® LENS

- FILTER UP TO 95% OF BLUE LIGHT
- ENHANCE COLORS AND CONTRASTS
- PROTECT YOUR EYES FROM AGING

Specific and unique to Serengeti®, Spectral Control™ technology provides you with the ultimate High Definition vision. It fines-tunes the light waves passing through the lens, for a highly reduced blue light transmission, naturally enhanced detail and colors that pop, crisp and clear.

Blue light is necessary to regulate our biological clock. However, it is also really damaging and harmful for the eyes and the retina and is a risk factor for age-related macular degeneration (AMD).

So, our Spectral Control™ technology filters out up to 95% of the blue light.

By acting like this, the Spectral Control™ technology reduces blue blur and visible noise. This protects your eyes from aging and damage, to preserve your sight perfectly.

In addition, our lenses selectively manage light wavelengths, distinguishing reds, greens and yellows, in any light condition. They ensure improved and enhanced depth perception and maximum color contrast.

Landscapes that would be washed out, dull or flat with other lenses become defined, vibrant and vivid — while your eyes remain cool and relaxed.



POLARIZATION TECHNOLOGY

- ABSORB ALL FOUR TYPES OF GLARE
- EXPERIENCE ABSOLUTE CLARITY
- RELIEVE EYE FATIGUE

Whether you're in a high- or low-glare environment, you deserve lenses that give you the ultimate glare protection and with it, uncompromised clarity.

When glare reflects off the road, water snow or other areas, parallel light rays can pass through unhindered, while distracting perpendicular rays are reflected.

The Serengeti® Polarization technology eliminates 99.9% of disruptive glare from the four types of glare: distracting, discomforting, disabling and blinding. This ensures, therefore, no more reflection from: vehicle headlights, intense lights, shiny surface reflections and the everyday outdoors.

This Polarization technology relieves eye fatigue. It also allows you to experience absolute clarity by discovering layer upon layer of details that glare would have otherwise kept hidden.

Some of our products feature non-polarized lens options, ideal for pilots flying aircraft with digital instrument panels. 



LENS HUES



DRIVERS®

Launched in 1985, this ideal driving sunglass is the original and emblematic lens of Serengeti®. The amber-colored Drivers lens naturally amplifies contrast and definition. It's engineered to transmit and distinguish red, green and yellow colors, so they can pop in all environments.

Overcast to medium light conditions.
Ideal for driving and everyday use.

NON-POLARIZED MINERAL (CATEGORY 2 TO 3)

23% transmittance lightened lens 89% blue light blocked lightened lens
12% transmittance darkened lens 95% blue light blocked darkened lens

POLARIZED MINERAL (CATEGORY 2 TO 3)

19% transmittance lightened lens 92% blue light blocked lightened lens
11% transmittance darkened lens 95% blue light blocked darkened lens



DRIVERS® GOLD

This lens has all the benefits of our signature Drivers lens, along with a stylish gold-flash mirror, providing an additional layer of protection.

Intense light conditions.
Ideal for driving and everyday use.

POLARIZED MINERAL (CATEGORY 3 TO 3)

16% transmittance lightened lens 93% blue light blocked lightened lens
10% transmittance darkened lens 96% blue light blocked darkened lens



DRIVERS® GRADIENT

This lens is darker at the top and lighter at the bottom. Protecting your eyes from above while providing a clear view of the dashboard below.

Ideal for pilots, our non-polarized Drivers Gradient finish captures details at great distances without obscuring their view of the digital instruments.

Overcast to medium light conditions.
Ideal for driving and everyday use.

NON-POLARIZED MINERAL (CATEGORY 2 TO 3)

26% transmittance lightened lens 87% blue light blocked lightened lens
14% transmittance darkened lens 93% blue light blocked darkened lens

POLARIZED MINERAL (CATEGORY 2 TO 3)

22% transmittance lightened lens 85% blue light blocked lightened lens
13% transmittance darkened lens 93% blue light blocked darkened lens



BLUE GRADIENT

A new elegant lens added to the original Serengeti mineral lens offer.

Our new Blue Gradient mineral lens is a blue tinted blank providing a subtle, modern and stylish gradient effect without using any additional coating.

The lens is darker at the top and lighter at the bottom, protecting your eyes from above while providing a clear view of what you can see below.

Medium to intense light conditions.

Ideal for everyday use and boating activities.

POLARIZED MINERAL (CATEGORY 2 TO 3)

24% transmittance lightened lens 82% blue light blocked lightened lens
15% transmittance darkened lens 100% blue light blocked darkened lens



SMOKE

A new classic hue added to the original Serengeti mineral lens offer. Your go-to sunglass lens color for wherever the road may take you. This neutral black tinted lens will reveal the true beauty of natural colors.

Our Photochromic, Spectral control and Polarization

POLARIZED MINERAL (CATEGORY 2 TO 3)

24% transmittance lightened lens 89% blue light blocked lightened lens
12% transmittance darkened lens 96% blue light blocked darkened lens

technologies will enhance colors so you see the world at its most aspirational.

Medium to intense light conditions.
Ideal for everyday use.



555 NM®

555 nanometers is the center of light's visible color spectrum, right on the border of yellow and green. This is where the human eye sees best. In low light conditions, this lens allows more yellow and green to pass through, creating relaxing conditions for the eyes.

Intense light conditions.

Ideal for driving, everyday use and for boating activities.

NON-POLARIZED MINERAL (CATEGORY 2 TO 3)

24% transmittance lightened lens 89% blue light blocked lightened lens
12% transmittance darkened lens 96% blue light blocked darkened lens

POLARIZED MINERAL (CATEGORY 3 TO 3)

18% transmittance lightened lens 92% blue light blocked lightened lens
12% transmittance darkened lens 95% blue light blocked darkened lens



555 NM® BLUE

A beautiful variation of the 555nm, featuring a reflective blue dielectric mirror coating that reflects more glare and improves contrast.

Overcast to medium light conditions.

Ideal for everyday use and boating activities.

POLARIZED MINERAL (CATEGORY 2 TO 3)

25% transmittance lightened lens 89% blue light blocked lightened lens
16% transmittance darkened lens 93% blue light blocked darkened lens



SEDONA®

A high-contrast rose-colored lens with a silver mirror. The Sedona lens improves contrasts whatever the luminosity definition and provides ultimate clarity to offer a superior image definition while reducing glare from flat light.

Intense light conditions.

Ideal for boating and mountain activities.

POLARIZED MINERAL (CATEGORY 3 TO 3)

18% transmittance lightened lens 90% blue light blocked lightened lens
11% transmittance darkened lens 94% blue light blocked darkened lens



SEDONA® BI-MIRROR

The stylish silver-flash bi-mirror on the Sedona provides your eyes with ample protection on top and below, producing beautiful clarity in the middle. This increased protection allows you to see details when looking close-up, yet blocking glare from above (sun) and below (surface).

Intense light conditions.

Ideal for boating and mountain activities.

POLARIZED MINERAL (CATEGORY 3 TO 3)

16% transmittance lightened lens 91% blue light blocked lightened lens
10% transmittance darkened lens 94% blue light blocked darkened lens

FRAME MATERIALS & TECHNOLOGY

MADE IN ITALY

All Serengeti frames come to life in Italy, where we monitor the manufacturing process to make sure it is in keeping with the perfection and quality that is synonymous with the Serengeti brand. This also enables us to control and limit our impact on the environment, as with shorter ship times there is a reduction in CO2 emissions.

ECO-FRIENDLY ACETATE

Made of organic materials (cotton, wood, and other plant matter) which are 100% FSC certified cultivation, our Eco-Friendly Acetate frames are made from cellulose acetate created from renewable resources widely present in nature. Our Eco-Friendly Acetate is composed by 68% of eco-friendly sourced materials and 32% of fossil materials. It is also biodegradable, under specific conditions (ISO 14855), and free of petrol-based plasticizers.

While growing, the plants absorb CO2 and reject oxygen during the traditional photosynthesis process which serves to increase the gap of CO2 rejection between our Eco-Friendly Acetate frames compared to traditional Petrol based acetate frames.

This eco-conception does not impact the quality of our frames. Our Eco-Friendly Acetate offers the same physical and mechanical properties of the standard acetate: lightness, fit customization, comfort and availability in an incredible variety of colors and patterns which allow us to create remarkable and elegant pairs of sunglasses.

Another positive factor is that this material is also considered as non-irritant and non-skin sensitizing.

ACETATE

Expertly produced and cured from all-natural cotton, our Cellulose Propionate Acetate is not only handcrafted to be lightweight but can be made into beautiful patterns and brilliant hues. Pliable when heated, it is ideal for custom fitting.

METAL

Offering the possibility of creating thin and lightweight frames, handcrafted for ultimate comfort and a wide fit range.

Metal frames also have the great advantage of being strong and impact resistance as well as being highly aesthetic by proposing an infinite variety of colors and combinations with other materials.



ENGRAVED METAL

SERENGETI ENGRAVED 5 BARRELS-HINGE

ENGRAVED METAL

Our frames are designed to be an extension of your personality and we continue to work on this so your uniqueness can be expressed in the frame design. To enhance our Premium Metal designs which are crafted with premium materials, we have created a special engraved pattern that is applied to the frame.

SERENGETI HINGE

Each aspect of our products is meticulously thought-through and each detail is carefully refined. To reinforce our product and brand identity, we have created 2 new and unique distinctive 5-barrels hinges that are discreet and chic.

These 5-barrels hinges guarantee an ultimate quality, and that the product will endure the test of time.

Engraved 5-barrels hinges with metal engraved subtle branding, available on Bacall, Chadwick, Hayworth, and Susan.

5-barrels hinges, available on Charlton, Ethan, Foyt, Foyt Large, Havah, Joan, Nicholson, and Winona.

SUN RX PROGRAM



HOW DOES VARIODRIVE THIN DESIGN TECHNOLOGY WORK?

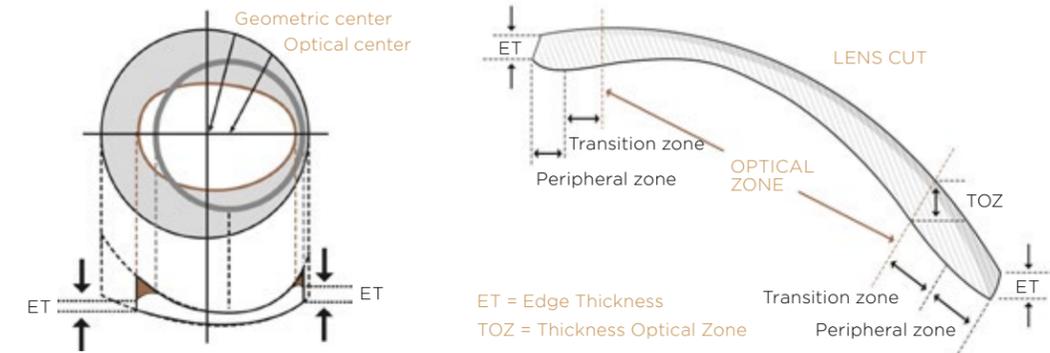
Software using the most advanced calculations is used to create customized lenses and the ultimate in comfort and lightweight products. Every prescription is reassessed to compensate for optical distortions related to the frame wrap angle. When the prescription reaches the limits of the conventional digital surfacing method, our patented algorithm calculates the best lens geometry regarding the Optical Area and the Transition Zone, and reduces the Edge Thickness (US Patent number 8,002,404). Every product is customized to the prescription, frame and wearer's facial metrics and is precisely surfaced thanks to the latest Digital lens surfacing technology.

The Serengeti® RX program offers the 3-in-1 technology: Photochromic, Spectral Control® and Optional Polarization.

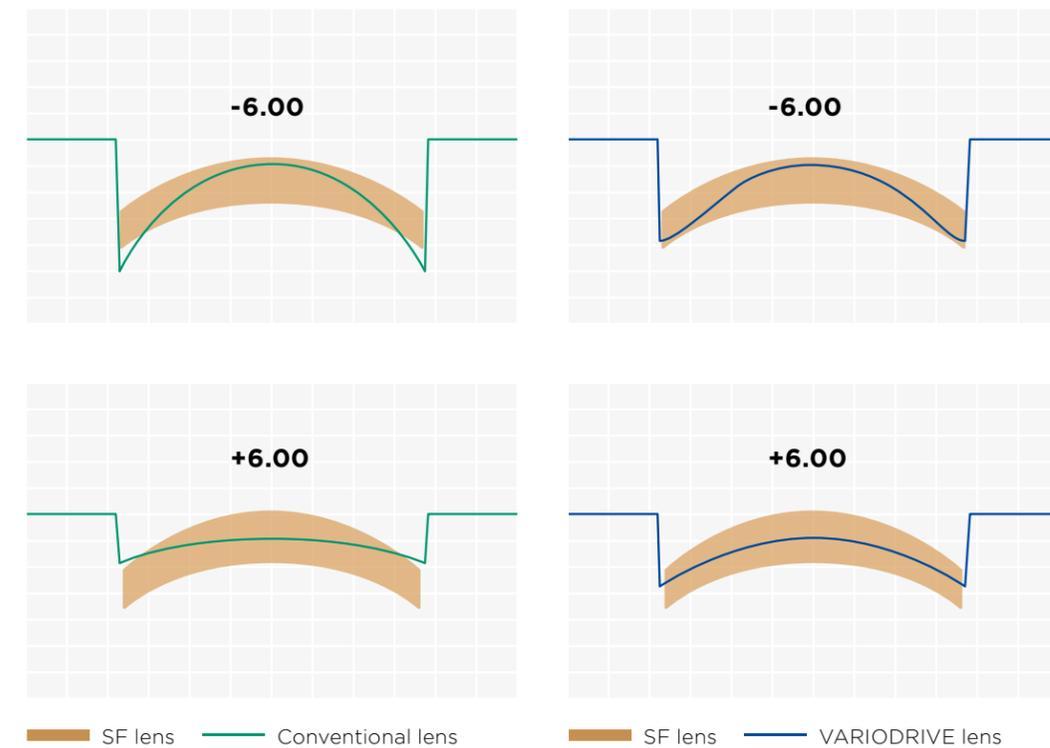
AN UNPARALLELED RANGE OF COLOR SHADES

	MINERAL POLARIZED LENSES	MINERAL NON-POLARIZED LENSES
		
	555nm* BLUE POLARIZED	555nm* BLUE
	555nm* SILVER POLARIZED	555nm* SILVER
	DRIVERS® GRADIENT POLARIZED	DRIVERS® GRADIENT
	DRIVERS® POLARIZED	DRIVERS®
	DRIVERS® GOLD POLARIZED	
	SEDONA® SILVER POLARIZED	
	SEDONA® SILVER BI-MIRROR POLARIZED	SEDONA® SILVER BI-MIRROR

PROJECTION OF VARIODRIVE THIN DESIGN TECHNOLOGY



CONVENTIONAL LENS VS VARIODRIVE LENS



MINERAL LENS

Available in single vision with conventional surfacing and VARIODRIVE Thin Design (Digital surfacing) for high prescriptions (Please refer to the website for further details) as well as in progressive lenses (Digital surfacing).

Stunning visual definition. Unsurpassed comfort. Flawless quality.

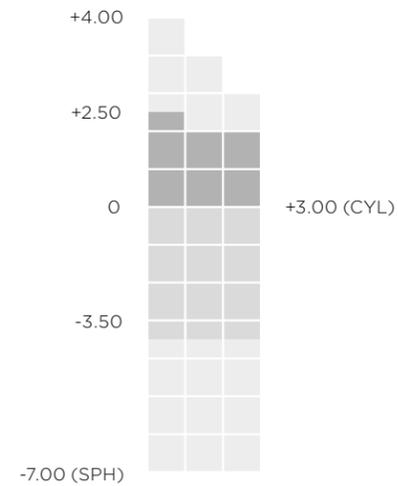
Backside anti-reflection coating on every lens.

A large range of prescription power:

+2.50 to -3.50* (Cyl +3.00) -
Conventional surfacing

+2.50 to +4.00 and -3.50 to -7.00* (Cyl +3.00) -
VARIODRIVE Thin Design

Mineral lens prescription range**



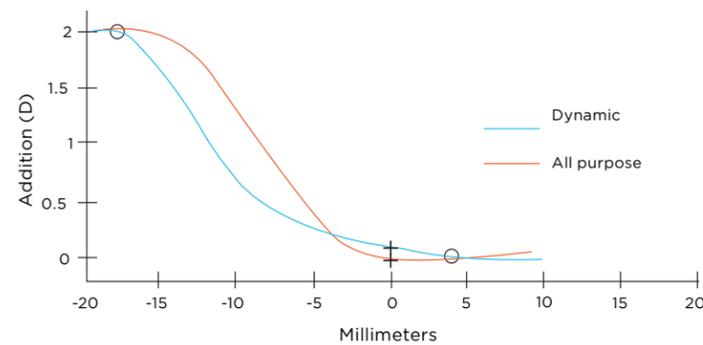
PROGRESSIVE LENSES

Progressive lenses come in two designs to adjust as closely as possible to the way the wearer uses them.

Dynamic: Progressive lenses offer an enhanced field of view for long distances. Corridor and close ranges have more restricted vision. Recommended for active use.

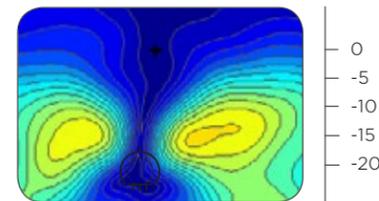
All-purpose: Multi-purpose progressive lenses offer a wider field of vision over near and distant ranges. Recommended for daily use.

Progression Profile

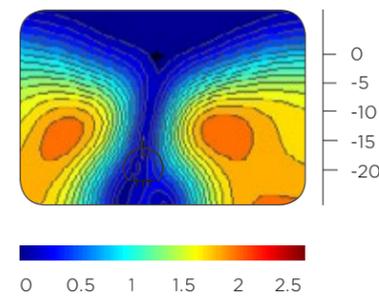


Cylinder maps

Dynamic (Plano Add +2.00)



All-purpose (Plano Add +2.00)



SUN RX WEBSITE

www.bollebrands-rx.com

A SALES TOOL CRAFTED FOR THE EXPERTS

Our revolutionary website is a true partner when it comes to sales - enabling you to assess the suitability of prescription sunglasses in real-time, in front of your client. The website also allows you to make orders and track production right from your laptop. You can choose whether to show the recommended retail prices and even manage your after-sales service.

1 FRAME MODEL AND COLOR SELECTION

Thanks to a wide selection of frames and lenses available on our website, you can customize your own Serengeti® RX as you wish. All the frames available in prescriptions are labelled throughout this workbook.

2 LENS SELECTION

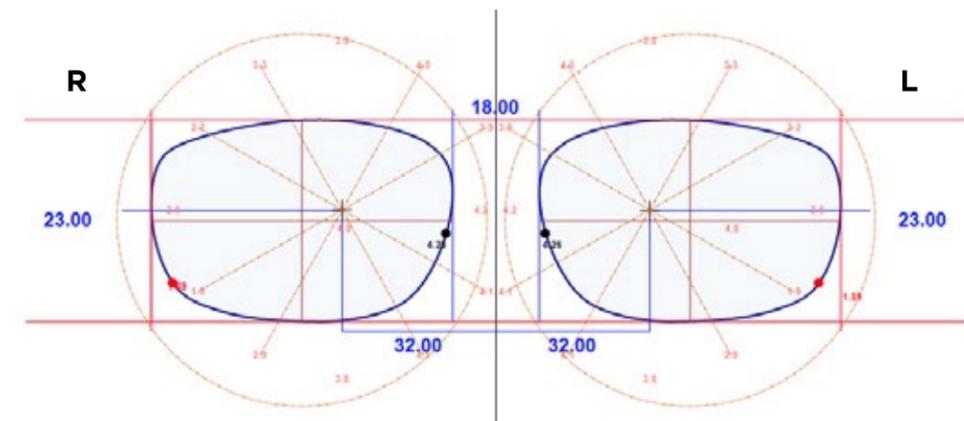
We offer many options when it comes to choosing a lens - making sure you end up with Serengeti® sunglasses that are perfect for you.

Single Vision or Progressive
NXT® Technology or Mineral

Polarized or Non-Polarized Lenses
Various Lens Shades

3 DETAILED 2D VIEW

We provide you with a detailed 2D view of the lenses fitted in your final order for a better sense of how your new lenses will look.



4 PLACE AND FOLLOW YOUR ORDER ONLINE

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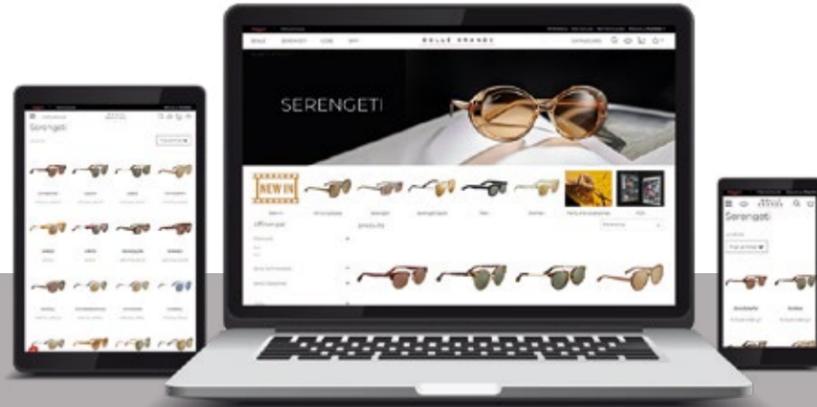
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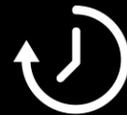
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