

SEE & BE SEEN

JAN TEGLER

suggests
advanced
sunglasses
enhance you
and
your view

From immediate left: P'8408 is a Porsche Design classic aviator that has never gone out of vogue. Above left from the top: P'8402 is an update of another PD success, and P'8407 breaks new ground with a look certainly to become as classic as the original aviators.

Getting dressed is a daily feature of our lives. For most of us, driving is as well. But how often do we really think about getting dressed for driving? It may occur to us when taking a long trip or participating in a special, driving-oriented event but in the main, we dress for other reasons. For business occasions we wear business attire. For social occasions we wear attire reflecting our personal style. When we engage in athletics, we dress in sports clothing. But when we get behind the wheel, many of us hardly give a thought to the one item we wear which can most

critically affect our ability to drive: sunglasses.

High-quality, technologically advanced sunglasses are a valuable driver aid—performance equipment with the ability to increase visual acuity under a variety of conditions, reduce fatigue and promote safety. They are also a statement of personal style. With the importance of visibility in mind, both as a matter of performance and fashion, here are a variety of offerings from four of the highest-quality sunglasses makers today—four ways to see and be seen.



Porsche Design

Porsche Design's diverse product line is directly linked to the automotive manufacturer itself. Ferdinand Alexander Porsche founded the Porsche Design Studio in Stuttgart, Germany, after leaving Porsche in 1972. In the following decades, he designed accessories such as watches, glasses, writing instruments, industrial products, household appliances and more. Roland Heiler, managing Director of Porsche Design Studio in Zell am See, Austria, echoes Ferdinand's "form follows function" design ethic today throughout Porsche Design's product lines.

Though Porsche Design was founded independently of the Porsche sports car marque, driving is one of the most important activities users of Porsche Design sunglasses engage in, Heiler says. He explains Porsche Design is a way of thinking, the emphasis is on form and function, not just style.

"Rather than simply transforming the style of a sports car into the form language of sunglasses (which is what car merchandise brands do), we typically try to find an

aesthetic solution based on the functional requirements.

Lightweight titanium frames and the possibility to adapt to different light conditions by a quick change of the lenses are typical features expressing the thinking path of a Porsche designer."

He references the P'8840 model that features a "Pilote shape," which is known to cover the area of incoming light around the eye most efficiently. The brand focuses on UV protection, quality lenses, innovation and design, and fit. The latest style from Porsche Design is the P'8422, which features a titanium frame, easy lens replacement and a range of lens colors. The P'8440, based on the popular "exclusive glasses" of 1978, is a Porsche Design classic reborn. Available in a wide range of lens colors, the P'8440s emulate the original model with modern touches.

Heiler recommends the wrap-around P'8401 and P'8402 models for drivers of open-top cars, and P'8407 and P'8408, which use Porsche Design's idea of interchangeable lenses.



Oakley

Oakley is one of the most-recognized sunglasses makers worldwide. The company was created to provide performance apparel to male and female athletes, and its presence in the sports world is indeed large. Oakley products, including sunglasses, are associated with professional athletes in skiing, snowboarding, surfing, golf, biking and motor sports. Drivers from NASCAR (Juan Pablo Montoya, Tony Stewart and Bobby Labonte), the NHRA (Gary Scelzi, Ashley Force) and off-road racing wear Oakley sunglasses daily. The company holds hundreds of patents on its sunglasses and other products and focuses on technical innovation to improve performance.

Brianne DeWeese, Oakley's Public Relations Manager, recommends the company's wide range of polarized sunglasses and sport-performance eyewear for drivers. "The primary benefit of wearing polarized eyewear when driving is the elimination of dashboard glare in the driver's primary field of vision."

Due to the angle of auto windshields, sunlight creates a

reflection off the dashboard on the inside of the windshield, especially when the sun is directly above or in front of the driver. Polarized lenses filter that flat surface glare to eliminate the reflection and allow the driver to see through the windshield better and without glare. Numerous accidents occur each year due to the driver being "blinded" by glare. Polarized lenses can be an actual safety benefit. This glare issue is the reason why all dashboards are textured and not shiny."

DeWeese also suggests polarized lenses for afternoon sun conditions, during which asphalt can reflect and magnify the sun's rays. "Reflected light, or glare, can be up to 10 times as bright as ambient light. Polarized lenses cut this harsh glare and allow your eyes to 'relax,' ultimately reducing fatigue on a long drive."

The new "Radar" and "Flak Jacket" sunglasses in Oakley's sport performance eyewear line feature hydrophobic coating on their lenses, which are perfect for resisting a

Clockwise from the top: Oakley's latest GasCan, Script, Grapevine, Radar and OilDrum series are all available with polarized lenses, and the Radar pair includes a hydrophobic coating that resists the collection of air-borne particles.