

SERENGETI®

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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 Americana culture and the finest sense of aesthetics, design and creativity.

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 sunglasses 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.

For those who crave the open road that allows them escape from the confines of the city, there is the Serengeti® Sport collection - where the quality and comfort of our frames and superior visual definition will keep them in complete control behind the wheel or throttle in sun, snow or sky.

THE ROOTS

1912

Corning® developed Borosilicate glass that could withstand sudden temperature changes.

1980

The Spectral Control® technology was developed to simultaneously enhance contrast and filter blue light.

1985

Serengeti® pioneered the idea of eyewear as serious eye care and introduce the Drivers® lens. They were heralded as the most important new sunglass in decades.

2009

Serengeti® PhDTM lens was launched and won the Silmo d'Or Award for innovation and performance - a first for a sunglass manufacturer.

1877

Corning® patented a lens with improved mechanical and thermal durability.

1964

The first true photochromic borosilicate glass was invented and hailed as one of the most stimulating innovations in the ophthalmic industry.

SERENGETI®

1982

Creation of Serengeti® with the exclusive combination of Photochromic and Spectral Control® technologies in one lens.

1988

Fortune Magazine rewarded and named Serengeti eyewear one of "100 Products That America Makes Best".

SERENGETI®
SPORT

2021

Serengeti® launch Serengeti® Sport.

A UNIQUE 3-IN-1 LENS TECHNOLOGY

ALL OUR DESIGNS BENEFIT FROM THIS 3 IN 1 LENS TECHNOLOGY.

> [Click here to see more details on Serengeti website.](#)



PHOTOCHROMIC TECHNOLOGY

ADAPT TO LIGHT

Serengeti® is a pioneer in the development of photochromic technology. Darkening in bright sunlight and lightening in overcast conditions, Photochromic technology allows your eyes to adapt to any light, anywhere. The result is a view of the world so crystal clear, you'll notice natural beauty you've never seen before. This technology is molecularly infused into every Serengeti® lens.



SPECTRAL CONTROL® TECHNOLOGY

MANAGE THE LIGHT

Spectral Control® technology selectively manages light wavelengths to give better saturation of what we need to see. Much like an audio equalizer filters sound frequency, our lens fine tunes and filters shortwave blue light, allowing more red, green, and yellow to pass through. Landscapes that would be washed out, dull, or flat with other lenses become defined, vibrant, and vivid. Traffic signs and signals appear more distinguishable — while your eyes remain relaxed.



POLARIZATION TECHNOLOGY

CONTROL THE LIGHT

Serengeti®'s Polarizing technology suppresses glare, allowing you to enjoy all the depth and beauty the world has to offer. When glare reflects off the road, water, snow or flat areas, parallel light rays can pass through unhindered, while distracting perpendicular light is reflected. This allows you to discover more clarity, while living free from glare and eye fatigue. Some of our products feature non-polarized lens options, ideal for pilots or professionals with digital instrument panels.



SERENGETI®

SERENGETI COLLECTION 2022

**CHASE
THE LIGHT**



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: 140mm

Boxing Size: 54 x 18mm

Temporal Distance: 127mm

Fit: Large

Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Metal Eye-Rim, Chamfered Edges and Serengeti® 5 barrel Hinges

Available in 6 different colours



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.

Base Curve: 4

Temple Length: 140mm

Boxing Size: 51 x 21mm

Temporal Distance: 127mm

Fit: Medium

Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate, Chamfered edges, Bevels on the front, Serengeti® 5 barrel Hinges

Available in 5 different colours



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



SHADES OF VINTAGE GLAMOUR

Nothing says old Hollywood glamour like the Serengeti® BACALL. Built with handcrafted eco-friendly acetate and mineral lenses, the BACALL glam sunglasses for women combine eye protection with an environmentally conscious design. The Serengeti® BACALL women's sunglasses with mineral lenses feature chamfered edges and our 5-barrel hinges. Stand out wherever you go when you step out in the BACALL.

Base Curve: 6
Temple Length: 140mm
Boxing Size: 55 x 18mm
Temporal Distance: 126mm
Fit: Medium
Rx: Available

Key Features: Mineral Lens, Handcrafted Eco-Friendly Acetate,
Chamfered edges, Serengeti® 5 barrel Hinges

Available in 6 different colours



CARROLL



WALK THE LINE WITH METAL SUNGLASSES

The Serengeti® CARROLL square unisex glasses with mineral lenses are the perfect fit for summer. Adjustable acetate temple tips and nose pads keep these square metal sunglasses secure for easy all-day wear. A customized metal rim gives the CARROLL an edge for a cool, laid back look all year long.

Base Curve: 6
Temple Length: 145mm
Boxing Size: 53 x 18mm
Temporal Distance: 131mm
Fit: Medium
Rx: Available

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

Available in 6 different colours



HAYWOOD & HAYWOOD S



THE ULTIMATE CO-PILOT FOR EFFORTLESS COOL

Journey on in style with the Serengeti® HAYWOOD unisex pilot sunglasses. Adjustable acetate temple tips and nose pads keep these stylish structural pilot sunglasses secure for all-day wear as you go from the open road to poolside. Serengeti® mineral lenses protect your eyes, while a customized metal rim elevates your look.

The HAYWOOD adjustable pilot sunglasses are your ultimate wingman for summer.

Available in 2 sizes

Base Curve: 6

Temple Length: 150mm & for S version : 145mm

Boxing Size: 56 x 16mm & for S version : 55 x 15mm

Temporal Distance: 136mm & for S version : 133mm

Fit: Large & Small for S version

Rx: Available

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

Each size is available in 6 different colours.



LUNGER



THE AVIATOR, REDEFINED

Serengeti® LUNGER aviator sunglasses for men combine adjustable nose pads and acetate temple tips for a comfortably secure fit as you journey from one locale to the next. A reworked design of the classic look, these masculine aviator sunglasses are the pinnacle of Americana. Our mineral lenses protect your eyes from harsh light, and metal frames make these adjustable aviator sunglasses able to keep up with you on any adventure.

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

Available in 4 different colours



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.



FOYT & FOYT LARGE



Available in 2 sizes
Each size is available in 6 different colours.

LOY



Available in 5 different colours.

MARLON



Available in 5 different colours.

WAYNE



Available in 5 different colours.

SHELTON



Available in 5 different colours.

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.



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.

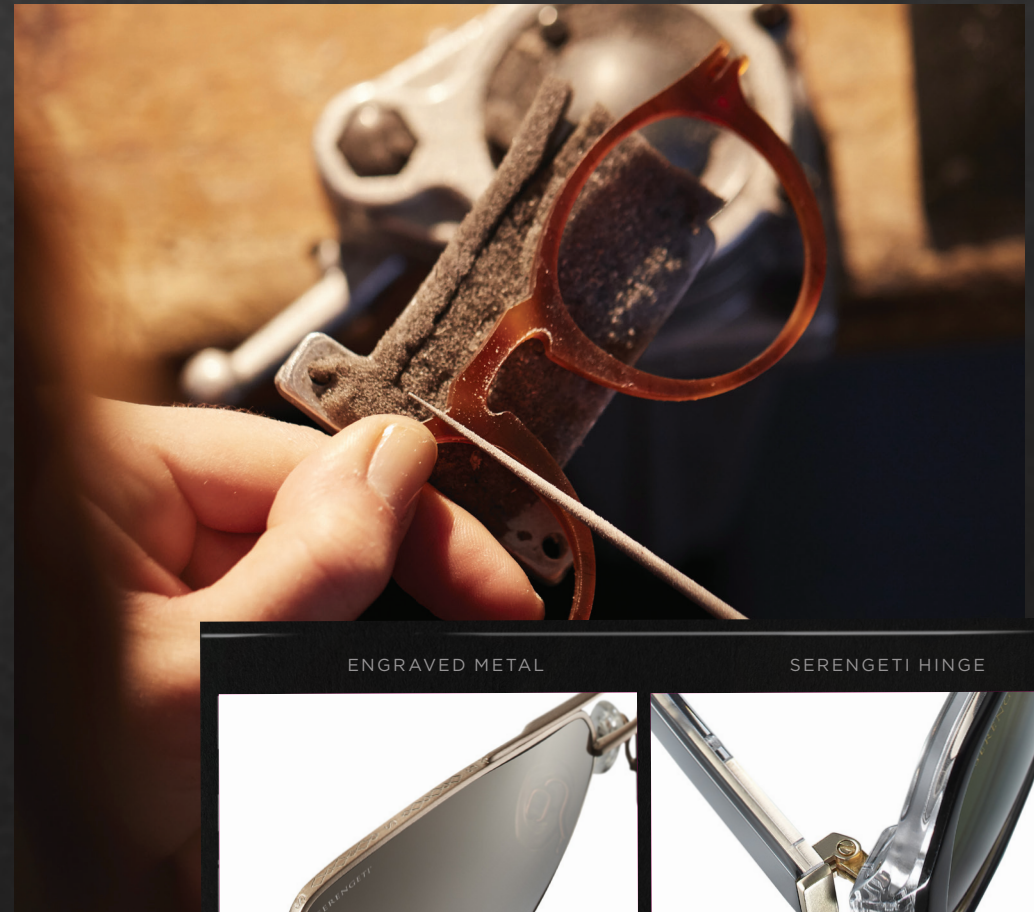
ECO-FRIENDLY ACETATE

Made of cotton or plant matter which is 100% FSC certified cultivation, our new Eco-Friendly Acetate frames are made from cellulose acetate created from renewable resources widely present in nature. Our Eco-Friendly Acetate is also biodegradable 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.



ENGRAVED METAL

SERENGETI HINGE



4A

5A

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 a new and unique distinctive hinge that is discreet and chic.

SS536003
-
WAKOTA

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CHASE
THE LIGHT

Serengeti® designs and develops eyewear to set you free.

The design, quality and comfort of our frames and superior definition of our lenses will keep you in complete control behind the wheel or throttle, in sun, snow or sky.

We created these eyewear for those who crave the open road that allows them escape from the confines of the city and have an endless thirst for adventure and freedom.

Wherever they are, whatever they're chasing.

AITKIN



HEAD TURNING SUNGLASSES FOR MEN THE SERENGETI AITKIN

The Serengeti® AITKIN men's stainless-steel sunglasses don't compromise on cool. Adjustable nose pads keep these masculine sunglasses secure, while spring hinges allow them to adjust for your face. SATURN lenses protect your eyes, so that you can wear them all day without missing a beat.

Base Curve: 4
Temple Length: 145mm
Boxing Size: 56 x 15mm
Temporal Distance: 135mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Stainless Steel Metal,
Spring Hinges, Adjustable Nose Pads

Available in 5 different colours.



AITKIN - SS554001

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ODELL



STAINLESS STEEL UNISEX GLASSES THAT PUT PEDAL TO THE METAL

The Serengeti® ODELL unisex glasses feature SATURN lenses for uncompromising eye protection. Spring hinges and adjustable nose pads help shape the ODELL to your face and keep it secure for all-day wear. Designed with stainless steel, the ODELL defines laid-back cool.

Base Curve: 4
Temple Length: 145mm
Boxing Size: 59 x 15mm
Temporal Distance: 137mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Stainless Steel Metal, Spring Hinges, Adjustable Nose Pads

Available in 5 different colours.



ODELL - SS555002

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BRAWLEY



PREPPY SUNGLASSES WITH A MODERN FIT

With a classic, preppy design, the Serengeti® BRAWLEY are your go-to sunglasses for a classic look. The BRAWLEY features SATURN lenses for elevated eye protection, and adjustable nose pads and spring hinges for comfortable all-day wear. These classic style sunglasses are the staple your wardrobe needs.

Base Curve: 6
Temple Length: 145mm
Boxing Size: 53,5 x 19mm
Temporal Distance: 142mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Stainless Steel, Metal, Eco-Friendly Nylon, Spring Hinges, Adjustable Nose Pads
Available in 5 different colours.



BRAWLEY - SS53003

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CHANDLER



STOP TRAFFIC WITH CHANDLER

A must-have style, the Serengeti® CHANDLER are classic, stylish sunglasses for everyday wear. The CHANDLER features SATURN lenses for uncompromising eye protection, as well as spring hinges and adjustable nose pads for all-day, comfortable wear. Designed with eco-friendly nylon, CHANDLER elevates everyday classic sunglasses into a head-turning statement piece.

Base Curve: 6
Temple Length: 135mm
Boxing Size: 56 x 20mm
Temporal Distance: 135mm
Fit: Medium
Rx: Available
Key Features: SATURN Lens, Eco-Friendly Nylon, Spring Hinges, Adjustable Nose Pads

Available in 5 different colours.



EXPERIENCE THE WORLD AT ITS MOST ASPIRATIONAL



SATURN

Created for those who have an endless thirst for adventure, Serengeti® Sport collection features the most advanced organic sport lens ever imagined: SATURN.

SATURN is evocative of the solar system first but can also conjure thoughts of the unknown and awaiting adventure. It is that sense of anticipation and excitement at discovering something new and unique, that resonates with Serengeti® Sport consumers, who live to tread the unbeaten path. Like them, our core values are adventure, vigor, and a whole lot of imagination.



SATURN is one of the lightest planets in the solar system, as is our SATURN lens. Two times lighter than traditional mineral lenses, they are perfect for outdoor activities; comfortable, while protecting your eyes from damaging UV light, so you free to express yourself. SATURN lenses feature the most advanced lens technologies: Photochromic, Spectral Control® as well as the ultimate anti-scratch and anti-reflective treatments. SATURN lenses allow you to see and experience the world at its most inspirational.

Some of our frames are available with a polarized SATURN lens.

ECO-FRIENDLY NYLON FRAME

SERENGETI® IS THRILLED TO USE THE ECO-FRIENDLY NYLON TO CRAFT THE SERENGETI® SPORT SUNGLASSES.

Climate change is the most important issue facing humanity for a generation, and so it is more important than ever before to ensure we take steps to minimize our ecological impact.

Grilamid BTR XE 4010, the polymer's scientific name, is a sustainable substitute for TR90. It is extracted from Castor Plant but offers the same characteristics as TR90 Nylon (durable, flexible, lightweight, can bend, less likely to break) without requiring the use of petrol.

The castor oil plant is today mainly cultivated in India. During their growth phase, these plants are capable of binding large amounts of CO2.

The castor oil seeds contain a large share of oil which can be modified to create primary raw materials for various eco-friendly polyamides. With the partially eco-friendly-based material Grilamid BTR, an amorphous transparent eco-friendly-polyamide, the reduction in CO2 emissions compared to traditional transparent polymers, such as PMMA or PC, is more than 40%.

THE PROCESS TO CREATING OUR ECO-NYLON:

- 1** | The Castor Oil plant grows, ingesting CO2 from the atmosphere whilst releasing O2
- 2** | Seeds from the case plant are harvested and processed into castor oil
- 3** | Castor oil is used to produce a natural raw material known as 'eco-friendly-based resin'
- 4** | A standard injection process is used with this eco-friendly raw material
- 5** | Resulting in eco-friendly-sourced, petrol-free frames with a lower ecological impact

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 resistant as well as being highly aesthetic by proposing an infinite variety of colors and combinations with other materials.



ECO-FRIENDLY PACKAGING

VEGAN LEATHER, RECYCLED AND RECYCLABLE CARTON.

At Serengeti® we use plant-based fibers instead of fossil fuel to create packaging that has a smaller impact on our environment.

Our Vegan leather cases are 100% Certified FSC.

In addition, all new carton packaging in Serengeti® Sport are made of 40% recycled kraft cardboard 100% recyclable.

Recycled / Recyclable Lens Cloth and Pouch:
All Lens cloth and Pouch in Serengeti® Sport are 100% made of recycled PET 100% recyclable.

WE HAVE REMOVED PLASTIC BAGS FROM OUR PACKAGING:

We worked on an optimized packaging process to avoid the use of plastic bags.

The new process enables us to avoid the use of 33,000 plastic components, which means a total of 33kg of plastic only will be used for the SS21 collection.

Any plastic elements that remain are now fully recyclable Bio-Plastics.

We will continue to explore ways to reduce plastic use in future collections.

Across the range



For base 8 and non polarized bases 4 and 6



For polarized bases 4 and 6



SERENGETI®

FIND US ON



#SerengetiEyewear #chasethelight
www.serengeti-eyewear.com

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