

# Eyewear Leader Oakley Is Embracing Sustainability

When it comes to Edinburgh, sustainability is a top priority. For example, the [Arcadis Sustainable Cities Index reveals that Edinburgh](#) is one of the top 20 cities that rank high in sustainability efforts in the UK and sits in the top 100 cities in the world. In fact, Arcadis states that Edinburgh prioritises the planet and its people first, when trying to achieve sustainable goals for the city.



Photo by Bud Helisson on Unsplash

As such, it's not surprising that sustainable brands are providing more sustainable offerings to Scots. One such brand that is dedicated to becoming more sustainable is Oakley. The globally recognised company, known for its sports eyewear and,

more recently, its activewear, has exerted multiple efforts to become greener and more environmentally conscious in recent years.

Listed below are some of Oakley's most notable sustainability projects:

## **Green shipping**

Oakley provides plenty of perks when it comes to their shipping options. Customers who want to purchase [Oakley sunglasses](#) online can take advantage of the brand's free shipping services to save money. On top of offering free shipping, Oakley offers green shipping options to reduce its impact on the climate. In this green shipping option, the logistics providers associated with Oakley evaluate the carbon footprint of their delivery methods and counteract them through ecological projects such as reforestation, renewable energy, wind power, and other efforts. The company also reduces their transportation emissions by exclusively using ground transportation options throughout the UK instead of other shipping modes with higher emission levels.

## **Better Cotton**

The [Shrub Co-operative states that the textile industry](#) is responsible for 10% of global greenhouse gas emissions and 20% of global clean water pollution. Popular textiles like polyester also contribute significantly to plastic waste because they are made up of synthetic plastic materials. As a result, Oakley joined Better Cotton, an organisation that promotes higher and healthier standards when it comes to producing cotton. They strive for fair working conditions as well as using recycled and organic cotton because they want their sustainability efforts to extend to environmental, social, and economic factors. The aim is to reduce the company's overall carbon footprint and to be more efficient in

its use of resources, which is why Oakley is dedicated to sourcing at least half of their cotton materials from more sustainable means by 2025.

## **Bi0-Matter**

In 2020, Oakley released sunglasses with Bi0-Matter frames, which are composed of sustainable materials. The sunglasses from Kylian Mbappé's 2023 Signature Series Collection with Oakley have [Bi0-Matter frames](#) to ensure that the brand stays aligned with their sustainability efforts. These sunglasses are even available for both adults and kids to increase consumer access to eco-friendly eyewear options. These sustainable eyewear frames are created out of castor bean bio-resin and waterless dye through an eco-friendly process that reduces carbon dioxide and chemical oxygen demand emissions. Oakley ensured that this dedication to sustainability did not sacrifice the premium quality the brand is known for, as Bi0-Matter frames are guaranteed to be stylish, lightweight and durable.

## **Bob Burnquist Collaboration**

Aside from collaborating with iconic footballer Mbappé, Oakley have also collaborated with [skateboarders like Bob Burnquist](#). Burnquist is one of the top skateboarders that have secured podium finishes at international events, but he is also an environmentalist outside of competitions. Labelled the "Eco-Skater," Burnquist founded the Bob Burnquist Foundation and the Action Sports Environmental Coalition (ASEC) to bring ecological awareness for athletes and organic farming to schools. Oakley partnered with him to release the Bob Burnquist Gascan line, which blends eco-consciousness and technical innovation all in one eyewear design.

# CiCLO

Oakley has gone beyond incorporating eco-friendly components into their famed eyewear and started using them for their apparel. In early 2022, they launched a line of golf shirts to decrease waste pollution in oceans and landfills. They made this possible by using CiCLO, an innovative material that combats microfibre pollution by being biodegradable and microbe digestible. However, this feature does not affect the shirt's longevity as a clothing item. Oakley combined sustainability with their premium quality by certifying that the shirts can be worn as much as the user wants and that they stay comfortable during sporting events.

Locals can stay aligned with Edinburgh's sustainability goals by using eco-friendly products, like Oakley's sunglasses. These sunglasses can even be shipped to the city with lower emissions, making it suitable for people interested in eco-friendly options.