

Oakley Premium Store with New and Exclusive Services at The Shoppes, Marina Bay Sands Singapore

Description

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Oakley has officially redefined the retail experience with the grand reopening of its premium store at The Shoppes at Marina Bay Sands (MBS). My recent visit to the launch event confirmed that this isnâ??t just a store; itâ??s a destination. Oakleyâ??s commitment to innovation and pushing boundaries is evident, creating a world where, as they put it, â??everything can and will be made better.â?•



Located within the prestigious Marina Bay Sands, Oakley joins a lineup of world-class brands. With nearly 200 stores globally, Oakley has solidified its position as a leader in performance eyewear, driven by a dedication to quality, durability, and cutting-edge design. This revamped store takes that commitment to the next level.

Exclusive Experiences and Personalised Touches

What truly sets this Oakley store apart are the exclusive services and experiences offered. Itâ??s the first Oakley store outside of Shibuya to feature the Oakley Custom Program for Apparel & Accessories.

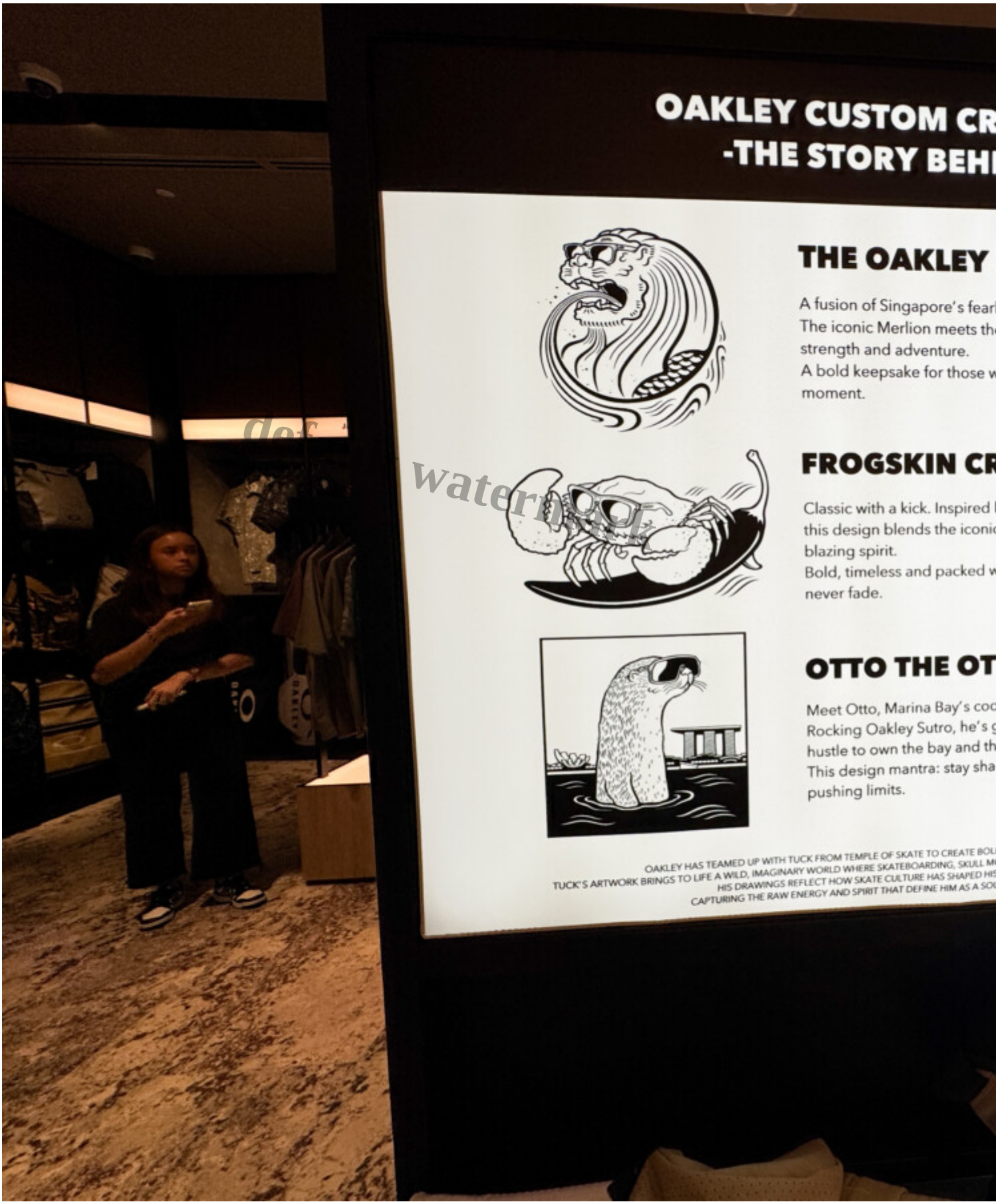



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Like creating a tattoo, the machine drives a needle repeatedly at high speed into the fabric to create

This means you can personalise your Oakley gear with embroidery â?? initials, custom designs, even logos. For a unique touch, Oakley has partnered with Temple of Skate to create locally inspired designs celebrating Singaporean culture. This is a fantastic opportunity for both local and international fans to own a truly unique piece of Oakley gear.

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OAKLEY CUSTOM CR
-THE STORY BEH
THE OAKLEY
A fusion of Singapore's fear
The iconic Merlion meets th
strength and adventure.
A bold keepsake for those w
moment.
FROGSKIN CR
Classic with a kick. Inspired
this design blends the iconi
blazing spirit.
Bold, timeless and packed w
never fade.
OTTO THE OT
Meet Otto, Marina Bay's coo
Rocking Oakley Sutro, he's
hustle to own the bay and th
This design mantra: stay sha
pushing limits.
OAKLEY HAS TEAMED UP WITH TUCK FROM TEMPLE OF SKATE TO CREATE BOU
TUCK'S ARTWORK BRINGS TO LIFE A WILD, IMAGINARY WORLD WHERE SKATEBOARDING, SKULL M
HIS DRAWINGS REFLECT HOW SKATE CULTURE HAS SHAPED HIS
CAPTURING THE RAW ENERGY AND SPIRIT THAT DEFINE HIM AS A SO

The custom designs are inspired by the symbolic icons of Singapore, such as a crab surfing on a chilli (*Chilli Crab*), the cute ottos that roam our Marina Bayâ??s waters, and of course the world-famous cross breed of a lion (*Lion City*) and a fish (f*ishing Village origins*), the Merlion.

A Visionary Approach to Eyecare

Oakley is also revolutionising the eyewear shopping experience with the first in Southeast Asia in-house Oakley Eye Exam Lab by Essilor.

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This state-of-the-art facility provides eye examinations using advanced technology, guided by expert eyecare professionals. Critically, they offer Oakley prescription lenses, including the coveted Oakley Prizmâ?¢ lenses, designed and prescribed for athletes to optimise performance and visual clarity. This integration of eye care within the retail space is a game-changer.

The Future of Retail: Smart Shopping and Virtual Try-Ons

The store also features a state-of-the-art â??Smart Shopperâ?? digital experience, seamlessly blending the physical and digital. This interactive platform lets you browse an extensive online catalog and explore endless customisation options beyond the in-store inventory.




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CUSTOM M2™ FRAME
$305.00
ADD TO BAG
FRAME
LENS
LENS ETCHING
ICONS

The online customisation site allows you to determine how your shades look like, second to none.

The highlight? The Virtual Mirror. I was blown away by how easily I could try on countless frame and lens combinations virtually. This is where you can truly throw in your creativity, even if you have none! You can change the colours of virtually any part of your shades, from the temples, lens, lens etching and once done, place your order, make your payment and it gets sent right to your doorstep.

Even if a particular model isnâ??t physically available, you can visualise it on yourself, explore different lens effects (Polarized, PRIZMâ?¢, Transitions), and make informed decisions with the help of expert staff.

Beyond Eyewear: Apparel and Lifestyle Collections

While eyewear remains central, the store also showcases a wide range of Oakley apparel and lifestyle collections. It caters to everyone from athletes seeking high-performance gear to style enthusiasts drawn to Oakleyâ??s distinctive designs.

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BACKPACK

Exclusive Collections You Wonâ??t Find Anywhere Else

The Marina Bay Sands store boasts several exclusive collections:

- **Oakley Japan Collection â?? Skull Collection:** This unorthodox collection caters to golfers and athletes, blending functionality with stylish design. It redefines timeless sportswear for the modern era.

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JAPAN GOLF
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OAKLEY

- **Oakley Japan Collection â?? Field Gear Line:** Bridging the gap between outdoor adventures and urban life, this collection features high-performance fabrics, Japanese craftsmanship, and a minimalist aesthetic.

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Some notable shades worth mentioningâ?¦

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OAKLEY
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NONRX

This limited edition, a collaboration between Oakley and Cinelli, has ONLY 5 pieces in production. Its look like it came out from a comic book. It really pushed our world of shades to another level.

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PRO'S CHO

The Velo Kato is a road cyclistâ??s favourite

The Velo Kato is another futuristic piece of art that looks like it came from a part of a T-1000 (*Terminator 2 movie*), a liquid metal machine that moulds itself into any form and shape.

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MAXIMUM

This trademark piece by international football star Kylian Mbappe who is the official ambassador of Oakley is definitely an eye-catcher as well. Not my favourite football playerâ?¦. but still one of the best in the world right now.

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SANDS
Limited Edt
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Another interesting series to highlight is the Plantaris Collection, the Masseter and the Lateralis Seek Collection. They are named after muscles in your thighs, a certain tendon in your leg and your lower jaw. I do not know how shades and biology correlates, but it made me remember these little guys for sure!

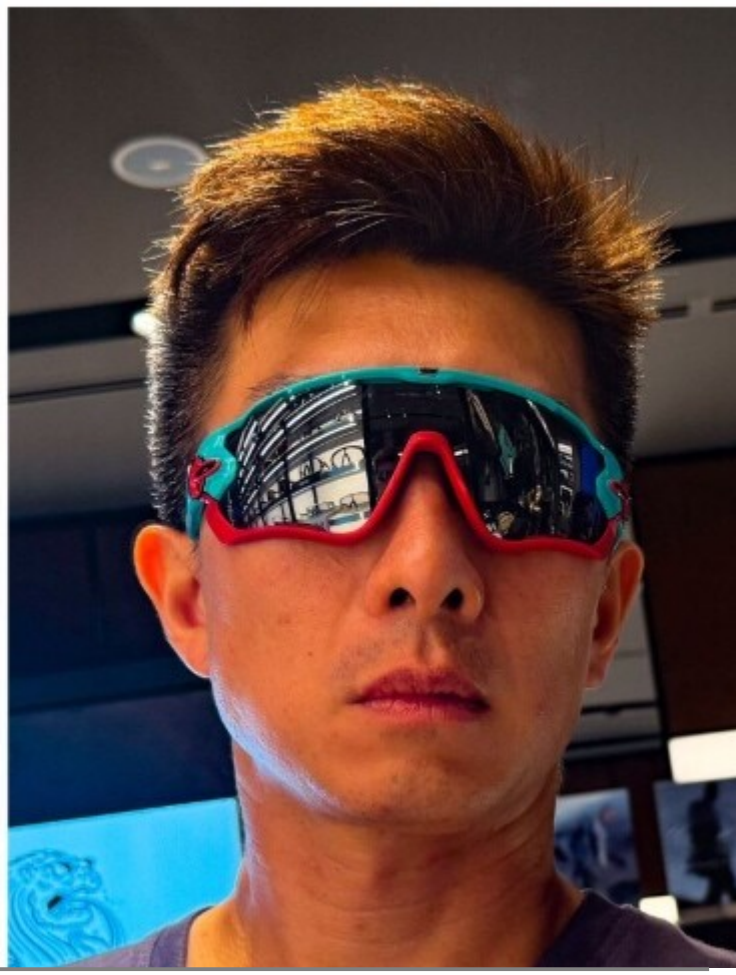
For our readers who may need a model to showcase the shades, this is purely due to my professionalism to bring you the highest quality in your reading enjoyment and nothing to do with my vanity. Surely you can tell.

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The re-imagined Oakley premium store at The Shoppes, Marina Bay Sands, offers a truly immersive and unique experience. Itâ??s more than just a place to buy eyewear. Itâ??s a destination that brings Oakleyâ??s iconic blend of technology, style, and performance to life. Whether youâ??re an athlete, a fashion enthusiast, or simply appreciates quality and innovation, this store is worth a visit.

Address; 10 Bayfront Avenue #B2-47, The Shoppes at Marina Bay Sands, Singapore 018956



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