OPTICAL, SUNWEAR & CLIP-ON SUN COLLECTIONS

Defender Eyewear captures the spirit of tough luxury and epic adventure. Rooted in the vehicle's iconic design, each piece is crafted for those who demand both style and substance.

Bold forms meet technical innovation and a premium finish, engineered for durability, performance, and a refined contemporary edge. Embodying trusted capability and fearless spirit, Defender Eyewear is made for those who go further.

Target Audience	Male, 30 years +
Featured Materials	• G850 Rnew® • Bio-based Acetate • Recycled Stainless Steel
Brand Highlights	• Multi-fit • XL Fit • Skull-fit • 360-degree Flex Hinges • Polarised Sun Lenses • Polarised Sun Clip-on Lenses
Price	
Optical Packaging	Premium Case and Cloth Lens Protection Pouch (Clip-ons only)
Sunwear Packaging	Premium Case and Cloth
Merchandising	Branded display stands, Brand block, brand header, struts and posters





