

BRETT

APRIL 2026 — BRETT Eyewear x Distinguished Gentleman's Ride 2026 — A Committed Limited Edition

Lons-le-Saunier, April 20, 2026. BRETT Eyewear renews its partnership with the **Distinguished Gentleman's Ride** for a **second consecutive year** and unveils **DGR2026**, an exclusive and purpose-driven creation designed to accompany motorcycle enthusiasts with elegance and character.

A MEANINGFUL COLLABORATION

Founded in 2012 in **Sydney**, the Distinguished Gentleman's Ride is now present in more than **100 countries and over 900 cities worldwide**. Each year, the event brings together more than 90,000 riders and has already raised over **\$45 million** in support of **prostate cancer research** and **men's mental health programs**.

This year, the event will take place on Sunday, May 17.

Through this partnership, BRETT Eyewear reaffirms its commitment to essential causes while strengthening its presence within a demanding and engaged international community.

"Partnering with the Distinguished Gentleman's Ride was an obvious choice. Beyond the motorcycle world, we share the same vision: that of a community of committed men who are sensitive to aesthetics as well as social issues. With DGR2026, we wanted to create a piece that embodies this dual requirement — meaning and style."

— Jean-François Boiteux, CEO of BRETT Eyewear

A FRAME DESIGNED FOR THE ROAD, COMBINING TECHNICALITY AND ADAPTABILITY

Born from the meeting of aesthetics and commitment, DGR2026 fully embodies the DNA of BRETT Eyewear. Crafted in acetate and inspired by the iconic **RALPH SUN** model, it combines a honey-colored C35 front with matte silver stainless steel temples, achieving a precise balance between material warmth and technical rigor.

Equipped with **photochromic lenses**, the frame naturally adapts to changing light conditions, shifting from **category 1 to category 3** under direct UV exposure. This gradual transition ensures optimal performance for every ride, from sunrise to sunset.

Designed for real-world riding conditions, the DGR2026 is complemented by an exclusive double-bridge clip in stainless steel with matte silver and gold finishes. Featuring **yellow lenses (CAT 0)**, this clip enhances contrast and visibility, providing optimal riding comfort at night or in foggy conditions.

A LIMITED EDITION, BETWEEN OBJECT AND SIGNATURE

Produced in only **500 pieces** worldwide, DGR2026 is part of an exclusive approach where every detail is designed to last. Its construction, functionality, and design make it both a technical and identity-driven piece, true to the BRETT philosophy: creating objects that accompany a lifestyle.

This frame will be available through our partner opticians.

About BRETT Eyewear

BRETT Eyewear is a men's eyewear brand inspired by the world of mechanics, iconic personalities, and a culture of pushing boundaries. Each frame is conceived as a precision object and a statement of style, where advanced materials meet bold design.

Between heritage and innovation, BRETT Eyewear creates distinctive, durable pieces, deeply rooted in the masculine imagination.