

How to Live the **Knockaround** Lifestyle:

At Knockaround we know that life is best lived, not coddled. Explored, not merely viewed from the back row. With that idea in mind we created a line of sunglasses that are meant to be lived in and loved to death. Out of that singular premis grew a new belief. Nay, a movement. No, not just a movement but a *lifestyle*.

The Knockaround lifestyle isn't about saying yes.

IT'S ABOUT SAYING HELL YES.

To early morning bike rides to that new donut shop everybody and their mom is going to be talking about next week.

The Knockaround lifestyle isn't about trying to be cool. Trying to be cool takes too much energy.

IT'S ABOUT BEING AUTHENTIC.

We're having the time of our lives. Living the Knockaround lifestyle means unapologetically embracing the people and things that you love. It's letting your enthusiasm ring from the rooftops.

The Knockaround lifestyle isn't about being elitist.

IT'S ABOUT QUALITY.

A pair of great looking shades shouldn't break the bank. Shouldn't force you into one style. The Knockaround lifestyle isn't about either/or it's about both/and. It's about having sunglasses that are *both* affordable *and* look great.

Want in? Of course you do. So come on over. There's always room at the Knockaround table. Because in the end, this lifestyle is all about saying *yes to more*.

To more early mornings watching the sunrise on top of a mountain. To more drives down roads less taken, more wind in your face. To more top of your lungs sing-alongs to 90's pop bands. It's about saying yes to nights out with old friends, to snort-laughing at inside jokes and smiling until your face hurts. It's saying yes to having more fun, collecting more summer freckles. To more afternoons with your toes in the sand.

Live a life that is too big to be spent worrying about scratches and dings. Our glasses aren't made to be broken their meant to be used, to be loved. And if in that process they end up broken or lost? That's okay. We're here to help you on your way to adventure, not be one more expensive thing to worry about.

At Knockaround we know that life is rich and full of surprises. It's why we're always looking at the bright side.