

ADIDAS SPORT: STYLE MEETS TECHNOLOGY ON THE SLOPES



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The new [adidas Sport Eyewear](#) snow collection is engineered to protect against UV rays reflected by snow, minimize glare, and shield from wind, snow, and ice, delivering uncompromising safety and visibility. Because confidence on the slopes begins with the right eyewear.

Always see clearly in any weather condition, with an ergonomic frame that ensures a perfect fit. From alpine skiing to freestyle and snowboarding, adidas Sport Performance snow goggles redefine visibility and comfort. Designed for athletes, they feature high-definition lenses and a contemporary design that satisfies both the functional and aesthetic needs of sports enthusiasts at every level. Two snow goggle models are available which join the iconic **Dunamis Evo** sunglasses, also ideal for snow sports such as cross-country skiing.

Thanks to a practical magnetic attachment system, the polycarbonate lenses of the adidas Sport **SP0120** model can be swapped effortlessly depending on weather conditions. Two lenses are included: one optimized for bright sunlight, and the other designed to enhance contrast in foggy or low-light environments. The upper ventilation system prevents fogging, while the combination of foam padding and an elastic strap ensures a secure, stable fit even on the most demanding descents.

The adidas Sport **SP0121** snow goggle stands out for its clean, minimalist aesthetic combined with high functionality. Lightweight polycarbonate lenses reduce glare and eye fatigue, while the full-frame construction and integrated ventilation expand the field of vision and keep lenses consistently clear. Available in multiple color options, these goggles are designed to deliver comfort and confidence all day on the slopes.

About Marcolin:

Marcolin is among the global leading groups in eyewear founded in 1961 in the heart of the Veneto district, Italy. It stands out for the unique ability to combine craftsmanship with advanced technologies through the constant pursuit of excellence and continuous innovation. The portfolio includes house brands (WEB EYEWEAR, ic! berlin), as well as licensed brands: TOM FORD, Guess, adidas Sport, adidas Originals, Christian Louboutin, Max Mara, Zegna, GCDS, MAX&Co., MCM, Tod's, Pucci, BMW, K-Way®, Kenneth Cole, Abercrombie & Fitch, Timberland, GANT, Harley-Davidson, Marciano and Skechers. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries. At the end of 2023, Marcolin Group counted about 2,000 employees and net sales of €558.3 million. www.marcolin.com



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