

bollé®

P R E S S K I T

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REVEAL THE INVISIBLE



PHANTOM

LIGHT ADAPTIVE LENS TECHNOLOGY

Phantom lens technology - developed with Essilor® Sun Solution™ - redefines how you see the environment. Industry leading optical clarity, light-adaptive lens & high contrast filter, allow you to reveal the invisible.

OPTICAL CLARITY

Made with NXT® material, Phantom lenses deliver exceptional definition. Thanks to Essilor® Sun Solution™, we've been able to raise the optical clarity of our lenses to a new level. NXT® material is packed with a lot of features such as optimal clarity, lightweight, high impact resistance, chemical resistance, and of course 100% UV protection. Ideal for a sport use, Phantom lenses will offer maximum protection & comfort of vision for your eyes.

PHOTOCHROMIC PERFORMANCE

Phantom lens technology achieves a wide range visible light transmission, ensuring precise visual acuity in all weather conditions, including the most extreme. The lens tint changes with the light from cat.1 to cat.3. **Enhanced vision whatever the conditions.**

HIGH CONTRAST

Bollé has advanced the performance of Phantom lens technology by adding a high contrast filter on its sunglass lenses. Available on all Phantom lenses, the high contrast filter boosts colors and significantly enhances your vision. Whether you are on the road or on trails, you'll always be able to perceive the obstacles and escape them.

Phantom lenses are available in:



SHIFTER

B-ROCK

AEROMAX

BOLT

BOLT S

COBALT

KING



KAYMAN



FLASH



FLYAIR



HOLMAN



EVEL



NAVIS



GRACE



THE ULTIMATE FIT

TIME TO SHIFT UP A GEAR



THE
CHOICE OF
CHAMPIONS

AG2R LA MONDIALE
PRO CYCLING TEAM
OFFICIAL SUPPLIER



VENTED LENS

AVAILABLE TECHNOLOGIES

Phantom Lens
Anti-Fog Treatment
Interchangeable lenses
Oleo/Hydrophobic Treatment
Adjustable Nosepiece
Thermogrip®



SHIFTER

The latest addition to Bollé's Performance eyewear range, **SHIFTER** is a tribute to the great cycling history of Bollé in a **retro-futuristic design** that meets all the needs of the performance cyclist. The sunglasses are available with **Bollé Phantom lens** which combines **3 advanced technologies that revolutionizes vision** in any environment. Made of NXT® material to deliver **greater definition**, Phantom lens features a **molecular photochromic filter** adapting to any light condition and a **high contrast filter to enhance colors and boost your vision**. **Frontal air vents** directly integrated in the lens ensure **optimal air flow** and **prevent fog**. Hydrophobic treatment (so that water droplets roll off) and oleophobic treatment (to repel dirt) keep the cyclist's vision clear. The curve of the temples improves comfort and stability by allowing more of the hydrophilic Thermogrip® rubber to be in contact with the skin, while leaving room for different types of helmet strap attachments. Also placed on the nose, **Thermogrip® rubber ensures a perfect grip** during the most intense action.

Available with prescription lenses, SHIFTER matches perfectly with **Bollé's new helmet FURO**.



PURE HERITAGE



AVAILABLE TECHNOLOGIES

Phantom Lens
HD Polarized Lens
Anti-Fog Treatment
Anti-Reflective Treatment
Oleo/Hydrophobic Treatment
Thermogrip®
Removable Side Shields



COBALT

In the 50's, many expeditions set off to conquer the highest peaks. **Pioneers of eyewear**, Bollé equipped at that time Sherpas and famous alpinists such as Edmond Hillary who made history with his successful ascent of Mount Everest. Staying true to Bollé's heritage, COBALT's design is **inspired by vintage mountaineering sunglasses** while offering a **very modern look** with sharp edges and **premium finishing touches**, such as the metal bar and the design of the shields, that are not misplaced in the city. To offer perfect protection in the mountains' extreme environment, COBALT benefits from removable injected side shields to make up for **any light changes**, and is also available with **Bollé's cutting-edge lens technology Phantom**. Made of **NXT® material** to deliver **greater definition**, Phantom lenses also feature a **molecular photochromic filter that adapts to any light condition** and a **high contrast filter to enhance colors and boost your vision**.

Performant and stylish, COBALT is suitable for pure mountaineering use as well as fashion use to complete an urban look.



NEVER LOSE IT AGAIN



AVAILABLE TECHNOLOGIES

Floatable
HD Polarized Lens
Anti-Reflective Treatment
Oleo/Hydrophobic Treatment



BRECKEN FLOATABLE & HOLMAN FLOATABLE

Bollé is one of the only brands that creates so many sports-dedicated sunglasses. Committed to offering the best experience and performant products to its customers, the brand makes sure you will never lose your sunnies in the water anymore with the launch of two floatable models, **BRECKEN FLOATABLE** and **HOLMAN FLOATABLE**.

Thanks to its **innovative design allowing air bubbles to be trapped in the temples**, BRECKEN FLOATABLE **remains on the surface** and can easily be seen with its pop colors. Both of these features make this model **perfect for any water activities** such as paddle surfing, kite surfing and sailing. .

HOLMAN FLOATABLE, on the other hand, is **injected with a specific plastic material that offers a lower density than water** so they can float as well. Also available in pop colors and stylish flash mirror coatings, HOLMAN FLOATABLE is the ideal companion for getaways involving a potential plunge!

Both models are equipped with **Bollé's new HD polarized lenses enhancing contrasts and colors** for an unparalleled vision and providing **superior protection against distracting glare** (very useful in water surroundings).

METAL FAMILY



OVA

The flagship model of Bollé's 2019 Metal Family, OVA proposes a **trendy vintage and retro style** for **men or women alike**. The model's **round and clean** design is spiced up with as many as six different lens tints and flash mirrors, matching any outfits and personalities. Elegant or fun, subtle twist or loud fashion claim, the new-for-2019 Lifestyle model might prompt an ovation from Lifestyle sunglass amateurs.

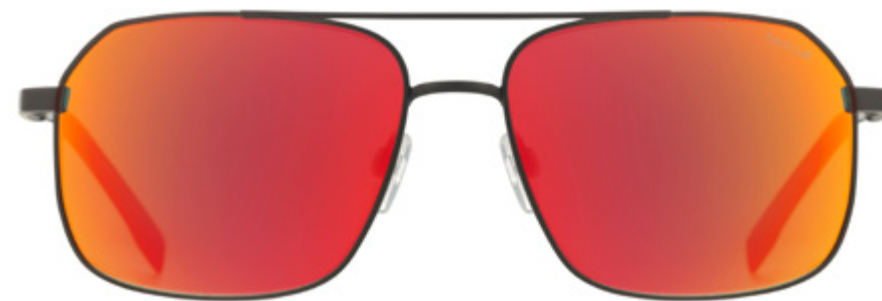
METAL FAMILY



EVEL

The Aviator style doesn't age and is coming back on the sport's scene after remaining limited to the fashion world for years. **Expert in active Lifestyle sunglasses**, Bollé launches its new Aviator model EVEL and equips it with **Bollé's latest lens technology**. Among the several lens options including **HD Polarized lenses** - enhancing contrasts and protecting efficiently against glare - and **Bollé's cutting-edge Phantom lenses** which feature a **molecular photochromic filter adapting to any light condition and high contrast filter to enhance colors and boost your vision**. Combined with NXT® material for great clarity, EVEL ensures you're looking as good as you're seeing.

METAL FAMILY



NAVIS

With its **angled design mixed with a double bar** and a clean metal frame, Bollé's new model NAVIS is aimed at men searching for sleek and trendy shades. Available in 6 different colors, the new design proposes various mirror coatings and lens technologies, from a classic and efficient protection to the most advanced lens technology available at Bollé, the **Phantom lens**. **Adapting to light** while **enhancing colors and contrasts**, Phantom lenses offer an unparalleled visual experience. With NAVIS, no compromise is needed between style and quality of vision!



FRANK

Bollé's new male Lifestyle model FRANK couldn't be more aptly named. With its **large modern shape, combining angles and straight lines** highlighted by various color combinations, FRANK will seduce men looking for a trendy yet easily wearable sunglass design. This model is available with **HD Polarized lenses to boost colors and protect the eyes from blinding glare**, allowing your eyes to relax while lying on the beach or to stay focused during any sporting activity.



ADA

Suited for chilling out as well as for action, ADA's **feminine and modern shape** is one of those must-have accessories that should have a priority space in your bag. **Light and versatile**, this new-for-2019 Lifestyle model combines **Bollé's technology for protection and durability** and a **large choice of colors and trendy flash mirrors** to turn heads. To ensure enhanced vision and the best protection, ADA is available with **HD Polarized lenses boosting colors and protecting from glare**. Life has never been so colorful!

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