

CYCLING 2024



bollé®

| PERFORMANCE INNOVATION SINCE 1888 |



Born in 1888 in France, Bollé is the market leading solution for eyewear and helmets.

Globally respected and worldwide distributed, **Bollé is known as the most advanced design and creative sport brand,** which creates trends and pushes industry boundaries.



| PERFORMANCE INNOVATION SINCE 1888 |

DISCOVER THE BRAND MOVIE 

VISION BEYOND

Confidence is a state of mind in which we seek to free ourselves. For many of us, it is a trigger to progress, to move forward. It is a goal achieved through training, failure, perseverance and success.

Confidence is not about being one hundred percent certain, it's about **seeing possibilities instead of obstacles**, opportunities instead of limitations. Once you've gained confidence, you are powered by **a vision** that takes you further than you ever thought possible.

Bollé designs gear with an eye for details that make all the difference, enabling you to venture further than ever before :

BEYOND BOUNDARIES,
BEYOND WHAT OTHERS SEE,
BEYOND YOURSELF.

DISCOVER THE KEY VISUAL



REACT FOR GOOD



AT BOLLÉ, WE DON'T CLAIM WE ARE GOING TO SAVE THE PLANET, BUT **WE DO STRIVE TO REDUCE OUR IMPACT.**

FOLLOWING THE RELEASE OF THE COMPANY'S FIRST SUSTAINABLE DEVELOPMENT REPORT, THE TEAM PUSHED EVEN FURTHER FOR THE SPRING/SUMMER 24 SEASON WITH THE LAUNCH OF A FULL RANGE OF ECO-DESIGNED HELMETS, INCLUDING ROAD, MOUNTAIN BIKE AND URBAN MODELS. **65% OF THE COLLECTION ARE NOW PART OF OUR "REACT FOR GOOD" PROGRAM.**

OUR APPROACH TOWARDS SUSTAINABILITY TOOK A BIG STEP FORWARD ON THE SUNGLASSES SIDE AS WELL. **100% OF OUR PERFORMANCE FRAMES EQUIPPED WITH OUR PROPRIETARY LENSES PHANTOM AND VOLT ARE NOW ECO-FRIENDLY***, MAKING THE BOLLÉ CYCLING RANGE THE BIGGEST ECO-DESIGNED OFFER AVAILABLE ON THE MARKET.

DISCOVER THE VIDEO



AND ALL THIS IS BROUGHT TO YOU IN
A 100% ECO-DESIGNED PACKAGING.

*ACCORDING TO BOLLÉ ECO-FRIENDLY CRITERIA (SEE BOLLÉ BRANDS ESG POLICY)

BRAND VALUES



LEADERSHIP

ADVANCED DESIGN
& CREATIVITY

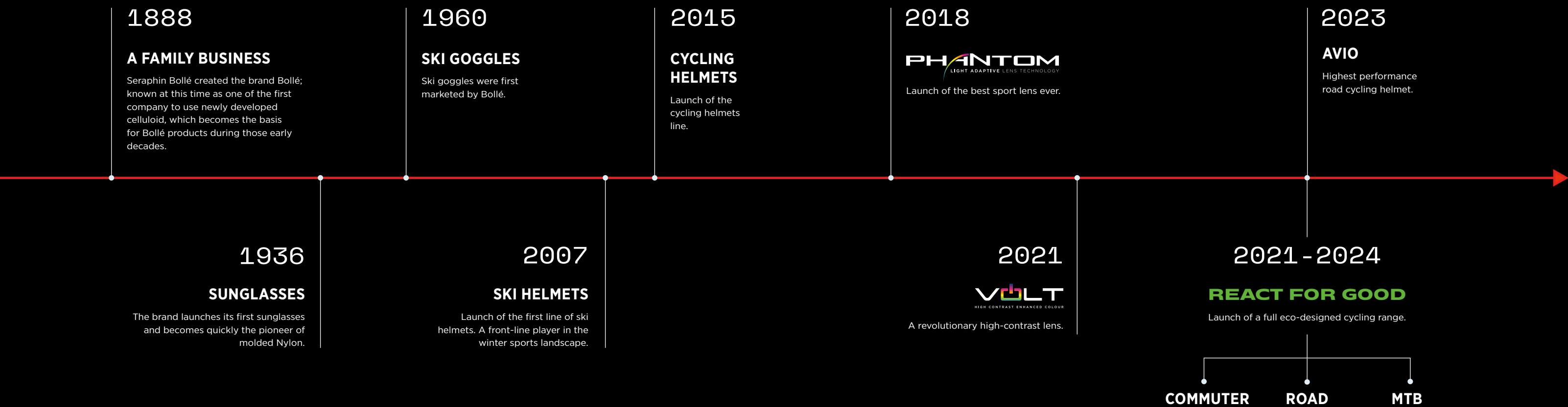


PERFECTIONISM

REVERENCE TO
THE OUTDOORS



BRAND HISTORY



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MIPS TECHNOLOGY

MULTI-DIRECTIONAL IMPACT PROTECTION SYSTEM



PATENTED
SAFETY SYSTEM



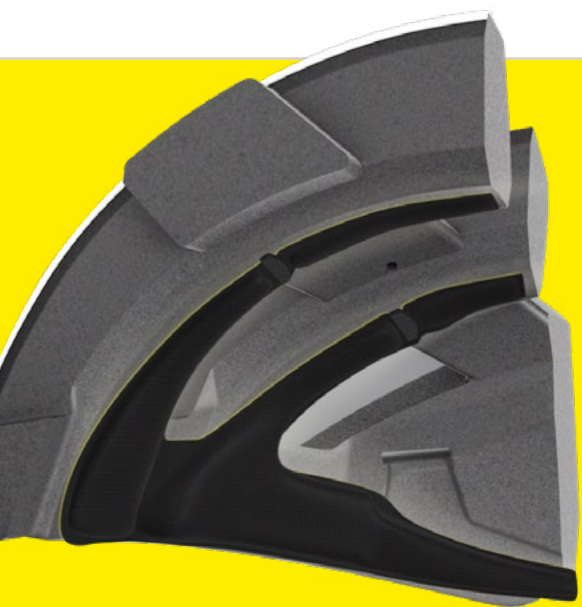
LOW FRICTION
LAYER



FOUNDED
IN SCIENCE

THE LOW FRICTION LAYER ALLOWS A
MULTI-DIRECTIONAL MOVEMENT OF 10-15 MM
ON CERTAIN ANGLED IMPACTS, INTENDED
TO REDUCE ROTATIONAL FORCE TO THE HEAD.

LEARN MORE: [MIPSPROTECTION.COM](https://mipsprotection.com)



OUR LIGHTEST AVAILABLE HELMET SAFETY SYSTEM

This is a system lighter than anything we have made before. With
air flowing through your helmet it feels like wearing nothing,
except added safety.



MAXIMUM
VENTILATION



MINIMUM
WEIGHT

AVAILABLE WITH MIPS:



AVIO MIPS | P.15



ECO AVIO MIPS | P.17



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STANCE PURE MIPS | P.36



ROAD HELMETS

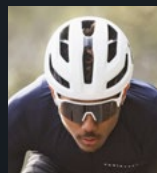


PERFORMANCE REDEFINED

The AVIO MIPS is Bollé's most advanced high-performance road cycling helmet we've ever created. A balance of lightness, ventilation, aerodynamics, and comfort while maintaining the strict requirements involved with helmet certification. Numerous design iterations were necessary to balance these attributes into a single helmet. The result is the most lightweight, ventilated, aerodynamic helmet Bollé has ever designed.

STRIKE-CAGE TECHNOLOGY

The strike-cage reinforces the helmet structure and pushes the limits of vent sizing that impact certification would allow. Large front vents are aligned with small rear exhaust ports to create a low-pressure zone at the rear of the helmet. This low pressure pulls air through the helmet keeping the rider's head cool.



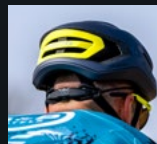
OPTI-DOCK

With Bollé's deep history of eyewear design and development, we made sure to have a dedicated place to stow your eyewear. The Opti-Dock storage system has been designed with flexible rubber fins that securely hold frames of all sizes and styles without temples contacting your head or obstructing airflow.



KAMM TAIL

Through Computational Fluid Dynamics (CFD) testing on a supercomputer, we were able to refine the helmet's geometry to minimize drag and reduce wake to create a fast aerodynamic shape.

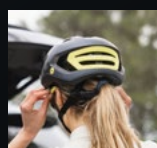


Constantly looking to optimize the weight of our helmets, we have chosen MIPS's most lightweight rotational impact solution for our AVIO helmets. The padding design reduces rotational forces during impact while giving the impression of wearing nothing.



PERFORMANCE CLICK-TO-FIT™ SYSTEM

The system has been completely redesigned to be even more comfortable, lightweight, and adjustable. Women's needs were also considered, the fit system can be lowered to accommodate a ponytail.



AVID AERO PROGRESSIVE EPS

The next generation of Bollé's AVID Progressive EPS technology combines high- and low-density impact management while directing and increasing airflow through the helmet. Deep channels and recesses inside the helmet improve airflow while lowering the density in specific areas and without compromising the ability to provide impact protection.



DISCOVER THE AVIO STORY

AVIO MIPS

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

AVID Aero Progressive EPS
Mips Air Ultralight
Brain Protection System
Kamm Tail

Strike-Cage technology
Opti-Dock
Performance Click-To-Fit™ System
Ponytail compatible
Anti-twist and slip divider
Weight: 234g



DISCOVER THE PRODUCT VIDEO

The AVIO is Bollé's ultimate high-performance road helmet. The fastest cycling helmet ever designed by the brand has it all. Ultra-lightweight thanks to its EPS design, lightweight in-molded components and optimized fit system, it features MIPS AIR, MIPS's most lightweight brain protection system. Super ventilated, the AVIO is designed to align both deep internal channeling and large front vents with small exhaust ports that create low pressure at the rear of the helmet for extra air circulation. Developed to make you faster with cutting-edge aerodynamics, the AVIO has an optimized low-profile shape and is equipped with the AVID Aero Progressive EPS to direct airflows and manage impact energy. Conceived to reduce drag thanks to its Kamm Tail at the rear, the AVIO is all about details with an Opti-Dock designed to securely hold all-sized sunglasses and even a ponytail compatibility. A new generation of helmets with no compromise.



BC002004/52-55 CM
BC002005/55-59 CM
BC002006/59-62 CM
White Shiny



BC002007/52-55 CM
BC002008/55-59 CM
BC002009/59-62 CM
Titanium Acid Matte



BC002010/52-55 CM
BC002011/55-59 CM
BC002012/59-62 CM
Mineral Black Matte



BC002013/52-55 CM
BC002014/55-59 CM
BC002015/59-62 CM
AVIO MIPS

50% recycled EPS

RECYCLED EPS

AERODYNAMICS
413.79 watts

VENTILATION
12.58 meters/second

LIGHTNESS
298.00 g

100% recycled webbing

REACT FOR GOOD

ECO AVIO MIPS

PRODUCT NAME

ECO AVIO

bolle

PERFORMANCE
REDEFINED

+ ECO-DESIGNED LIGHTNESS AERODYNAMICS VENTILATION

DISCOVER THE KEY VISUAL

ECO AVIO MIPS

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

- AVID Aero Progressive EPS

Mips Air Ultralight Brain Protection System

Kamm Tail

Strike-Cage technology

Opti-Dock
- Performance Click-To-Fit™ System

Ponytail compatible

Anti-twist and slip divider

31% recycled material:

50% recycled EPS

100% recycled webbing

Weight: 290g



DISCOVER THE PRODUCT VIDEO

The most aerodynamic, ventilated and lightweight eco-designed cycling helmet. Ideal for gravel, the ECO AVIO challenges the traditional way to make helmets with 50% recycled EPS and 100% recycled webbing. Ultra-lightweight thanks to its EPS design, lightweight in-molded components and optimized fit system, it features MIPS AIR, MIPS's most lightweight brain protection system. Super ventilated, the ECO AVIO is designed to align both deep internal channeling and large front vents with small exhaust ports that create low pressure at the rear of the helmet for extra air circulation. Developed to make you faster with cutting-edge aerodynamics, the ECO AVIO has an optimized low-profile shape and is equipped with the AVID Aero Progressive EPS to direct airflows and manage impact energy. Conceived to reduce drag thanks to its Kamm Tail at the rear, the ECO AVIO is all about details with an Opti-Dock designed to securely hold all-sized sunglasses and even a ponytail compatibility. A new generation of helmets with no compromise.



BC006001/52-55 CM
BC006002/55-59 CM
BC006003/59-62 CM
Black Matte

BC006004/52-55 CM
BC006005/55-59 CM
BC006006/59-62 CM
Lightest Grey Matte

BC006007/52-55 CM
BC006008/55-59 CM
BC006009/59-62 CM
Green Orange Matte

ECO AVIO PURE MIPS

SIZES : FROM 52-55 CM TO 59-62 CM

NEW

AVID Aero Progressive EPS
Opti-Dock
Performance Click-To-Fit™ System
Ponytail compatible
16 vents
Anti-twist and slip divider

AVAILABLE TECHNOLOGIES

61% recycled material:
100% recycled fabric lining and webbing
98% recycled Mips Brain Protection System
98% recycled PC
50% recycled EPS
Weight: 260g



With its lightweight design, the newcomer in the AVIO family is packed with performance and comfort features. At Bolle, when it comes to protection, we always look for the best so we combined our AVID Aero Progressive EPS technology which directs airflows and manages impact energy with MIPS, the best brain protection system available. Developed with our eco-design approach, the ECO AVIO PURE MIPS offers additional features such as the Opti-Dock designed to securely hold all-sized sunglasses and the ponytail compatible adjustment system.



BC012001/52-55 CM
BC012002/55-59 CM
BC012003/59-62 CM
Mineral Black Matte



BC012004/52-55 CM
BC012005/55-59 CM
BC012006/59-62 CM
White Matte



BC012007/52-55 CM
BC012008/55-59 CM
BC012009/59-62 CM
Sage Matte



BC012010/52-55 CM
BC012011/55-59 CM
BC012012/59-62 CM
Black Purple Matte



HELMET : AVIO MIPS GREYS
SUNGLASSES : SHIFTER GREYS



HELMET : AVIO MIPS
SUNGLASSES : C-ICARUS



HELMET : ECO AVIO PURE MIPS
SUNGLASSES : C-ICARUS



HELMET : ECO AVIO PURE MIPS
SUNGLASSES : C-ICARUS



HELMET : ECO AVIO PURE MIPS
SUNGLASSES : LIGHTSHIFTER



HELMET : ECO AVIO PURE MIPS
SUNGLASSES : C-SHIFTER

OFF ROAD HELMETS



ECO TRACKDOWN MIPS

AVAILABLE TECHNOLOGIES

SIZES : FROM 52-55 CM TO 59-62 CM

NEW

Mips Brain Protection System
Opti-Dock
3-position adjustable visor with
aluminum screws
AVID Progressive EPS
13 vents for ventilation

Click-To-Fit™ System
Anti-twist and slip dividers
Extended rear coverage
24% recycled material:
100% recycled fabric lining and webbing
50% recycled EPS
Weight : 380g



If you're looking to perform on any trail, the ECO TRACKDOWN MIPS is the ultimate gear to wear. This eco-designed mountain bike and enduro helmet offers a unique set of features: the Opti-Dock designed to securely hold all-sized sunglasses, a 3-position visor allowing space for goggles and a deep coverage at the rear. The AVID Progressive EPS along with the Mips Brain Protection System allows to combine channels for superior ventilation with progressive shock absorption.

Mips



BC005001/52-55CM
BC005002/55-59 CM
BC005003/59-62 CM
Mineral Black Matte

BC005004/52-55CM
BC005005/55-59 CM
BC005006/59-62 CM
Sage Matte

BC005007/52-55 CM
BC005008/55-59 CM
BC005009/59-62 CM
Tungsten Matte

REACT FOR GOOD

MADE WITH RECYCLED MATERIAL

50% RECYCLED EPS

bell

100% RECYCLED FABRIC LINING

100% RECYCLED WEBBING

SS24

ECO TRACKDOWN MIPS

ECO TRACKDOWN MIPS

CATEGORY	MTB/ENDURO
WEIGHT	380G
GENDER	UNISEX
CERTIFICATIONS	EN1078 - CPSC

DISCOVER THE KEY VISUAL 



ECO ADAPT MIPS

SIZES : FROM 52-55 CM TO 59-62 CM

NEW

AVAILABLE TECHNOLOGIES

- Mips Brain Protection System
- AVID Progressive EPS
- Click-To-Fit™ System
- Anti-twist and slip dividers
- Extended rear coverage
- 40% recycled material:**
- 100% recycled fabric lining and webbing**
- 40% recycled EPS**
- 40% recycled PC**
- 25% recycled ABS 3-position adjustable visor**
- 21% recycled nylon plastic parts**
- Weight: 335g



The ECO ADAPT MIPS is Bollé's eco-designed off-road helmet that will protect you on the trails while keeping you cool. The AVID Progressive EPS and Mips Brain Protection System enhance the protection while the large vents keep the temperature in check on your rides.



BC016001/52-55 CM
BC016002/55-59 CM
BC016003/59-62 CM
Mineral Black Matte



BC016004/52-55 CM
BC016005/55-59 CM
BC016006/59-62 CM
Oatmeal Matte



BC016007/52-55 CM
BC016008/55-59 CM
BC016009/59-62 CM
Sage Matte

ADAPT

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

- 3 positions adjustable visor
- 13 vents for ventilation
- AVID Progressive EPS
- Anti-twist and slip divider
- Click-To-Fit™ System
- Coolmax® padding



The ADAPT is an off-road helmet designed to keep you cool and covered on the trails. AVID Progressive EPS and the low brimline enhance the protection while the large vents and the inside padding keep the temperature in check on your rides.



BC402010/52-55 CM
BC402011/55-59 CM
BC402012/59-62 CM
Khaki Matte



BC402008/52-55 CM
BC402009/55-59 CM
BC402003/59-62 CM
Black Matte



BC402006/52-55 CM
BC402002/55-59 CM
BC402007/59-62 CM
Grey Matte

COMMUTER HELMETS



HALO REACT MIPS

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

Mips Brain Protection System
Integrated Rechargeable LED
Fidlock Magnetic Buckle
AVID Progressive EPS
Delivered with a spare padding
13 vents for ventilation

27% recycled material:
360° MIPS integrated Click-To-Fit™ system with recycled nylon
Removable cap with reflective line in 100% recycled material
100% recycled fabric lining and webbing
40% recycled PC
20% recycled nylon plastic parts
20% Cork EPS



DISCOVER THE PRODUCT VIDEO (DAY)

DISCOVER THE PRODUCT VIDEO (NIGHT)

Star of our eco designed range for commuters, the HALO REACT is a must have for the urban environment. 100% recycled nylon webbing and padding fabric, plastic parts in 100% recycled nylon, cap in 100% recycled fabric and cork incorporated in the EPS are all part of our eco approach. The HALO REACT is a high end urban helmet above all designed for your safety. It is equipped with an integrated and USB rechargeable back and front LED system, easy to turn on and off with several lighting modes, to make sure you will be seen at night. At Bollé, when it comes to protection, we always look for the best so we combined our AVID Progressive EPS technology with MIPS, the best brain protection available. With the Halo React, you will stay safe at all times.



BC410001/52-55 CM
BC410002/55-59 CM
BC410003/59-62 CM
Titanium



BC410004/52-55 CM
BC410005/55-59 CM
BC410006/59-62 CM
Platinum

ECO REACT VISOR

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

AVID Progressive EPS
Clear visor
Click-To-Fit™ System
13 vents for ventilation
Fidlock Magnetic Buckle

45% recycled material:
100% recycled visor
100% recycled fabric lining and webbing
42% recycled nylon plastic parts
40% recycled PC
20% Cork EPS



DISCOVER THE PRODUCT VIDEO

Pillar of our eco-designed commuter range, the ECO REACT VISOR now comes with a clear visor for optimal vision and protection. The same qualities that make our helmet lightweight, comfortable and safe also make it eco-friendly. With the ECO REACT VISOR, we are challenging the traditional way to make helmets, replacing some plastic and petroleum products with organic and recycled materials to reduce the environmental impact. We have added cork to the EPS, recycled polyamide in the fit system and used 100% recycled padding, webbing and nylon webbing divider. It's our first step to respond to the needs of cyclists who want to pursue an active lifestyle in the city while doing their part for the planet.



BC009004/52-55 CM
BC009005/55-59 CM
BC009006/59-62 CM
Cool Grey Matte



BC009001/52-55 CM
BC009002/55-59 CM
BC009003/59-62 CM
Dark Bronze

Strap
cotton X polyester

Cork

Bamboo
fiber

Recycled
PC shell

IMG TEST

ECOREACT - REACT FOR GOOD
ECOREACT - REACT FOR GOOD
ECOREACT - REACT FOR GOOD

BOLLE

2023

REACT FOR GOOD

DISCOVER THE KEY VISUAL

Product name
ECOREACT

bolle

ECO REACT MIPS

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

Mips Brain Protection System
AVID Progressive EPS
Delivered with a spare padding
13 vents for ventilation

35% recycled material:
360° MIPS integrated Click-To-Fit™ System with recycled nylon
Removable cap with reflective line in 100% recycled fabric
100% recycled fabric lining and webbing
40% recycled PC shell
20% recycled nylon plastic parts
20% Cork EPS



The same qualities that make our helmet lightweight, comfortable, and safe also make it eco-friendly. With the ECO-REACT, we are challenging the traditional way to make helmets, replacing some plastic and petroleum products by organic or recycled material to reduce the environmental impact. We have added cork to the EPS, used recycled plastics for the shell, recycled nylon plastic parts, webbing and padding fabric. It's our first step to respond to the needs of cyclists who want to pursue an active lifestyle in the city while doing their part for the planet.

Mips



32257/52-55 CM
32258/55-59 CM
32259/59-62 CM
Dark Green Matte

BC411001/52-55 CM
BC411002/55-59 CM
BC411003/59-62 CM
Blue Matte

BC337001/55-59 CM
REACT MIPS

ECO REACT

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

AVID Progressive EPS
Click-To-Fit™ System with
recycled nylon
Delivered with a spare padding
13 vents for ventilation

40% Recycled PC shell on
Black Matte colorway
Removable cap with reflective line in
100% recycled fabric
100% recycled nylon plastic parts
100% recycled straps and
padding fabric
20% Cork EPS



The same qualities that make our helmet lightweight, comfortable, and safe also make it eco-friendly. With the ECO REACT, we are challenging the traditional way to make helmets, replacing some plastic and petroleum products by organic materials to reduce the environmental impact. We have added cork to the EPS, used recycled plastics for the shell, recycled nylon plastic parts, webbing and padding fabric. It's our first step to respond to the needs of cyclists who want to pursue an active lifestyle in the city while doing their part for the planet.

Now available in a non-MIPS version.



BC412001/52-55 CM
BC412002/55-59 CM
BC412003/59-62 CM
Black Matte



BC412004/52-55 CM
BC412005/55-59 CM
BC412006/59-62 CM
Matcha Matte



BC412007/52-55 CM
BC412008/55-59 CM
BC412009/59-62 CM
Oatmeal Matte

ECO STANCE

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

Reflective sticker
Click-To-Fit™ System with
recycled nylon
Anti-twist and slip dividers

40% Recycled PC shell on
Black Matte colorway
100% recycled nylon webbing
and padding fabric
100% recycled anti-bug mesh
20% Cork EPS



Part of Bollé's new eco design approach, the ECO STANCE has an EPS shell made with cork and recycled plastic. The textile parts are made from renewable or recycled fibers and we are using plastics made from renewable castor oil or from recycled plastics. On top of the eco design, the ECO STANCE offers additional features such as reflective sticker and webbing visible at night, integrated mesh to protect from bugs' attacks and our Click-to-Fit™ system for an easy and precise adjustment.



BC415001/52-55 CM
BC415002/55-59 CM
BC415003/59-62 CM
Black Matte



BC415004/52-55 CM
BC415005/55-59 CM
BC415006/59-62 CM
Offwhite Matte

RECREATIONAL / KIDS HELMETS



STANCE PURE MIPS

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

- Mips Brain Protection System
- Reflective sticker
- Anti-bug mesh
- Anti-twist and slip dividers
- Click-To-Fit™ System



Part of our recreational range, the STANCE PURE is full of handy features. Reflective sticker visible at night, integrated mesh to protect from bugs' attacks and our famous Click-to-Fit™ system for an easy and precise adjustment. This version comes equipped with MIPS, the best brain protection system.



BC010001/52-55 CM
BC010002/55-59 CM
BC010003/59-62 CM
Black Matte



BC010004/52-55 CM
BC010005/55-59 CM
BC010006/59-62 CM
White Matte

STANCE PURE

SIZES : FROM 52-55 CM TO 59-62 CM

AVAILABLE TECHNOLOGIES

- Reflective sticker
- Anti-bug mesh
- Anti-twist and slip dividers
- Click-To-Fit™ System



Part of our recreational range, the STANCE PURE is full of handy features. Reflective sticker visible at night, integrated mesh to protect from bugs' attacks and our famous Click-to-Fit™ system for an easy and precise adjustment.



BC004001/52-55 CM
BC004002/55-59 CM
BC004003/59-62 CM
Black Matte



BC004004/52-55 CM
BC004005/55-59 CM
BC004006/59-62 CM
White Matte



BC004007/52-55 CM
BC004008/55-59 CM
BC004009/59-62 CM
Grey Matte



BC004010/52-55 CM
BC004011/55-59 CM
BC004012/59-62 CM
Acid Yellow Matte



BC004013/52-55 CM
BC004014/55-59 CM
BC004015/59-62 CM
Navy Stone Matte

NEW

STANCE JR

SIZES : FROM 47-51 CM TO 51-55 CM

AVAILABLE TECHNOLOGIES

- Reflective sticker
- Anti-bug mesh
- Click-To-Fit™ System
- Safety LED at the back



Inspired by its adult version, STANCE JR also comes with a set of useful features for kids. Reflective sticker at the back, integrated mesh to protect from bugs' attacks and finally a Click-to-Fit™ system integrating an LED for additional safety.



BC401001/47-51 CM
BC401002/51-55 CM
Mint Matte



BC401003/47-51 CM
BC401004/51-55 CM
Forest Matte



BC401005/47-51 CM
BC401006/51-55 CM
Lilac Matte



BC401007/47-51 CM
BC401008/51-55 CM
Navy Stone Matte

ACCESSORIES

HELMETS



Cycling Helmet Chinpad
Leather Black
BA046001



Eco React Visor
2 Visor Mechanisms and 2 Screws
BA007002



Eco React Visor
Spare Visor - Clear Cat 0
BA007001



HELMET : AVIO MIPS
SUNGLASSES : SHIFTER



HELMET : ECO AVIO PURE
SUNGLASSES : C-ICARUS



HELMET : AVIO MIPS
SUNGLASSES : C-ICARUS



HELMET : AVIO MIPS
SUNGLASSES : C-ICARUS

















HELMET : AVIO MIPS
SUNGLASSES : C-SHIFTER



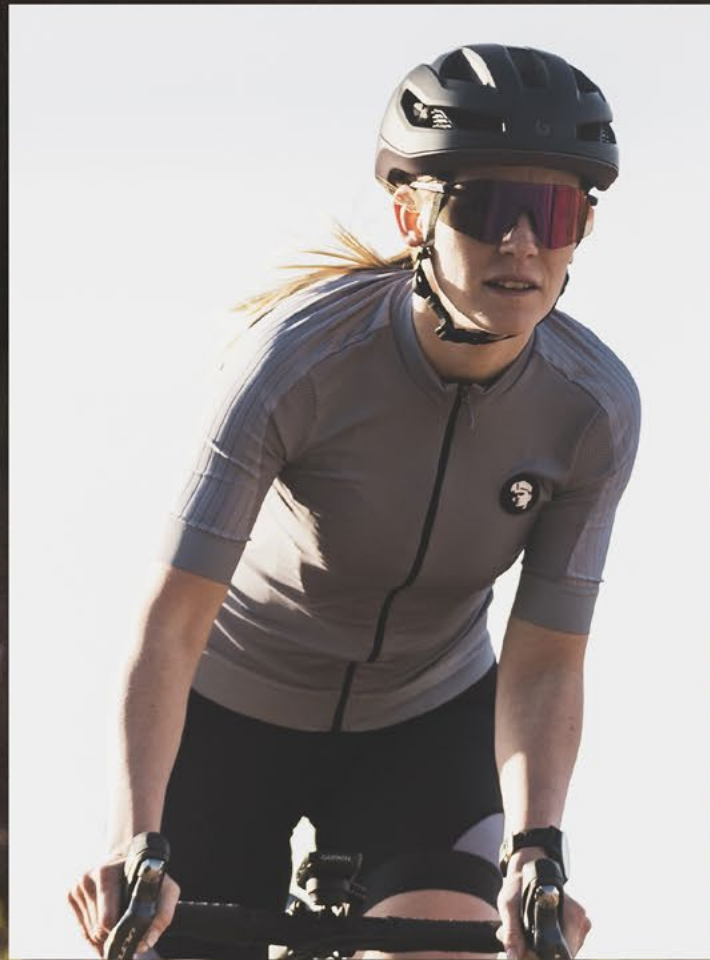
HELMET : AVIO MIPS
SUNGLASSES : SHIFTER

DISCOVER THE IMAGERY

HELMETS RANGE OVERVIEW

	ROAD	OFF ROAD	COMMUTER	RECREATIONAL / KIDS
ULTIMATE	<div><p>P 15 AVIO MIPS FROM 52-55 CM TO 59-62 CM</p></div> <div><p>P 17 ECO AVIO MIPS FROM 52-55 CM TO 59-62 CM</p></div>	<div><p>P 23 ECO TRACKDOWN MIPS FROM 52-55 CM TO 59-62 CM</p></div>	<div><p>P 28 HALO REACT MIPS FROM 52-55 CM TO 59-62 CM</p></div> <div><p>P 29 ECO REACT VISOR FROM 52-55 CM TO 59-62 CM</p></div>	
EVOLUTION	<div><p>P 18 ECO AVIO PURE MIPS FROM 52-55 CM TO 59-62 CM</p></div>	<div><p>P 24 ECO ADAPT MIPS FROM 52-55 CM TO 59-62 CM</p></div> <div><p>P 25 ADAPT FROM 52-55 CM TO 59-62 CM</p></div>	<div><p>P 31 ECO REACT MIPS FROM 52-55 CM TO 59-62 CM</p></div> <div><p>P 32 ECO REACT FROM 52-55 CM TO 59-62 CM</p></div>	
ESSENTIAL			<div><p>P 33 ECO STANCE FROM 52-55 CM TO 59-62 CM</p></div>	<div><p>P 36 STANCE PURE MIPS FROM 52-55 CM TO 59-62 CM</p></div> <div><p>P 37 STANCE PURE FROM 52-55 CM TO 59-62 CM</p></div> <div><p>P 38 STANCE JR FROM 47-51 CM TO 51-55 CM</p></div>

PERFORMANCE SUNGLASSES



PLATINUM

A true reference in the world of eye protection, Bollé Safety offers protective glasses trusted by professional workers in demanding industries like automotive, construction, mining, or pharmaceutical. Platinum represents the highest level of expertise in anti fog and anti scratch protection.

With **Phantom**, Bollé brings this expertise to everyone.

A perfect protection with a more performing anti fog and an anti scratch that last 40% more than the standard.

LIGHTWEIGHT

NXT[™] material is close to the lightest lens material available today, at 14% lighter than polycarbonate. This allows for larger designs with fuller coverage, ultimate protection and utmost comfort.

AVAILABLE IN PRESCRIPTION

Because everyone's vision is unique, Phantom lenses are available on our RX-able frames, suitable for 99% of prescriptions.

HIGH IMPACT RESISTANCE

NXT[™] lenses not only protect you 100% from harmful UV rays, but are also built for maximum impact resistance. NXT[™] is one of the strongest materials on the market. Originally adapted from military use - jet canopies and helicopter windshields - lenses are subjected to rigorous high-velocity impact tests.

OPTICAL CLARITY

Made with NXT[™] material, Phantom lenses 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 adapts to any light condition, ensuring precise visual acuity whatever the weather. 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 lenses. Available on all Phantom lenses, the high contrast filter boosts colors and significantly enhance your vision. Whether you are on the road or on trails, high contrast lenses will help you perceive the obstacles.

DISCOVER THE KEY VISUAL

DISCOVER THE TECHNOLOGY VIDEO

THE FIRST LENS EVER DEVELOPED WITH ARTIFICIAL INTELLIGENCE.

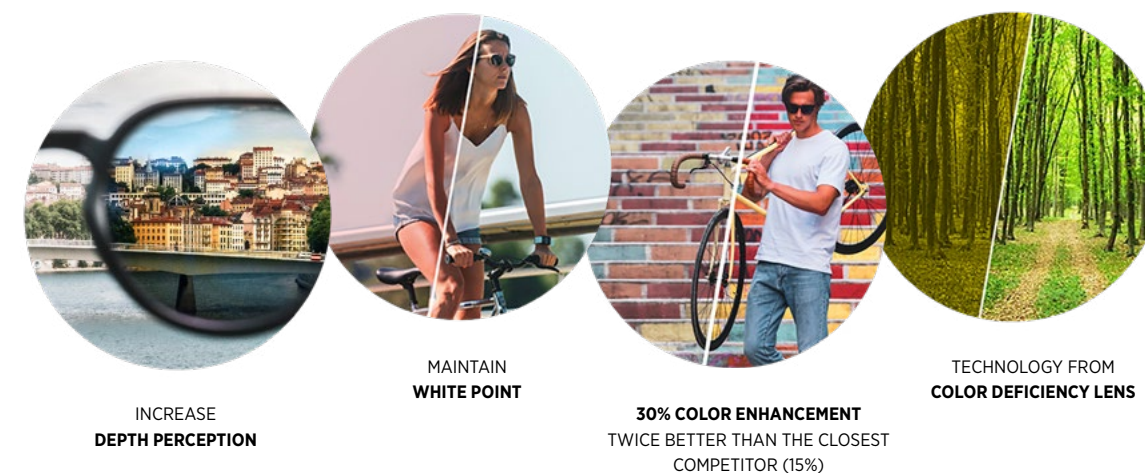


1. Find out which wavelengths to enhance or dampen
2. Design and develop the chemical compounds (pigments) that will absorb the right wavelengths
3. Put together the perfect blend of pigments for the transmission curve we want to achieve

20 MILLION COMBINATIONS EVALUATED, 1 UNIQUE FORMULA.



THE ULTIMATE IN HIGH CONTRAST



Volt lenses are now made of 60% bio-sourced polycarbonate.

DISCOVER THE TECHNOLOGY VIDEO



MICRO_EDGE_TIMELESS_PERFORMANCE
MICRO_EDGE_TIMELESS_PERFORMANCE
MICRO_EDGE_TIMELESS_PERFORMANCE

2024

BOLLE



2024



1990
2024

TIMELESS
PERFORMANCE

MODEL : MICRO EDGE
LENS : PHANTOM & VOLT+



MICRO EDGE

FIT: MEDIUM • 6BASE 145/47/136/138



DISCOVER THE PRODUCT VIDEO

A part of Bolle's history and worn by the best athletes in the world, the MICRO EDGE is the symbol of the brand's advanced design and creativity. With its narrow shield and sharp lines, this modernized version is one to be remembered. This half-rim frame is 100% focused on performance with an exceptional horizontal and peripheral field of vision. Ultra-comfortable, it has an Adjustable nose piece and adjustable temple tips to guarantee a perfect fit. Light and flexible, the MICRO EDGE is also eco-designed with 45% bio-based frame, temples and nose piece (made with renewable castor oil). Available with Phantom, our best photochromic lens for a phenomenal vision and with Volt, our revolutionary high contrast lens.

AVAILABLE TECHNOLOGIES

- Available with Phantom Photochromic Lens
- Available with Volt High Contrast Enhanced Colour Lens made from 60% bio-based PC
- Adjustable nose piece
- Adjustable temple tips
- Thermogrip®
- Anti-Fog coating
- Anti-Scratch coating
- Oleo/Hydrophobic coating
- Snap hinge
- S-fit temples
- 45% bio-based frame (made with renewable castor oil)

- BS032001**
Black Frost
Phantom Clear Green
Photochromic
- BS032002**
White Matte
Phantom Brown Red
Photochromic
- BS032008**
Creator Teal Metallic
Volt Ruby Polarized
- BS03009**
Titanium Matte
Volt Ultraviolet
- BS032005**
Black Matte
TNS Gun
- BS032006**
Acid Yellow Matte
Brown Blue
- BS032007**
Volt+ Ultraviolet Polarized

ULTIMATE

PERFORMANCE SUNGLASSES

REACT FOR GOOD

PERFORMANCE SUNGLASSES

THE FLOW
IS ALL
YOU FEEL.

ULTRA LIGHT.
OPTIMAL FIT.
NO PRESSURE POINT.
PHENOMENAL VISION.

Our complete range of high-performance shields, now available:

- 

MICRO EDGE
- 

SHIFTER
- 

C-ICARUS
- 

LIGHTSHIFTER
- 

ICARUS
- 

LIGHTSHIFTER XL
- 

C-SHIFTER



+  **BOLLE** +  **PERFORMANCE SUNGLASSES**

CHRONOSHIELD

FIT: LARGE • 6BASE 143/65/118/147



AVAILABLE TECHNOLOGIES

- Available with Phantom Photochromic Lens

Available with Volt High Contrast Enhanced Colour Lens made from 60% bio-based PC

Anti-Fog coating

Anti-Scratch coating

Oleo/Hydrophobic coating
- Adjustable nose piece

Adjustable temple tips

Snap hinge

Thermogrip™

Vented lens

Removable Browbar

45% bio-based frame (made with renewable castor oil)



Based on the iconic shape from the 80's, the revised edition of CHRONOSHIELD makes no compromises in terms of vision or comfort, featuring Phantom lenses and our ultimate frame technology.



BS018005
Black Matte
Phantom Clear Green
Photochromic



BS018003
Black Matte
Phantom Brown Red
Photochromic



BS018011
Creator Teal Metallic
Volt Ruby



BS018012
Titanium Matte
Volt Ultraviolet



BS018001
Black Matte
Volt+ Cold White Polarized

C-ICARUS

FIT: MEDIUM • 6BASE 140/60/135/138

NEW



AVAILABLE TECHNOLOGIES

- Available with Photochromic Lens made from 60% bio-based PC
- Available with Volt High Contrast Enhanced Colour Lens made from 60% bio-based PC
- Available with SLF Lens made from 60% recycled PC
- Anti-Fog coating
- Anti-Scratch coating
- Oleo/Hydrophobic coating
- Thermogrip®
- Snap hinge
- S-Fit temples
- 45% bio-based frame (made with renewable castor oil)
- 24 grams

DISCOVER THE KEY VISUAL

Stay on top of trends and performance with Bollé's new ultra light frameless model. With a cylindrical bold design and a great stability ensured by the use of Thermogrip® rubber on both the S-curved temples and the nose piece, the C-ICARUS has everything you need to make a difference. This 6-base shield is available with photochromic lens and Volt, our revolutionary high contrast enhanced colour lens.

VOLT



BS057006
Mineral Green
Clear Ruby
Photochromic

CAT.0-3



BS057001
Titanium Matte
Volt Ultraviolet

CAT.3



BS057002
Astro Purple
Volt Ruby

CAT.3



BS057003
Black Matte
Volt Gun

CAT.3



BS057004
Black Matte
TNS Gold

CAT.3

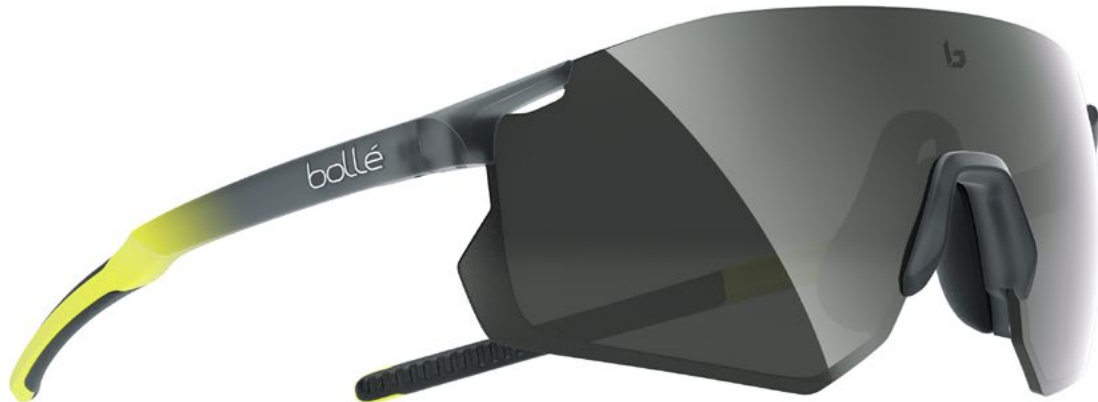


BS057005
White Matte
TNS Gun

CAT.3

ICARUS

FIT: MEDIUM • 6BASE 135/52/135/133



AVAILABLE TECHNOLOGIES

- Available with Phantom Photochromic Lens
- Available with Volt High Contrast Enhanced Colour Lens made from 60% bio-based PC
- Anti-Fog coating
- Anti-Scratch coating
- Oleo/Hydrophobic coating
- Thermogrip®
- Snap hinge
- S-Fit temples
- 45% bio-based frame (made with renewable castor oil)
- 23 grams

DISCOVER THE PRODUCT VIDEO

When it comes to lightweight, look no further. The ICARUS is Bollé's new ultra light frameless model, 24 grams of pure performance. Great stability is ensured by the use of Thermogrip® rubber on both the S-fit temples and the nose piece. This 6 base is available with Phantom, the most advanced photochromic lens on the market and Volt, our revolutionary high contrast lens.

PHANTOM
VOLT



BS016005
White Matte
Phantom Clear Green
Photochromic

CAT.1-3



BS016010
Black Matte
Phantom Vermillion Gun
Photochromic

CAT.1-3



BS016006
Black Matte
Phantom Brown Red
Photochromic

CAT.2-3



BS016009
Titanium Matte
Volt Ultraviolet

CAT.3



BS016008
Grey Acid Frost
Volt Gun

CAT.3



BS016001
Black Matte
TNS

CAT.3



BS016007
Acid Yellow Matte
Brown Blue

CAT.3

C-SHIFTER

FIT: LARGE • 6BASE 140/59/125/143



OPTICAL CLIP /

BS055001-P - Black Matte
BS055002-P - White Matte



AVAILABLE TECHNOLOGIES

Available with Photochromic Lens
made from 60% bio-based PC
Available with Volt High Contrast
Enhanced Colour Lens made from 60%
bio-based PC
Available with SLF Lens made from
60% recycled PC
Adjustable nose piece

Cylindrical Lens
Anti-Fog coating
Anti-Scratch coating
Oleo/Hydrophobic coating
Thermogrip®
Snap hinge
Vented lens
S-Fit temples
45% bio-based frame (made with
renewable castor oil)
Optical clip compatible

DISCOVER THE KEY VISUAL

DISCOVER THE PRODUCT VIDEO

Stay on top of trends and performance with the latest from the shifter family. Stylish with a cylindrical bold design and high performance with ultra technical features, the C-SHIFTER has everything you need to make a difference. The half rim shield provides excellent ventilation, the frame made of TR90 nylon is light, flexible and comfortable and the Adjustable nose piece and temple tips with Thermogrip® rubber offer a perfect fit no matter the intensity of the action. Available with photochromic lens and Volt, our revolutionary high contrast enhanced colour lens.

VOLT



BS005024
Black Matte
Clear Ruby Photochromic



BS005025
Sand Matte
Clear Ruby Photochromic



BS005018
Creator Teal Metallic
Volt Ruby



BS005021
Titanium Matte
Volt Ultraviolet



BS005020
White Matte
Volt Gun



BS005019
Black Matte
Volt Gun



BS005022
Black Matte
TNS Gold



BS005023
Acid Yellow Matte
Brown Blue

SHIFTER

FIT: MEDIUM • 6BASE 136/55/116/142



AVAILABLE TECHNOLOGIES

Available with Phantom
Photochromic Lens
Available with Volt High Contrast
Enhanced Colour Lens made from 60%
bio-based PC
Adjustable nose piece

Anti-Fog coating
Anti-Scratch coating
Oleo/Hydrophobic coating
Thermogrip®
Snap hinge
Vented lens
S-Fit temples
45% bio-based frame (made
with renewable castor oil)

DISCOVER THE KEY VISUAL

One of our most popular performance models. Great for cycling, the SHIFTER offers maximum comfort and perfect stability with a Thermogrip® nose piece and rubber on the curved temples. A specially conceived vented lens optimizes the airflow and prevents fogging. Available with Phantom, our best photochromic lens for a phenomenal vision or with Volt, our revolutionary high contrast lens.

PHANTOM
VOLT



BS010005
Black Matte
Phantom Clear Green
Photochromic



BS010007
Black Matte
Phantom Brown Red
Photochromic



BS010015
Titanium Matte
Volt Ultraviolet



BS010014
Creator Teal Metallic
Volt Ruby



BS010012
Astro Purple Crystal
Volt Ruby



BS010006
White Shiny
Brown Blue



BS010013
Black Matte
TNS Gold



BS010011
Volt+ Ultraviolet Polarized

LIGHTSHIFTER

FIT: MEDIUM • 6BASE 136/57/123/142



OPTICAL CLIP /

BS456001-P - Black Matte



DISCOVER THE KEY VISUAL

A lighter version of the SHIFTER, the LIGHTSHIFTER stands out thanks to its semi-frameless style giving the model a great look. Perfectly adapted for cycling, the LIGHTSHIFTER presents all the technologies of the SHIFTER family : Thermogrip® inserts and adjustable nose piece for stability, S-Fit temples for helmet integration and vented lens. Available with Phantom, our best photochromic lens for a phenomenal vision or with Volt, our revolutionary high contrast enhanced lens.

AVAILABLE TECHNOLOGIES

- Available with Phantom Photochromic Lens

Available with Volt High Contrast Enhanced Colour Lens made from 60% bio-based PC

Anti-Fog coating

Anti-Scratch coating

Oleo/Hydrophobic coating
- Thermogrip® Snap hinge

Vented lens

S-Fit temples

45% bio-based frame (made with renewable castor oil)

Optical Clip compatible



BS020006
Black Matte
Phantom Clear Green Photochromic



BS020009
Black Matte
Phantom Brown Red Photochromic



BS020007
White Matte
Phantom Brown Red Photochromic



BS020013
Titanium Matte
Volt Ultraviolet



BS020014
Acid Yellow Matte
Volt Gun



BS020012
Creator Teal Metallic
Volt Ruby



BS020011
Burgundy Pink Matte
TNS Gold



BS020005
Black Matte
TNS Ice

LIGHTSHIFTER XL

FIT: XL • 6BASE 144/57/130/145



LIGHTSHIFTER, now in XL size. Keeping everything that you love about this performance cycling frame but increasing dimensions to fit the larger faces. Experience the XL field of view while keeping the high performance specs such as the high grade TR90 nylon frame for lightness and flexibility, Thermogrip® rubber for stability and adjustable nose piece for a perfect fit.

AVAILABLE TECHNOLOGIES

- Available with Phantom Photochromic Lens

Available with Volt High Contrast Enhanced Colour Lens made from 60% bio-based PC

Anti-Fog coating

Anti-Scratch coating

Oleo/Hydrophobic coating
- Thermogrip® Snap hinge

Vented lens

S-Fit temples

Adjustable nose piece

45% bio-based frame (made with renewable castor oil)

Optical Clip compatible



BS014008
Black Matte
Phantom Clear Green Photochromic



BS014009
Black Frost
Phantom Brown Red Photochromic



BS014013
Titanium Matte
Volt Ultraviolet



BS014012
Creator Teal Metallic
Volt Ruby



BS014011
Acid Yellow Matte
TNS



BS014002
Black Matte
Brown Blue

BOLT 2.0

FIT: MEDIUM • 8BASE 76/40/125/142



AVAILABLE TECHNOLOGIES

- Available with Phantom
Photochromic Lens
- Available with Volt+
High Contrast Polarized Lens
- Anti-Fog coating
- Anti-Scratch coating
- Oleo/Hydrophobic coating
- Thermogrip®
- TR90 Nylon Frame
- Snap hinge
- Adjustable nose piece
- S-Fit temples



A classic sport favorite, revisited. The dimensions stay true to the original, but with the latest specs and design to enhance the performance for which it's known: highest grade TR90 nylon frame for lightness and flexibility, Thermogrip® rubber for stability and adjustable nose piece for a perfect fit.





BS003006
Black Matte
Phantom Clear Green
Photochromic

CAT.1-3



BS003009
Matte Black
Phantom Brown Gun
Photochromic

CAT.2-3



BS003010
Black Matte
Phantom Brown Red
Photochromic

CAT.2-3



BS003012
Creator Teal Metallic
Volt+ Ruby Polarized

CAT.3



BS003004
Titanium Matte
Volt+ Ultraviolet Polarized

CAT.3



BS003013
Acid Yellow Matte
Brown Blue

CAT.3



BS003005
Black Shiny
TNS

CAT.3

BOLT 2.0 S

FIT: SMALL • 8BASE 67/38/125/132




AVAILABLE TECHNOLOGIES

- Available with Phantom
Photochromic Lens
- Available with Volt+
High Contrast Polarized Lens
- Anti-Fog coating
- Anti-Scratch coating
- Oleo/Hydrophobic coating
- Thermogrip®
- TR90 Nylon Frame
- Snap hinge
- Adjustable nose piece
- S-Fit temples




Our classic small size sport favourite, revisited. Providing pure performance for smaller faces, BOLT S has been updated with a new design maintaining the performance for which it's known: highest grade TR90 nylon frame for lightness and flexibility, Thermogrip® rubber for stability and adjustable nose piece for a perfect fit.






BS004004
Black Crystal Matte
Phantom Clear Green
Photochromic

CAT.1-3




BS004007
Matte Black
Phantom Brown Gun
Photochromic

CAT.2-3




BS004002
Titanium Matte
Volt+ Ultraviolet Polarized

CAT.3




BS004009
Creator Teal Metallic
Volt+ Ruby Polarized

CAT.3



BS004010
Burgundy Pink Matte
TNS Gold













CAT.3



BS004003
Black Shiny
TNS

CAT.3

REPLACEMENT LENSES

MICRO EDGE	 Phantom Clear Green Photochromic BA008003	 Volt+ Ultraviolet Polarized BA008004	 TNS Gun BA008002	 Clear Platinum BA008001		
CHRONOSHIELD	 Phantom Clear Green Photochromic BS466002-P	 Volt+ Ultraviolet Polarized BS466003-P	 Brown Blue BS466001-P	 Clear Platinum BS466004-P		
C-ICARUS	 Clear Ruby Photochromic BA013005	 Volt Ruby BA013004	 Volt Gun BA013002	 TNS BA013001	 Clear Platinum BA013003	
ICARUS	 Phantom Clear Green Photochromic BA003004	 Volt+ Ultraviolet Polarized BA003003	 TNS BA003001	 Clear Platinum BA003002		
C-SHIFTER	 Volt Ruby BA009005	 Volt Gun BA009003	 Brown Blue BA009004	 TNS Gold BA009002	 Clear Platinum BA009001	
SHIFTER	 Phantom Vermillon Gun Photochromic BS469004-P	 Phantom Clear Green Photochromic BS469003-P	 Volt+ Ultraviolet Polarized BS469006-P	 Brown Blue BS469001-P	 TNS BS469005-P	 Clear Platinum BS469002-P
LIGHTSHIFTER	 Phantom Vermillon Gun Photochromic BS467004-P	 Phantom Clear Green Photochromic BS467003-P	 Volt+ Ultraviolet Polarized BS467006-P	 Brown Blue BS467001-P	 TNS BS467005-P	 Clear Platinum BS467002-P
LIGHTSHIFTER XL	 Phantom Brown Red Photochromic BS468003-P	 Volt+ Ultraviolet Polarized BS468004-P	 Brown Blue BS468001-P	 Clear Platinum BS468002-P		
BOLT 2.0	 Phantom Brown Gun Photochromic BS470002-P	 Phantom Clear Green Photochromic BS470003-P	 Volt+ Gun Polarized BS470005-P	 Volt+ Ultraviolet Polarized BS470006-P	 TNS BS470004-P	 Clear Platinum BS470001-P
BOLT 2.0 S	 Phantom Brown Gun Photochromic BS471002-P	 Phantom Clear Green Photochromic BS471003-P	 Volt+ Gun Polarized BS471005-P	 Volt+ Ultraviolet Polarized BS471006-P	 TNS BS471004-P	 Clear Platinum BS471001-P

ACCESSORIES

SUNGLASSES



CHRONOSHIELD case
BS452001-P



100% recycled polyester
MICRO EDGE case
BA462002



100% recycled polyester
SPORT PERFORMANCE case
BA462003



HELMET: AVIO MIPS
SUNGLASSES: C-ICARUS



HELMET: ECO TRACKDOWN
SUNGLASSES: C-SHIFTER



HELMET: AVIO MIPS
SUNGLASSES: MICRO EDGE



HELMET: AVIO MIPS
SUNGLASSES: SHIFTER GREMS



HELMET: AVIO MIPS
SUNGLASSES: C-SHIFTER



HELMET: HALO REACT



HELMET: ECO ADAPT
SUNGLASSES: CHRONOSHIELD

DISCOVER THE IMAGERY

SUNGLASSES RANGE OVERVIEW

SPORTS PERFORMANCE

ULTIMATE



P 47
MICRO EDGE
FIT: MEDIUM 6BASE



P 49
CHRONOSHIELD
FIT: LARGE 6BASE



NEW
P 50
C-ICARUS
FIT: MEDIUM 6BASE



P 51
ICARUS
FIT: MEDIUM 6BASE



P 52
C-SHIFTER
FIT: LARGE 6BASE



P 53
SHIFTER
FIT: MEDIUM 6BASE



P 54
LIGHTSHIFTER
FIT: MEDIUM 6BASE



P 55
LIGHTSHIFTER XL
FIT: XL 6BASE



P 56
BOLT 2.0
FIT: MEDIUM 8BASE



P 57
BOLT 2.0 S
FIT: SMALL 8BASE

EVOLUTION



Mickaël Eveno
aka Grems

A complete artist with overflowing energy, Grems is the kind of unstoppable artist, who will always push the boundaries until the end. His two main creative tendencies, art and music, developed alongside one another, are teasing and forcing each other to more energetic production in order to always create something unexpected while keeping his well-known and unique style.

The trace
collab

"It all comes down to a trace. A trace as a race route, a trace as a brush stroke, a trace as a product shape or simply a trace as the mark that Bollé will leave in history. A trace left by an object, a tool. I create a link between the journey and the outcome. I want to make the invisible visible. I illustrate through my language of trace the invisible bond between efforts, performance, and achievement."



MICRO EDGE
Volt+ Ultraviolet



SHIFTER
Volt+ Ultraviolet



GLORY
Volt+ Ultraviolet



PRIME
Volt+ Ultraviolet



AVIO MIPS



REACT MIPS

RX LENS TECHNOLOGY

EXPERIENCE THE ULTIMATE IN PRESCRIPTION

DISCOVER THE RX VIDEO 



**AVAILABLE ON
ALL OUR CYCLING
MODELS**

except on cylindrical shields
(C-ICARUS and C-SHIFTER)

**AVAILABLE WITH
OUR SIGNATURE
LENSES**

PHANTOM VOLT

**AVAILABLE IN
99% OF
PRESCRIPTIONS**

+6.00 to -8.00 spheres with opposite
cylinders to +/-4 total power.*

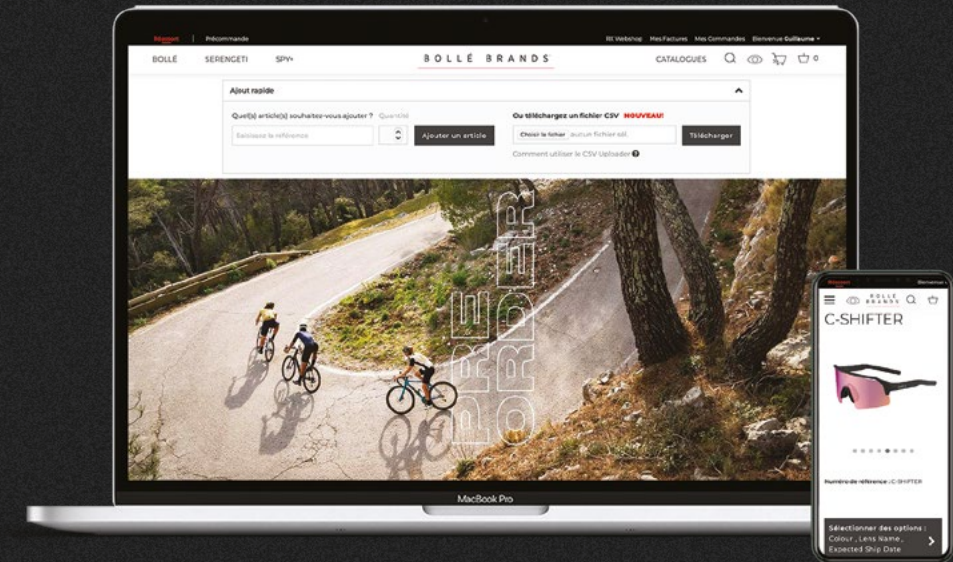
A TRANSPARENT & INTUITIVE WEBSHOP

Since September 2022, a more informative and easier-to-use version of the RX webshop has been made available to opticians, to make the ordering process even smoother. You can enter the prescription details of the frame wearer and the webshop will automatically filter the available frame & lens combinations corresponding to the prescription. A lens thickness calculator also helps you to anticipate the best solution for each wearer.

Visit our webshop : <https://rx.bollebrands.com/>

*For progressive lenses the maximum positive is SPH+ADD.

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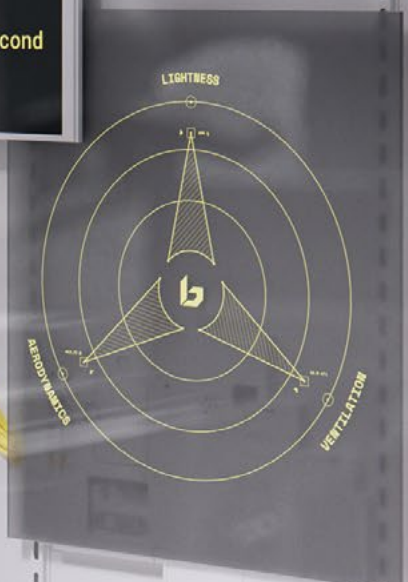
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//DESIGN/CREATION

Bollé Brands
Native Communication



VENTILATION
12.50 meters/second



AERODYNAMICS
413.79 watts

AVIDO

LIGHTNESS
234.00 g

Mips AIR

AVIDO

PERFORMANCE REDEFINED

+ LIGHTNESS AERODYNAMICS VENTILATION

DISCOVER THE KEY VISUAL

