



UNDER STRICT EMBARGO UNTIL NOVEMBER 1st 2018

Get an edge with strivr, exhale and xpulsor by adidas Sport eyewear

- Chiseled frame design mirrors modern urban architecture -**
- Great ventilation due to open temples and half rim structure-**
- Huge field of view and lightweight frames -**

Linz, November 1st 2018: adidas Sport eyewear is introducing the wire SPX® series, mirroring the modern edged architecture of your urban running playground with its bold chiseled style. With strivr, exhale and xpulsor, weight is pushed down as low as possible and combined with a wide field of vision to elevate your running experience.

Dodging potholes, taking three steps at a time and navigating safely through crowded streets made easy: constructed from adidas Sport eyewear's patented, highly flexible and anti-allergenic SPX® frame material, the half rim shapes of the unisex frames deliver unobstructed view towards the ground and the path ahead of you.

Never lose focus with available LST™ lenses, to enhance contrasts and harmonize light fluctuations – as often encountered when diving in and out of alleys between buildings or ducking under trees in the park. More options include polarized, mirror and eye-catching viola mirror filters, as well as optical solutions through clip-ins or direct glazing.

Enjoy a most comfortable wearing experience thanks to flexible, well-ventilated open temples with gripped inside areas for a bounce-free fit and extra lightweight frames – only 19.5 g for the strivr and exhale and 20.5 g for the xpulsor.

The new strivr, exhale and xpulsor by adidas Sport eyewear are available in January 2019 in six different color and filter combinations each, starting at €99.

For further information please visit adidassporteyewear.com or follow the conversation on [facebook.com/asporteyewear](https://www.facebook.com/asporteyewear) or [@asporteyewear](https://www.instagram.com/asporteyewear) on Instagram.



– END –

Please find all PR-shots via next link:

<http://portal.silhouette.com/pindownload/pin.html?pin=48XZ4EIX9D56>

For further media information please get in contact with:

Dorien van der Brempt

Kipdorp 23, 2000 Antwerpen,

T +32 (0) 3 213 07 45

E dorien@mediamania.be

General info via: Silhouette Benelux:

Sandra van Renterghem

PR and Marketing Manager

Desguinlei 6, 2018 Antwerpen,

T+32 (0) 3 248 24 50,

M +32 (0) 477 27 96 38 en

E s.vanrenterghem@be.silhouette.com

About adidas

adidas is a global leader in the sporting goods industry with the core brands adidas and Reebok. Headquartered in Herzogenaurach/Germany, the company employs almost 57,000 people across the globe and generated sales of around € 21 billion in 2017.