**UNDER STRICT EMBARGO UNTIL SEPTEMBER 1st 2018**

**Crossing design barriers with 3D\_X**

# – New tempest 3D\_X, protean 3D\_X and proshift 3D\_X mix 3D printing technology with SPX® main frames –

# – Extremely lightweight fully 3D printed temples with grid structure and unlimited design possibilities –

# – Lighter, better ventilated and extremely comfortable to wear all day long –

**Linz, September 1st 2018:** With their proven bounce-free frame designs, tempest, proshift and protean have won the hearts of many runners worldwide – or basically of anyone who cherishes a stylish appearance in a sports-influenced package with lots of hidden features to conquer the day. Enter 3D\_X, utilizing Digital Light Synthesis 3D printing technology and opening up unlimited design possibilities with a fully 3D printed diamond grid structure for the temples, crossed with our tried and tested SPX® main frame. The result: lighter, better ventilated and extremely comfortable versions of the eyewear you have come to love.

Focus on your way in front of you and not on what you are carrying with you. 3D\_X's extreme lightweight and optimized flexibility will bring you closer to that state of mind where wearing eyewear is becoming second nature. Protecting your eyes from the elements and being able to catch every detail is key. A selection of different lenses, including contrast-enhancing versions with the ability to reduce eye fatigue by harmonizing light fluctuations, suit a broad variety of weather scenarios. Furthermore, the frames of the tempest 3D\_X, protean 3D\_X and proshift 3D\_X are prescription ready through direct glazing or by using clip-in inserts.

Grown from powder and formed with light, the temple's 3D diamond grid structure with hundreds of individually constructed struts is not only strong but allows for a perfectly customized tune, hugging your face comfortably all day long and allowing air to flow freely. Specific gripped inside temple areas deliver added stability and mimic the grid structure to reduce sweat buildup in that area; an adjustable nose piece enhances the fit.

Running in any condition can take a toll on your equipment. That's why each 3D\_X model is made to last. By implementing a unique proprietary surface treatment, the 3D printed temples can stand the test of time, being protected from the negative impacts of UV-rays, discoloration or sweat while remaining colorfast and odor-neutral, seamlessly matching many positive attributes of the SPX® main frame.

With the tempest 3D\_X's slender form, female runners will find their match quickly, while the protean 3D\_X and proshift 3D\_X cater to both sexes. What they all have in common is the ability to impress during sports and leisure time alike, both in looks and performance.

The new tempest 3D\_X, protean 3D\_X and proshift 3D\_X by adidas Sport eyewear are available in September 2018 in four different color and filter combinations each, starting at € 199.

For further information please visit **adidassporteyewear.com** or follow the conversation on **facebook.com/asporteyewear** or **@asporteyewear** on Instagram.

**– END –**

Not for publication:contact Media Mania,:

**Dorien van der Brempt**

Kipdorp 23, 2000 Antwerpen,

T +32 (0) 3 213 07 45

E Dorien@mediamania.be

General information 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