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

**See the Future With Lightest Ever 3D\_F Sports Glasses**

**– New evolver 3D\_F and aspyr 3D\_F give adidas Runners high performance through ultra-lightweight construction –**

**– adidas Sport eyewear innovate with revolutionary 3D printing technique –**

**Linz, September 1st 2018:** adidas Sport eyewear gives runners and Creators the opportunity to see the future and experience sportswear-innovation with the new evolver 3D\_F and aspyr 3D\_F, their lightest ever sports glasses. The new ultra-lightweight 3D\_F running eyewear is taking the leap to the forefront of style, performance and innovation.

The evolver 3D\_F and aspyr 3D\_F are formed of a fully 3D printed diamond grid structure, offering new performance capabilities that aren’t possible through traditional manufacturing methods. Their revolutionary and durable construction means that the frames weigh only 10 grams, making them the lightest sports frames adidas Sport eyewear has ever created. This gives the evolver 3D\_F and aspyr 3D\_F the best possible weight-to-stiffness ratio, offering adidas runners high performance through low weight.

Created with their Community of Creators, the evolver 3D\_F and aspyr 3D\_F combine lightweight construction with other innovative features to help runners go the extra kilometer. This includes adjustable nose pieces, snap hinges and gripped inside temples for a snug, bounce-free fit with enduring comfort, unprecedented ventilation and long-lasting durability.

Roland Keplinger, Head of Design at adidas Sport eyewear says: “Regarding the evolver 3D\_F and aspyr 3D\_F, the real breakthrough is hidden in the details. We utilized Digital Light Synthesis, the latest 3D printing technology, to form 500 individually constructed struts from light, oxygen and advanced powder material. The new 3D\_F shapes are a first glimpse of things to come, thanks to the unlimited possibilities designers are now finding at their fingertips, allowing them to unleash their full creativity.”

A unique proprietary surface treatment means that the evolver 3D\_F and aspyr 3D\_F are resilient to temperature fluctuations, the impacts of UV-rays, discoloration or sweat. The prescription-ready frames are available with a selection of lenses, including variations that reduce eye fatigue by harmonizing light fluctuations.

The new fully 3D printed evolver 3D\_F and aspyr 3D\_F by adidas Sport eyewear are available in September 2018 in four different color and filter combinations each, starting at € 299.

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

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