

MARCOLIN



adidas

STREET, SPORT AND LIFESTYLE: THE NEW ADIDAS ORIGINALS EYEWEAR

The new adidas Originals eyewear collection looks at the evolution of street culture, taking an approach that is even more in sync with and responsible towards its community. The sporty vibe of the brand is translated into new rules of style, creating a mosaic of shapes, materials, and colors that transform the playful spirit of the Originals line into an experience shared by sneakerheads and young people ready to inspire with their vision the trends of tomorrow.

The new style will be available at [adidaseyewear.com](https://www.adidaseyewear.com) and selected optical stores.

For more information, visit www.marcolin.com - www.adidaseyewear.com

ABOUT MARCOLIN

Marcolin is a worldwide leading company in the eyewear industry founded in 1961 in the heart of the Veneto district. It stands out for the unique ability to combine craftsmanship with advanced technologies through the constant pursuit of excellence and continuous innovation. The portfolio includes the house brands WEB Eyewear, Marcolin and Viva and the licensed brands Tom Ford, Guess, adidas Sport, adidas Originals, Bally, Moncler, Max Mara, Sportmax, Zegna, Longines, OMEGA, GCDS, Barton Perreira, Tod's, Emilio Pucci, BMW, Swarovski, MAX&Co., Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano, Skechers and Candie's.

Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries.

www.marcolin.com

ABOUT ADIDAS

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 62,000 people across the globe and generated sales of € 19.8 billion in 2020.



OR0076

The silhouette of these square acetate sunglasses with super thick rims blends a sports design and fashion-forward look. The frame front with an eclectic vintage vibe that quickly turns trendy makes a bold statement thanks to the dynamic, modern contour of the temples with transparencies and colors that emphasize a structure with innovative aesthetics and a comfortable fit.

