

MARCOLIN



THE NEW ADIDAS ORIGINALS SUNGLASSES: A SPORTY VIBE TO POP CULTURE

adidas Originals redefines the boundaries of the game. The whole street scene has evolved from a simple basketball court to a place that welcomes anyone who loves sport and its countless cultural and inclusive aspects.

Our consumer is now ready for new perspectives that celebrate and inspire individuals who are open to what comes next.

The anti-fashion design and the easy fit of these new sunglasses expresses a new language, inspiring scenarios that respect the credibility and the heritage of the Brand.

The new style is 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.



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Pantos-shaped injected silhouette combined with the new concept on the metal temples. This new light style brings a sporty vibe to pop culture through trendy colors and innovative details. The thin metal temples feature a colored rubber plaque with the Trefoil-logo seen the most iconic retro-style adidas Originals footwear.

