



LET'S GET PHYSICAL

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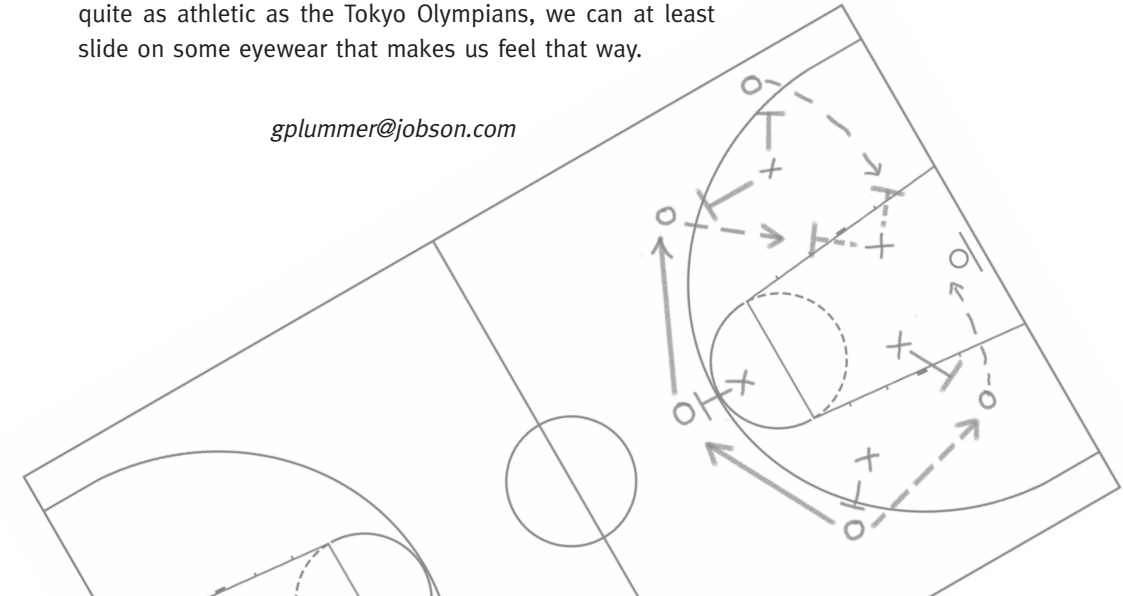
WHO: For the athletes both professional and new, the Olympians, and the always on the go.

WHAT: Sport-inspired eyewear will be everywhere this summer thanks to the Olympics, but by no means is the trend just for the world's best athletes. Frame companies have made sportswear accessible to everyone, bringing the trend to the next level.

WEAR: This year's summer games marks the first time surfing takes the Olympic stage, making Hawaii-based **Maui Jim's Alenuihaha**—a large, exciting wrap sun style perfectly designed for spending time on the water—the perfect summer accessory. From **Marcolin's adidas Sport**, style SP5007 is an athletic optical that is both stylish and functional, featuring aerodynamic air intakes above each lens and impact resistant TR90—all design details that make the frames ideal for life on the field or on the couch. **Safilo's Under Armour** style UA 5000G is a performance optical with high-powered details that make any wearer feel like an Olympian. With its athletic look and its adjustable, impact resistant TR90 design, this style combines function and flair. Finally, from **L'Amey America's Champion**, style Nab is a teen style that nails both performance and style. Combining a fashion forward shape with the iconic sportswear brand's red and black coloration, this frame allows teens to stay on trend and on par with their friends and their favorite star athletes.

WHY: While athletes from around the world take center stage this summer, the rest of us get to watch, be amazed, and, of course, try our hand at some friendly athletic competition too. And while we may not be quite as athletic as the Tokyo Olympians, we can at least slide on some eyewear that makes us feel that way.

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