

LITEFIT

Making child's play of clear vision The new lite-fit models from adidas eyewear



*a992 Lite fit youth
fullrim metal*



*a993 Lite fit youth
fullrim metal*



*a997 Lite fit youth
fullrim metal*

Calling all children and young people! adidas eyewear has something new for you: "lite-fit" is the new eyewear range designed to bring effortless perfect vision. The optical models are distinguished by their light weight, sporty appearance and the cool adidas metallic logo on the temple. And, as an added bonus for parents, they offer an excellent price/performance ratio.

"Eyewear is stupid. It pinches and makes you look like a swot". A view shared by many children and young people who regularly refuse to wear their eyewear. The moment the child leaves the house, the "specs" disappear into a pocket. In school, it is then a case of squinting their eyes to try to make out what is written on the blackboard. This causes strain, the eyes tire faster and vision can deteriorate further.

Sports eyewear specialist adidas eyewear has come up with a solution. Its new lite-fit eyewear series is not only light, robust and extremely comfortable, it also looks very sporty. To be accepted and worn by children and young people, eyewear needs to look good and fit comfortably. The soft nose pads make the eyewear very pleasant to wear, guaranteeing no pressure or pinching. The non-slip rubber coating on the inside of the temples ensures optimum grip. This means the eyewear cannot slip off the head even if things get a little more boisterous.

The Lite-fit series comes in a wide range of bright colours and different sizes. Allowing every child or teenager to find his or her favourite colour. The adidas Performance logo adorns the outside of the temples, completing the sporty look. The models are available now in specialist eyewear stores.

As with all the other models in the adidas eyewear collection, the lite-fit models are manufactured by the renowned eyewear producer Silhouette International in Austria.

For more information please contact your adidas sales representatives:

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