

bolle®

PERFORMANCE INNOVATION SINCE 1888

P R E S S K I T
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BORN IN 1888 IN FRANCE, BOLLÉ IS THE MARKET LEADING SOLUTION FOR EYEWEAR AND HELMETS.

GLOBALLY RESPECTED AND WORLDWIDE DISTRIBUTED, **BOLLÉ IS KNOWN AS THE MOST ADVANCED DESIGN AND CREATIVE SPORT BRAND**, WHICH CREATES TRENDS AND PUSHES INDUSTRY BOUNDARIES.

WE ARE PROUD TO INTRODUCE OUR **NEW PRODUCTS AND TECHNOLOGIES** FOR THE WINTER 21-22 SEASON.



PERFORMANCE INNOVATION SINCE 1888 |

PHANTOM
LIGHT ADAPTIVE X PLATINUM

REVEAL THE INVISIBLE



THE STORY BEHIND

PHANTOM
LIGHT ADAPTIVE X PLATINUM

It comes as no surprise that the impressive performance of the Phantom lens quickly seduced professional athletes and outdoor enthusiasts alike, placing the lens in a **leading market position**.

The combination of clarity, **optimal photochromic performance** even under polar conditions and polarization ensures the best vision whatever the conditions.

Last but not least, Phantom and Phantom+ lenses deliver an outstanding **anti-fog performance**.

"Phantom is a symbol of Bollé's strategy based on innovation. The lens is made of NXT, a material used for helicopter windshields, so extremely impact resistant with a phenomenal clarity. We added a photochromic technology so that the lens adapts to the luminosity, doing the job that your eye would normally do, which results in great comfort and less fatigue. It is also available with polarization and in prescription. Phantom is the most advanced lens technology in the industry and has exceeded all expectations even from our most demanding customers."

LOUIS CISTI
Vice President Marketing

THE BEST KEEPS GETTING BETTER...

PHOTOCHROMIC PERFORMANCE

Phantom lens technology achieves a wide range of visible light transmission, ensuring precise visual acuity in all weather conditions, including the most extreme. Our lens tint reaches **70% of its full activation within 20 seconds.**

PLATINUM

A true reference in the world of eye protection, Bollé Safety offers protective glasses trusted by professional workers in demanding industries like automotive, construction, mining, or pharmaceutical. **Platinum represents the highest level of expertise in anti fog and anti scratch protection.**

With **Phantom and Phantom+**, Bollé brings this expertise to everyone combining a higher performing anti-fog with an anti-scratch that is 40% more durable than the standard.

HIGH IMPACT RESISTANCE

NXT® lenses not only protect you 100% from harmful UV rays, but are also built for maximum impact resistance. NXT® is one of the strongest materials on the market. Originally adapted from military use - jet canopies and helicopter windshields - lenses are subjected to rigorous high-velocity impact tests.



OPTICAL CLARITY

Made with NXT® material, Phantom lenses raise the optical clarity of our lenses to a new level. NXT® material is packed with a lot of features such as optimal clarity, lightweight, high impact resistance, chemical resistance, and of course 100% UV protection. Ideal for a sport use, Phantom lenses will offer maximum protection & comfort of vision for your eyes.

STABILITY

Bollé has advanced the performance of photochromic technology to an entirely new level. The Phantom lens with exclusive LTS Technology (Low Temperature Sensitivity), delivers improved activation, **darkening or lightening whether the temperature is -25°C or 5°C.**

...AND BETTER WITH **PHANTOM+**

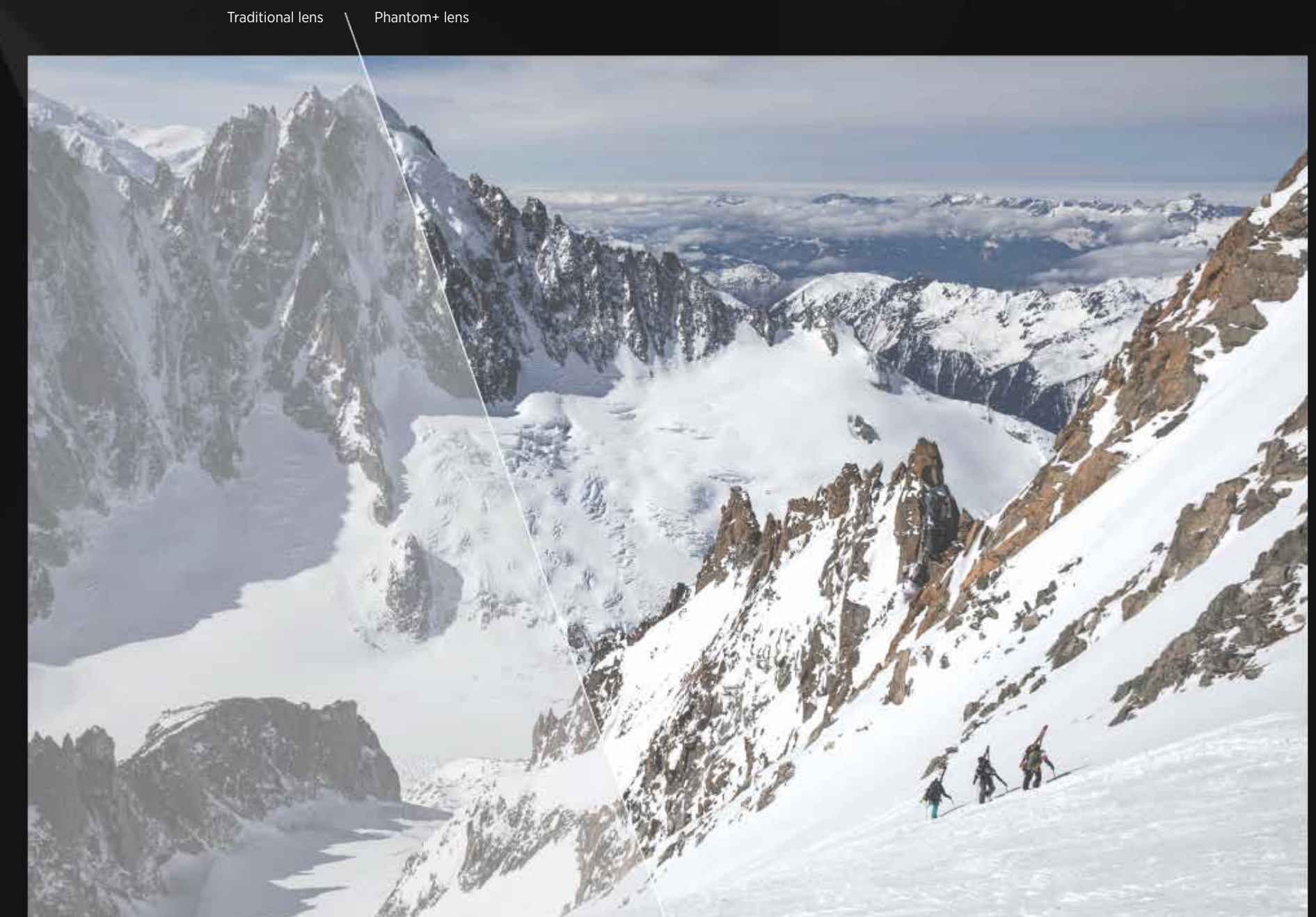


POLARIZATION

Polarized lenses are largely recognized today for their benefits in terms of blocking reflected glare. So it felt right to add them to our already unbeatable lens technology to improve its performance by yet another step. Equipped with Phantom+ lenses, you will be ready to take on any adventure.

VISION ENHANCEMENT

The Bollé 50% polarized film works like a moderately dense net that reduces distracting glare while getting enough light transmission through the lens in order to distinguish ice from snow. Phantom+ equipped with this technology offers an optimized reading of the terrain while reducing eye fatigue.



VOLT

HIGH CONTRAST ENHANCED COLOUR



EXPERIENCE
**THE POWER
OF COLOR**

THE STORY BEHIND

VOLT

HIGH CONTRAST ENHANCED COLOUR

You know the story behind Phantom, the highest performance photochromic lens on the market. Once again, Bollé pushes the boundaries of creativity and innovation bringing to our consumers a new experience with a **revolutionary high contrast lens**.

When developing this lens, Bollé's objective was to provide high contrast and enhanced colors with a focus on firm and fresh snow. The engineering team turned to the problem-solving power of **artificial intelligence** to generate over **4 million possible combinations**. In the end, there was only one. One lens formulation that succeeded in providing an incomparable color experience.

It's called **Volt** and it now establishes the standard against which all other lenses are judged. Bollé invites you to **Experience The Power of Color**.

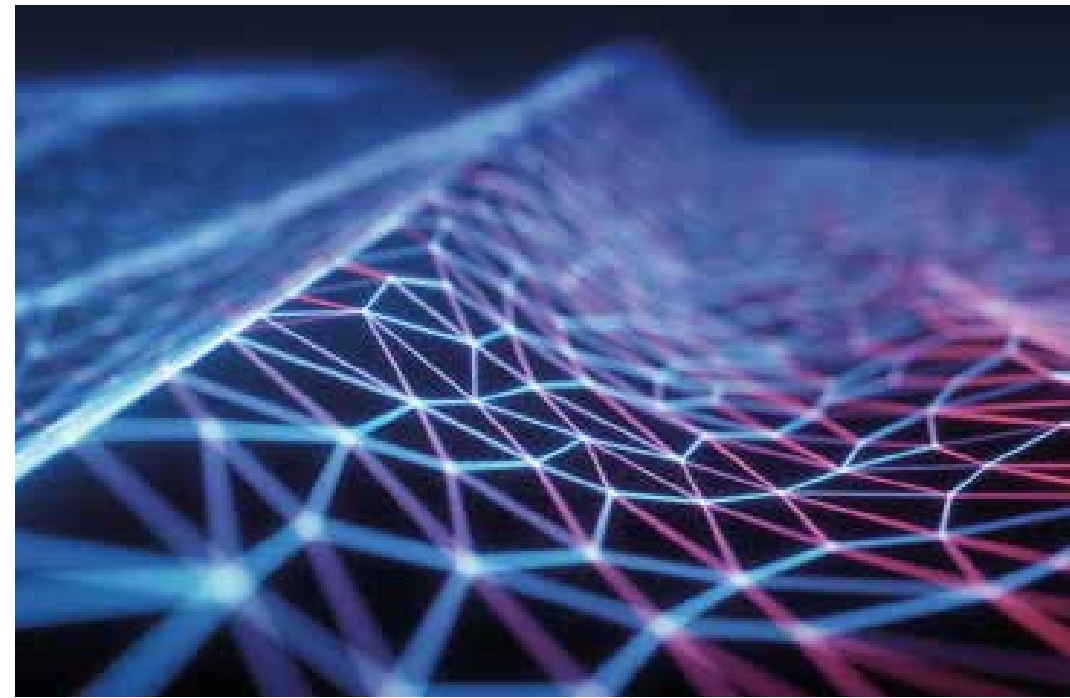
"People always look for a memorable experience. This was the starting point for Volt. We already had Phantom, the most advanced photochromic lens on the market but we wanted to explore high contrast and colors. This project really shows what Bollé is about: an innovative leader that constantly creates new rules. Using artificial intelligence was a great opportunity for the team. Out of 4 million combinations, they picked the only one that enhances colors like never before for an exceptional visual experience. We are now one of the only brands to have two groundbreaking technologies in lenses, showing our expertise in this area. We are very excited about this innovation and can't wait to have people experiencing the power of color."

ALEXANDRE ISRAEL
Global Marketing Manager



HIGH CONTRAST ENHANCED COLOUR

THE FIRST LENS EVER DEVELOPED WITH ARTIFICIAL INTELLIGENCE



- 1 • Find out which wavelengths to enhance or dampen
- 2 • Design and develop the chemical compounds (pigments) that will absorb the right wavelengths
- 3 • Put the perfect blend of pigments for the transmission curve we want to achieve

4 MILLION COMBINATIONS EVALUATED, 1 UNIQUE FORMULA



THE ULTIMATE IN HIGH CONTRAST



INCREASE DEPTH PERCEPTION



ENGINEERED FOR FIRN AND FRESH SNOW



30% COLOR ENHANCEMENT TWICE BETTER THAN THE CLOSEST COMPETITOR (15%)



TECHNOLOGY FROM COLOR DEFICIENCY LENS

NAKED EYES

COMPETITORS



RYFT

THE AIR PHENOMENON



THE MOST VENTILATED SNOW HELMET
EVER DESIGNED BY BOLLÉ

SO INSPIRING, IT IS NOW AN ENTIRE PRODUCT FAMILY



RYFT MIPS

RYFT EVO MIPS

RYFT PURE

V-RYFT MIPS

V-RYFT PURE

THE STORY BEHIND

RYFT

There is a reason some people think it was created by the luxury designers at Ferrari. The Ryft and its **state-of-the-art design** does what no helmet has done before. **A unique and patented active panel ventilation system provides an unprecedented airflow**, making the Ryft the most ventilated helmet ever designed by Bollé.

This **exceptional ventilation performance** is completed by Bollé's Flow Tech Brim Venting system allowing the hot air contained in the goggles to be evacuated through the helmet's ventings, and by rear vents guaranteeing the efficient extraction of the air transiting inside the helmet.

Equipped with MIPS, this hybrid helmet also meets the highest impact protection norms for a safe ride in any condition.

So inspiring, it is now **an entire product family**, with 4 additional models.

"For the longest time, people have been asking for a better ventilation system for their helmet while keeping a cool design. This was a real challenge for us but today the result is here, and this is what makes the success of the Ryft. This helmet has been inspired by a core philosophy of beautiful design, state of the art technology and top of the line performance in every detail. It was so inspiring that we decided to make an entire range based on the Ryft design to make it available for a larger group of people. With the Ryft Evo, the Ryft Pure and the two Ryft visor helmets added to the collection, there is an option for everyone."

TOVE FRITZELL
Product Director

RYFT EVO

The Ryft Evo offers a perfect alternative to its famous big brother. Equipped with MIPS for brain safety and BOA for a top fit system, this hybrid helmet features an adjustable ventilation with 14 vents, extractor channels below the shell, a lining with performance lycra to wick away perspiration and 3D earpads for optimum comfort and hearing. In a nutshell, a high end, all mountain, performance helmet tuned to meet the needs of demanding skiers on or off piste.

RRP \$220



COMBO WITH
TORUS
VOLT ICE BLUE





V-RYFT

PHANTOM
LIGHT ADAPTIVE X PLATINUM

What if we bring together the most ventilated helmet ever designed by Bollé and the highest performance photochromic lens on the market ?

Meet the V-Ryft, a visor helmet that makes no compromise: design, performance, ventilation, comfort, safety, optical clarity, you will have it all. All technologies available in the greatest product of the range.

RRP \$470



RYFT FAMILY RECAP

RYFT 



There is a reason some people think it was created by the luxury designers at Ferrari. The Ryft and its state-of-the-art design pushes the limits of the industry.

A unique and patented active panel ventilation system provides an unprecedented airflow, making the Ryft the most ventilated helmet ever designed by Bollé. Equipped with MIPS, this hybrid helmet also meets the highest impact protection norms for a safe ride in any conditions.

RYFT EVO 



You probably heard about the Ryft, the helmet that pushes the limit of the industry. Did you know there was an entire range inspired by the Ryft? The Ryft Evo offers a perfect alternative to its famous big brother. Equipped with MIPS for brain safety and BOA for a top fit system, this hybrid helmet features an adjustable ventilation with 14 vents and 3D earpads for optimum comfort and hearing. In a nutshell, a high end, all mountain, performance helmet tuned to meet the needs of demanding skiers on or off piste.

RYFT PURE



As part of the Ryft family, the Ryft Pure combines design with technology. Featuring the AVID progressive EPS for safety, this hybrid helmet showcases an adjustable ventilation with 6 vents, a click to fit system and 3D earpads for superior comfort and hearing. If you are looking for great value, top quality and comfort to perform from the piste to the backcountry, the Ryft Pure will definitely exceed your expectations.

V-RYFT 



What if we bring together the most ventilated helmet ever designed by Bollé and the highest performance photochromic lens on the market? Meet the V-Ryft, a visor helmet that makes no compromise: design, performance, ventilation, comfort, safety, optical clarity, you will have it all. All technologies available in the greatest product of the range.

V-RYFT PURE



Looking for a visor helmet that combines ventilation and design with outstanding vision? We got you covered with the V-Ryft Pure, a model directly inspired from the V-Ryft. Featuring the AVID progressive EPS for safety, the V-Ryft Pure showcases an adjustable ventilation with 6 vents, a click to fit system, 3D earpads for superior comfort and hearing and 2 interchangeable visors or a photochromic lens. You look good, enjoy the ride!



THE STORY BEHIND

JUNIOR RACING

Performance has always been in Bollé's DNA. The brand is one of the strongest in the ski racing world, equipping top athletes such as **Alexis Pinturault, Tessa Worley, Loic Meillard and Alice Robinson.**

We know that podiums and titles are the results of practice and determination from a very young age. That is why Bollé launches **a new range of products for young athletes** with the Medalist Junior and the Nevada Junior.

"Bollé is a high performance-oriented brand, we partner with amazing athletes and we have had incredible results over the past years proving the quality of our products. It just made sense for us to offer the best equipment to the new generation of young athletes. With the Medalist Junior that is FIS compliant and the Nevada Junior, we are confident boys and girls will start wearing Bollé at a very young age dreaming of a career like Alexis Pinturault or Tessa Worley."

LOUIS CISTI
Vice President Marketing

MEDALIST JR



At BOLLÉ, we know what it takes to be a champion. Just ask Alexis Pinturault, or better, just ask his rivals. Following Pinturault's Medalist Carbon Pro, we introduce the junior version with the Medalist Junior, our top performance model for young athletes.

FIS certified and equipped with MIPS, the Medalist Junior has a compact shape for enhanced aerodynamism. And because when you find your helmet, you don't want to change it, the Medalist Junior offers a Click-To-Fit system that allows the helmet to grow with the young competitors.

As you'd expect, the helmet is full of features including passive ventilation, an airflow extractor, a detachable washable lining, removable 3D ear pads and is chin guard compatible.

SIZE 53cm - 57cm
RRP \$200

NEVADA JR



It all started with the Nevada, our flagship cylindrical frameless goggle and its bold style. This best seller, used by Alexis Pinturault and David Wise, is now available for younger skiers with the launch of the Nevada Junior, our best junior goggle that guarantees an unrivaled comfort all day long.

It even comes with its own Alexis Pinturault Signature Series model so juniors can set their sights on a winning future. Complete with an anti-fog coating and Flow-Tech Venting, the Nevada Junior also fits over glasses.

RRP from \$60 to \$70

TORUS

RIDE WITH THE BEST



POWERED BY
VOLT
HIGH CONTRAST ENHANCED COLOUR

THE STORY BEHIND

TORUS

This is what happens when **optimal design meets ultimate performance**. Unleash your power with Torus, the new beast from Bollé. Thanks to its large toric shape and optimized frame, the Torus provides an **extra wide field of view** and eliminates distortion. It offers the best possible vision while optimizing airflow to further reduce fogging.

With triple layer face foam with fleece and thermoformed nose foam, **Torus provides utmost comfort** as well as style.

Available with Volt, Bollé's **revolutionary high contrast lens**, for an unforgettable experience.

"We are very excited to launch these new goggles. It means a lot to us, people always asked for a wider field of view to get a memorable experience, to live to the fullest as they said. The design of the Torus and its toric shape combined with Volt our revolutionary high contrast lens is just the perfect answer to that with no compromise between style and performance."

JEAN-BAPTISTE MOUSSY
Goggles Product Manager



TORUS

DEEP GREEN MATTE **VOLT RUBY**

RRP \$170



THE STORY BEHIND

MAMMOTH

**Looking for the next big thing?
Stop right here!**

A symbol of Bollé's design signature, the Mammoth is the **largest fit of the range**, providing a true **wide field of vision**. Equipped with articulated outriggers for a perfect fit with your helmet, the Mammoth offers symmetrical ventilations to optimize inside airflow and prevent fog.

Available with **Phantom**, our best photochromic lens for a phenomenal vision and with **Volt**, our revolutionary high contrast lens.



MAMMOTH

BLACK FOREST MATTE PHANTOM GREEN EMERALD
RRP \$170



THE STORY BEHIND

CHRONOSHIELD



In 1986, Chronoshield was ahead of its time. Today, is no different. While paying tribute to the original remarkable design, Chronoshield's refined profile and use of modern technologies ensures that it is still ahead and showing no sign of compromise in style, fit, comfort or performance.

Available with **Phantom**, our best photochromic lens for a phenomenal vision and with **Volt+**, our revolutionary high contrast and polarized lens.

RRP from \$170 to \$240

AVAILABLE IN PRESCRIPTION.

SHIFTER



PHANTOM
LIGHT ADAPTIVE x PLATINUM
VOLT+
HIGH CONTRAST ENHANCED COLOUR

One of our most popular performance models. Great for ski touring and cross-country skiing, the Shifter offers maximum comfort and perfect stability with a Thermogrip® nose pad and rubber on the curved temples. A specially conceived vented lens optimizes the airflow and prevents fogging. Available with Phantom, our best photochromic lens for a phenomenal vision and with Volt+, our revolutionary high contrast and polarized lens.

RRP from \$140 to \$200

AVAILABLE IN PRESCRIPTION.

LIGHTSHIFTER



PHANTOM
LIGHT ADAPTIVE x PLATINUM
VOLT+
HIGH CONTRAST ENHANCED COLOUR

A lighter version of the Shifter, the Lightshifter stands out thanks to its semi-frameless style giving the model a great look. Perfectly adapted for ski touring and cross-country skiing, the Lightshifter presents all the technologies of the Shifter family, Thermogrip®, curved temples and vented lens. Available with Phantom, our best photochromic lens for a phenomenal vision and with Volt+, our revolutionary high contrast and polarized lens.

RRP from \$140 to \$200

AVAILABLE IN PRESCRIPTION.



COBALT & GRAPHITE



Graphite
RRP from \$110 to \$200



Cobalt
RRP from \$110 to \$200

PHANTOM
LIGHT ADAPTIVE X PLATINUM



CATEGORY 4 LENSES

IDEAL FOR MOUNTAIN ENVIRONMENTS WHERE THE LIGHT CAN BE EXTREMELY INTENSE. BY FILTERING 95% OF VISIBLE LIGHT, ELIMINATING DISTRACTING GLARE AND AMPLIFYING COLOR CONTRAST, THESE LENSES DELIVER BETTER VISION ON THE SNOW.

In the 50's, many expeditions set off to conquer the highest peaks. **As a pioneer of eyewear**, Bollé equipped Sherpas and famous alpinists such as Edmund Hillary who made history with his successful ascent of Mount Everest.

Staying true to Bollé's heritage, COBALT's and GRAPHITE's glacier design are **inspired by vintage mountaineering sunglasses**, updated with modern and performant materials. To offer perfect protection in the mountains' extreme environment, both models benefit from **removable injected side shields to give additional protection to the eyes** when on and can be removed if the light changes. COBALT has a very lifestyle feel with its edgy metal bar, while GRAPHITE features an 8 base shape, curved to follow facial features and to **offer great coverage**.

Both models are available with **Phantom+ lenses**, the best Bollé's lens to this day which stands out from the crowd thanks to its combination of technologies : **NXT® material for lightness, impact resistance and clarity, photochromic technology, high contrast filter and polarization** to protect from glare. COBALT and GRAPHITE are also available with Phantom Black Gun lens transitioning **from cat.2 to cat.4** for strong protection perfectly adapted to high altitude harsh light conditions.

AVAILABLE IN PRESCRIPTION.

PRIME



VOLT+
HIGH CONTRAST ENHANCED COLOUR

A large, angular aviator with low base curve, PRIME is the boldest design in the SLIM family and is full of features and technology. The Thermogrip® rubber keeps it in place during action and the lightweight design in high grade TR90 nylon makes it comfortable and flexible.

Available with Bollé's latest revolutionary high contrast lens VOLT+. This polarized version boosts contrasts to increase depth perception and protects from distracting glare to ensure you won't miss a thing.

RRP from \$90 to \$140

AVAILABLE IN PRESCRIPTION.

GLORY



VOLT+
HIGH CONTRAST ENHANCED COLOUR

With a hint of our 80's design, the GLORY's large cat eye shape with performance features is the perfect mix of sport and lifestyle. Lightweight and sleek, with straight dynamic temples, its Thermogrip® rubber keeps it in place during action.

Available with Bollé's latest revolutionary high contrast lens VOLT+. This polarized version boosts contrasts to increase depth perception and protects from distracting glare to ensure you won't miss a thing.

RRP from \$90 to \$140

AVAILABLE IN PRESCRIPTION.



bolle®

| PERFORMANCE INNOVATION SINCE 1888 |

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