

S U N G L A S S E S : Arcadia



| PERFORMANCE INNOVATION SINCE 1888 |

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 sports brand, which creates trends and pushes industry boundaries.

2023 will be a landmark year for cycling with the launch of a **high-performance road helmet and the revival of the MICRO EDGE sunglasses**, once again ahead of trends. Bollé also answers to the active consumers' most recent needs with new flagship products (all sunglasses and the high-performance helmet ideal for gravel) being **eco-designed**, while constantly including the brand's **best proprietary technologies**.

WE ARE EXCITED TO PRESENT OUR SPRING SUMMER 2023 NOVELTIES!

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AT BOLLÉ, WE DON'T CLAIM WE ARE GOING TO SAVE THE PLANET. HOWEVER, IF WE ARE NOT A PART OF THE SOLUTION, **WE REFUSE TO BE A PART OF THE PROBLEM.**

STEP BY STEP, WE ARE HEADING TO A MORE SUSTAINABLE APPROACH SYMBOLIZED BY OUR "REACT FOR GOOD" CAMPAIGN. FOLLOWING THE LAUNCH OF OUR ECO-DESIGNED CYCLING HELMETS, SKI HELMETS AND SKI GOGGLES, WE ARE PROUD TO ANNOUNCE THAT **WE NOW OFFER 9 MODELS OF ECO-DESIGNED SUNGLASSES**, 4 ON OUR PERFORMANCE RANGE AND 5 ON OUR SPORTS LIFESTYLE RANGE.

THIS IS OUR NATURAL RESPONSE TO THE NEEDS OF PEOPLE WHO WANT TO PURSUE AN ACTIVE LIFESTYLE WHILE DOING THEIR PART FOR THE PLANET.

DISCOVER CAMPAIGN VIDEO

ECO AVIO MIPS



THE FIRST HIGH-PERFORMANCE ECO-DESIGNED HELMET FOR ROAD AND GRAVEL



For the first time, Bollé addresses **GRAVEL ENTHUSIASTS** with the launch of the ECO AVIO MIPS. Part of our sustainable approach and “React for Good” campaign, the **ECO AVIO MIPS IS ECO-DESIGNED** and available in specific natural colors. With the ECO AVIO MIPS, Bollé redefines performance and introduces the **MOST AERODYNAMIC, VENTILATED, LIGHTWEIGHT ECO-DESIGNED** road and gravel helmet ever.

AVAILABLE TECHNOLOGIES

AVID Aero Progressive EPS	Performance Click-To-Fit™ System
Mips Air Ultralight	Ponytail compatible
Brain Protection System	Anti-twist and slip divider
Kamm Tail	50% recycled EPS
Strike-Cage technology	100% recycled webbing
Opti-Dock	Weight: 290g

SIZES: FROM 52-55 CM TO 59-62 CM | RRP 300\$

DISCOVER PRODUCT VIDEO



PERFORMANCE REDEFINED

+ ECO-DESIGNED LIGHTNESS AERODYNAMICS VENTILATION





MICRO EDGE_TIMELESS PERFORMANCE
MICRO EDGE_TIMELESS PERFORMANCE
MICRO EDGE_TIMELESS PERFORMANCE



BOLLE 2023



2023



1990
2023

TIMELESS
PERFORMANCE

MODEL : MICRO EDGE
LENS : PHANTOM & VOLT+



MICRO EDGE

A SYMBOL OF ADVANCED DESIGN AND CREATIVITY

NEW COLOR
CREATOR TEAL



NEW LENS
VOLT RUBY

A part of Bollé's history and worn by the best athletes in the world, the **MICRO EDGE** is the symbol of the brand's **ADVANCED DESIGN AND CREATIVITY**. With its narrow frame and sharp lines, this modernized version is once again ahead of the trend. Defined by its **TIMELESS PERFORMANCE**, the **MICRO EDGE** is our first performance sunglasses that is also **ECO-DESIGNED**.



AVAILABLE WITH



AVAILABLE TECHNOLOGIES

Available with Phantom Photochromic Lens	Adjustable nose piece Adjustable temple tips Thermogrip®	Oleo/Hydrophobic coating Snap hinge S-fit temples
Available with Volt+ High Contrast Polarized Lens	Anti-Fog coating Anti-Scratch coating	45% bio-based material (made with renewable castor oil)

FIT: MEDIUM | RRP 170\$ TO 240\$

DISCOVER PRODUCT VIDEO

PERFORMANCE SUNGLASSES



REACT FOR GOOD



PERFORMANCE SUNGLASSES

SHAPED BY
THE ELEMENTS

LIFESTYLE_COLLECTION
MODEL-ARCADIA



NEW LIFESTYLE SUNGLASSES

ARCADIA
SQUARE NAVIGATOR

EUPHORIA
ROUND AVIATOR



Inspired by the mountain environment, these models present a retro yet sophisticated look with an oversized design. Elegant and refined, they also stay true to **Bollé's sports DNA** with snap hinges and Thermogrip® on both temple tips and the nose pads. The metal top bar and the integrated side shields with perforated pattern give a nice touch to the frame showing **the importance given to every detail**.

Also a **part of our React for Good campaign**, the ARCADIA and EUPHORIA are made of 45% bio-based material.

Available with **Volt+**, Bollé's revolutionary high contrast and polarized lens.

AVAILABLE TECHNOLOGIES

Available with	Snap hinge
Volt+ High Contrast Polarized Lens	Thermogrip® temple tips
Integrated small side shields with perforated pattern	Thermogrip® nose pads
Metal top bar	45% bio-based material (made with renewable castor oil)



FIT: MEDIUM/LARGE | RRP 120\$ TO 170\$

DISCOVER PRODUCT VIDEO

LENS TECHNOLOGIES



When developing Volt+, Bolle's objective was to provide high contrast and enhanced colours without compromising white balance.

Our EPIC Center team who turned to the problem-solving power of **artificial intelligence** to generate over 20 million possible combinations. In the end, there was only one. One lens formulation that succeeded in providing an incomparable colour experience.

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

Volt+ is **available on 83% of our frames with 55 different possible styles**, from sports performance to sports lifestyle.

DISCOVER TECHNOLOGY VIDEO 

EXPERIENCE
THE POWER
OF COLOUR



HIGH CONTRAST
ENHANCED COLOUR LENSES

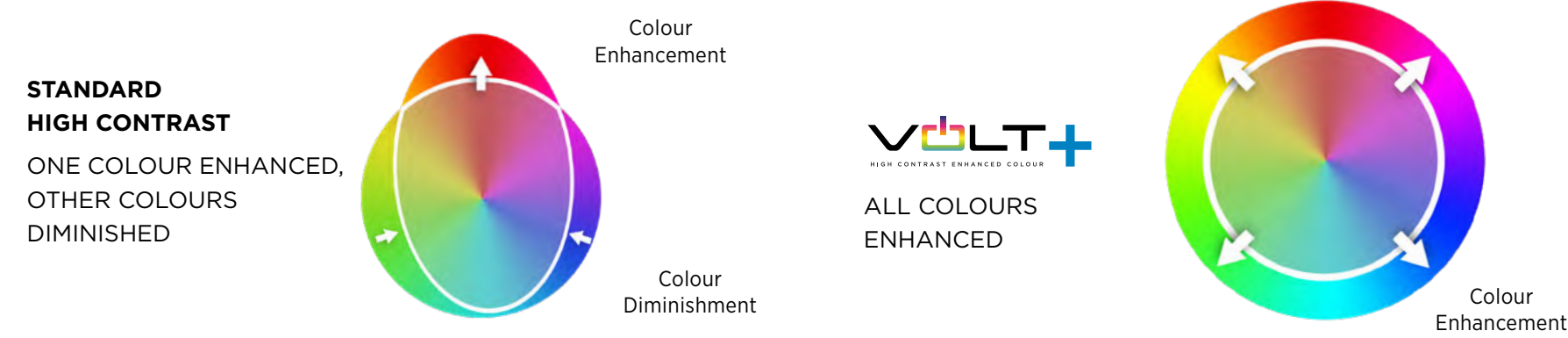
REVOLUTIONARY COLOUR ENHANCEMENT

THE FIRST LENS EVER DEVELOPED WITH ARTIFICIAL INTELLIGENCE

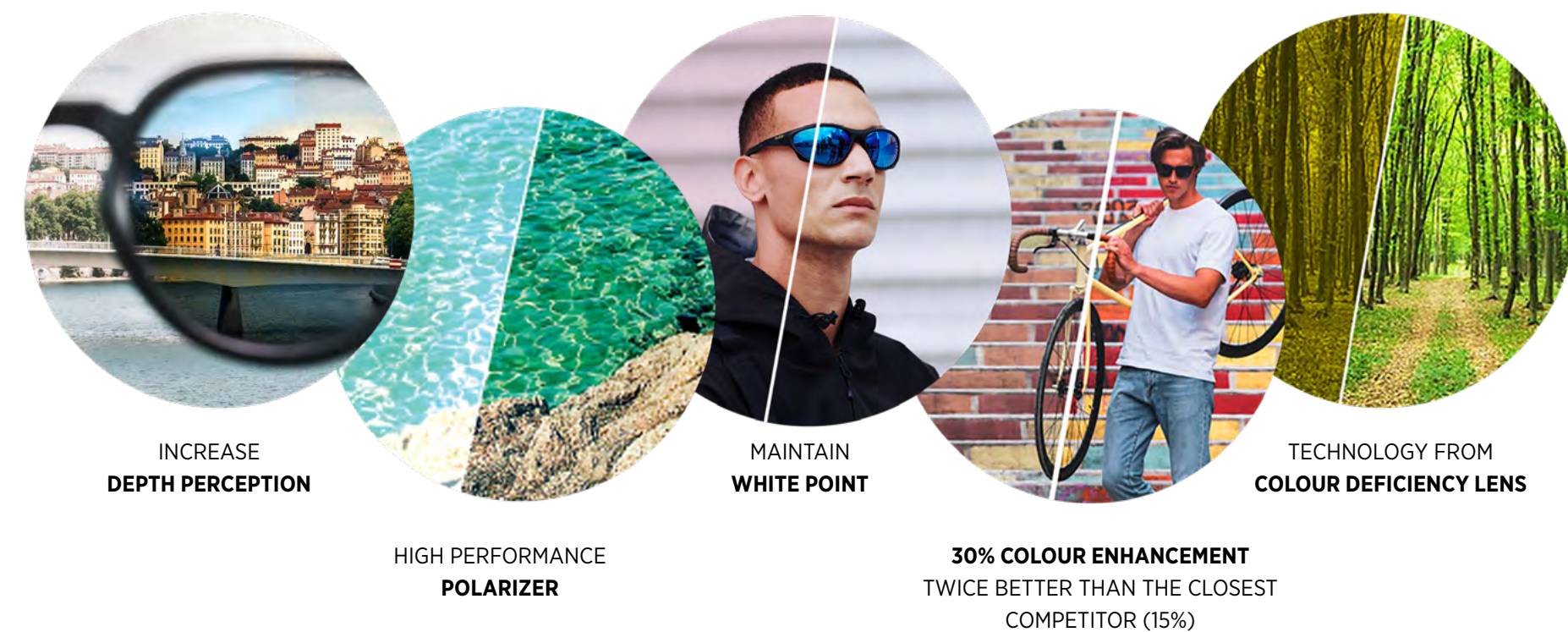


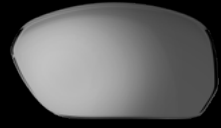

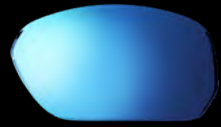







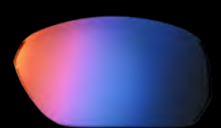


1. Find out which wavelengths to enhance or dampen
2. Design and develop the chemical compounds (pigments) that will absorb the right wavelengths
3. Put together the perfect blend of pigments for the transmission curve we want to achieve

20 MILLION COMBINATIONS EVALUATED, 1 UNIQUE FORMULA



THE ULTIMATE IN HIGH CONTRAST



	SPORTS PERFORMANCE	SPORTS LIFESTYLE
 <p>VOLT+ COLD WHITE CAT.3 VLT: 12% Contrast: ultra-enhanced</p>		 <p>ARCADIA Black Matte Volt+ Cold White Polarized</p>
 <p>VOLT+ OFFSHORE CAT.3 VLT: 13% Contrast: ultra-enhanced</p>		 <p>STATUS Light Grey Frost Volt+ Offshore Polarized</p>
 <p>VOLT+ GUN POLARIZED CAT.3 VLT: 15% Contrast: ultra-enhanced</p>	 <p>ICARUS Grey Acid Frost Volt+ Gun Polarized</p>	 <p>TEMPER Light Grey Frost Volt+ Gun Polarized</p>
 <p>VOLT+ RUBY CAT.3 VLT: 15% Contrast: ultra-enhanced</p>	 <p>MICRO EDGE Creator Teal Metallic Volt+ Ruby Polarized</p>	 <p>CERBER Creator Teal Metallic Volt+ Ruby Polarized</p>
 <p>VOLT+ ULTRAVIOLET CAT.3 VLT: 16% Contrast: ultra-enhanced</p>	 <p>CHRONOSHIELD Titanium Matte Volt+ Ultraviolet Polarized</p>	 <p>EUPHORIA Black Matte Volt+ Ultraviolet Polarized</p>

**REACT
FOR
GOOD**

COLLECTION

AN ECO-DESIGNED APPROACH ON 15 MODELS

ROAD

ECO AVIO 



COMMUTER HELMETS

HALO REACT 



ECO REACT 

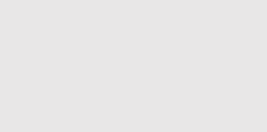


PERFORMANCE SUNGLASSES

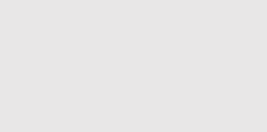
MICRO EDGE



ADVENTURER



ASCENDER



PATHFINDER



LIFESTYLE SUNGLASSES

ARCADIA



EUPHORIA



CERBER



STATUS



TEMPER





bollé®

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