

# Active



## SMOOTH RIDIN' WITH SMITH

Smith Optics keeps the ability to swap lenses, and provide light weight and fit as well as wind and sun protection in mind when designing sunwear that's ideal for cyclists. Made with a highly impact-resistant and shape memory-ready grilamid TR-90, Smith's Parallel Max fits medium-to-large face sizes and ensures comfort with Megol nose- and temple pads. Perfect for the weekend pedaler, this frame's interchangeable lens system allows wearers to customize lens tints depending on personal preference or weather conditions.

Redline Max is another Smith style that delivers a mixture of performance and comfort in a streamlined package. Its carbonic lenses with optically precise TLT Optics technology provide crisp vision on the road at any time of day.

## TIFOSI IN TOW

Made for life on the bike, Tifosi Optics' Envy™ is crafted from ultra-tough, super lightweight grilamid TR-90 frames with

shatterproof polycarbonate lenses that also provide 100% UV protection. Available with a variety of lens options, including interchangeable sets, Fototec (photochromic), and Fototec polarized—Envy ensures that the wearer never has to worry about taking them on or off, while always providing the right amount of UV protection.

As you can see, there are several factors to keep in mind when stocking up on sunwear that meets the needs of your bicycle-loving customers. Aside from the obvious UV protection, remember to address unpredictable light conditions with either frames that feature photochromic lenses or those that offer an interchangeable lens system. Tackle wind and flying debris with secure-fit wraparound styles. And of course, shoot for all-day comfort by offering lightweight sunglasses. Armed with all this arsenal of sunwear protection, there's no doubt that your customers who are fans of cycling will be ready to take on whatever the road might bring.

## Road Warriors Need Protection, Too

Motorcycle eyewear is required by law in most states. This is the case in New Jersey, where the Bergen County Harley-Davidson/Buell dealership is located. MotorClothes™ Merchandise Manager Lori O'Rourke recommends sunwear that features a foam seal lining around the rim to shield the eyes from wind and airborne irritants. "When someone really invests in a motorcycle, they tend to do the same with riding gear," which is why sunglasses are a huge part of the overall sale. O'Rourke said her store offers riders both high- and low-end sunglasses, ranging from 7EYE by Panoptix and genuine Harley-Davidson Eyewear to Pacific Coast Sunwear (PCS).

"A polycarbonate, shatterproof lens with photochromic technology is key," said O'Rourke. Her sales staff is highly trained on what gear bikers need to ensure a safe and pleasant ride. With that in mind, customers can't miss the sunwear offered by this Harley dealership as sunglasses are prominently displayed in locked plexi cases, some of which are even shaped like a gas pump. How's that for eye catching? But since riders are required to protect their eyes by law, motorcycling sunwear is always brought up, especially to new riders.

For day and night protection at full throttle, consider 7EYE. Its Airlock, a non-air-permeable shield fits perfectly between the frame and face, allowing in just enough air circulation through filtered vents, help keep the lens clear.

Another option for riders is Wiley X Eyewear's Climate Control™ Series. The patented Facial Cavity Seal protects against wind, dust, dirt, debris, gravel, bugs, and anything else bikers may come into contact with while on the road.

And for those who need to wear Rx glasses, there are Live Eyewear's Cocoon OveRx® sunglasses. These frames are meant to be worn over ophthalmic glasses. Made of virtually unbreakable lightweight nylon, these full-wrap frames feature side shields that offer 360° of protection.



■ Wiley X, Climate Control Series