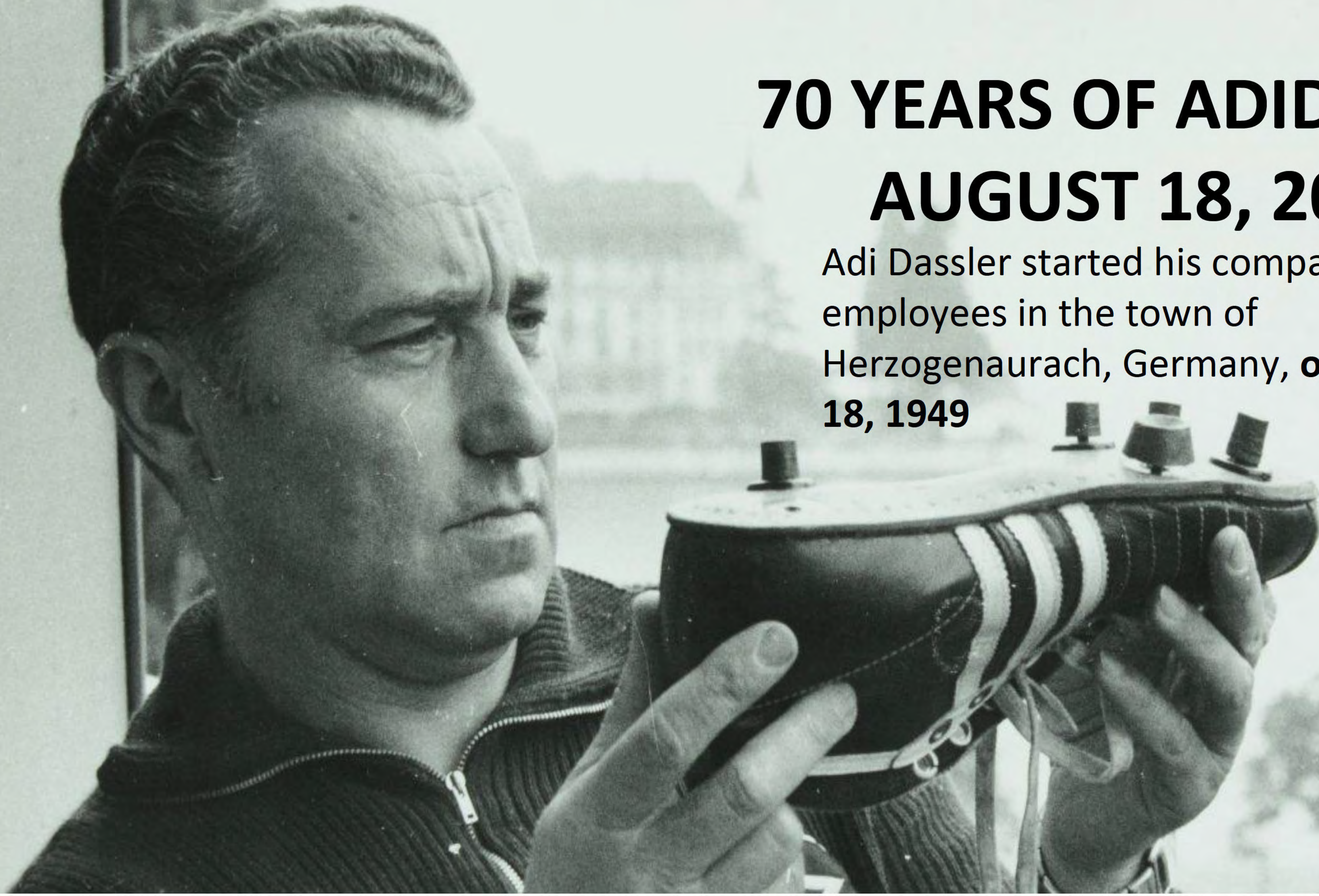




70 YEARS OF ADIDAS ON AUGUST 18, 2019

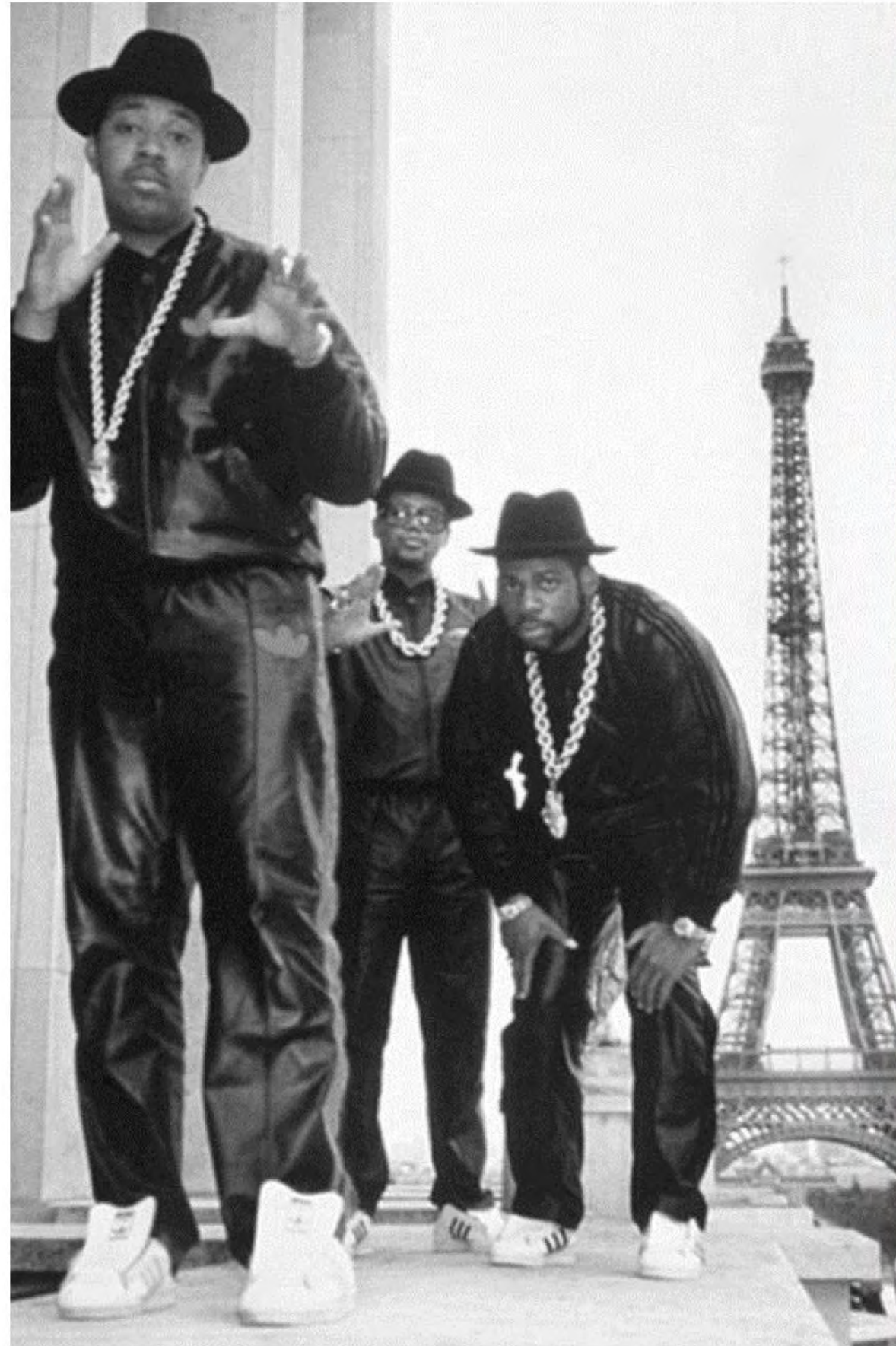
Adi Dassler started his company with 47 employees in the town of Herzogenaurach, Germany, **on August 18, 1949**



**TO BE THE BEST
SPORTS BRAND
IN THE WORLD**



WHEN WE TALK ABOUT ADIDAS PRODUCTS, WE ARE TALKING ABOUT...



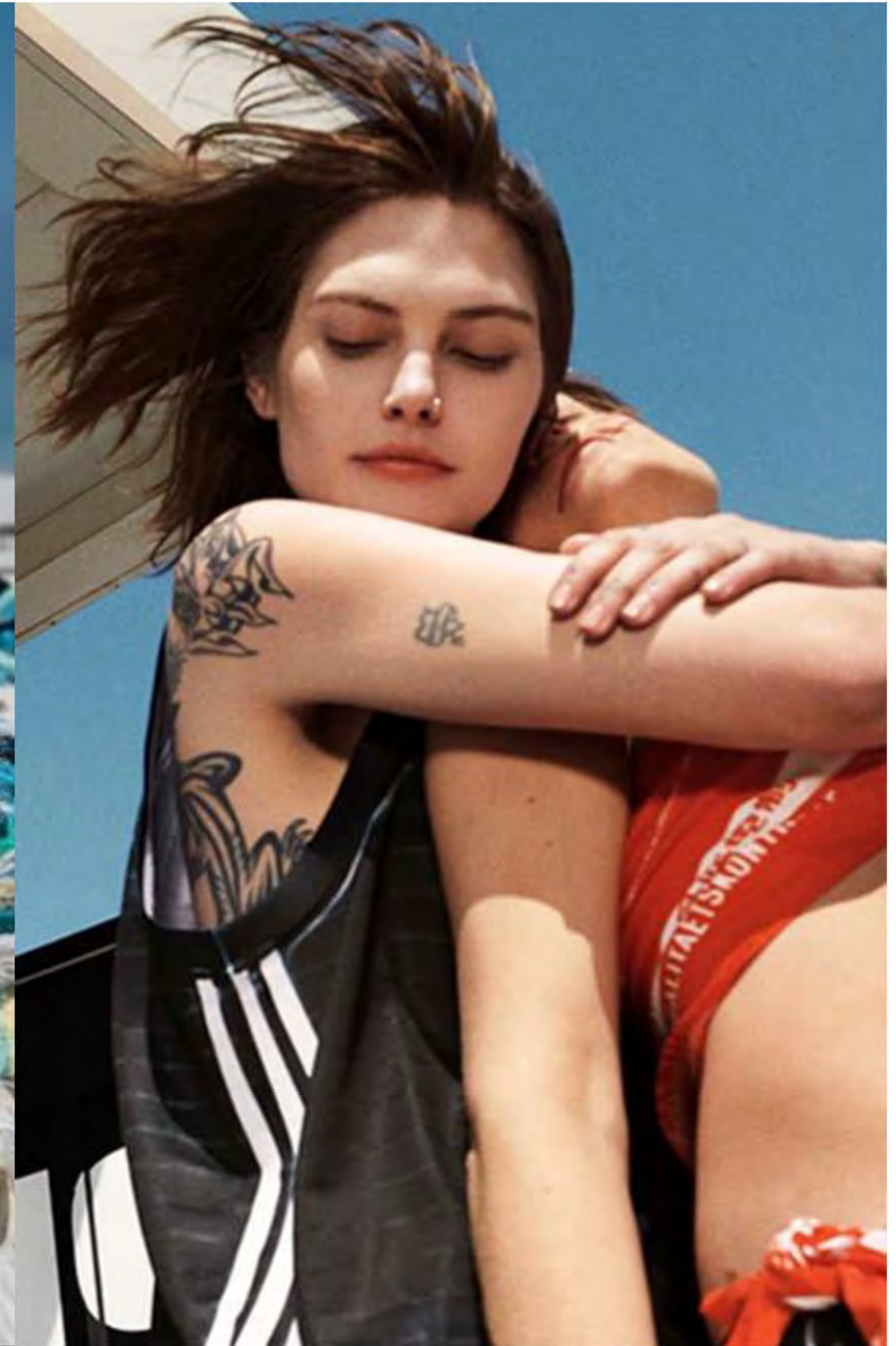
HERITAGE



INNOVATION

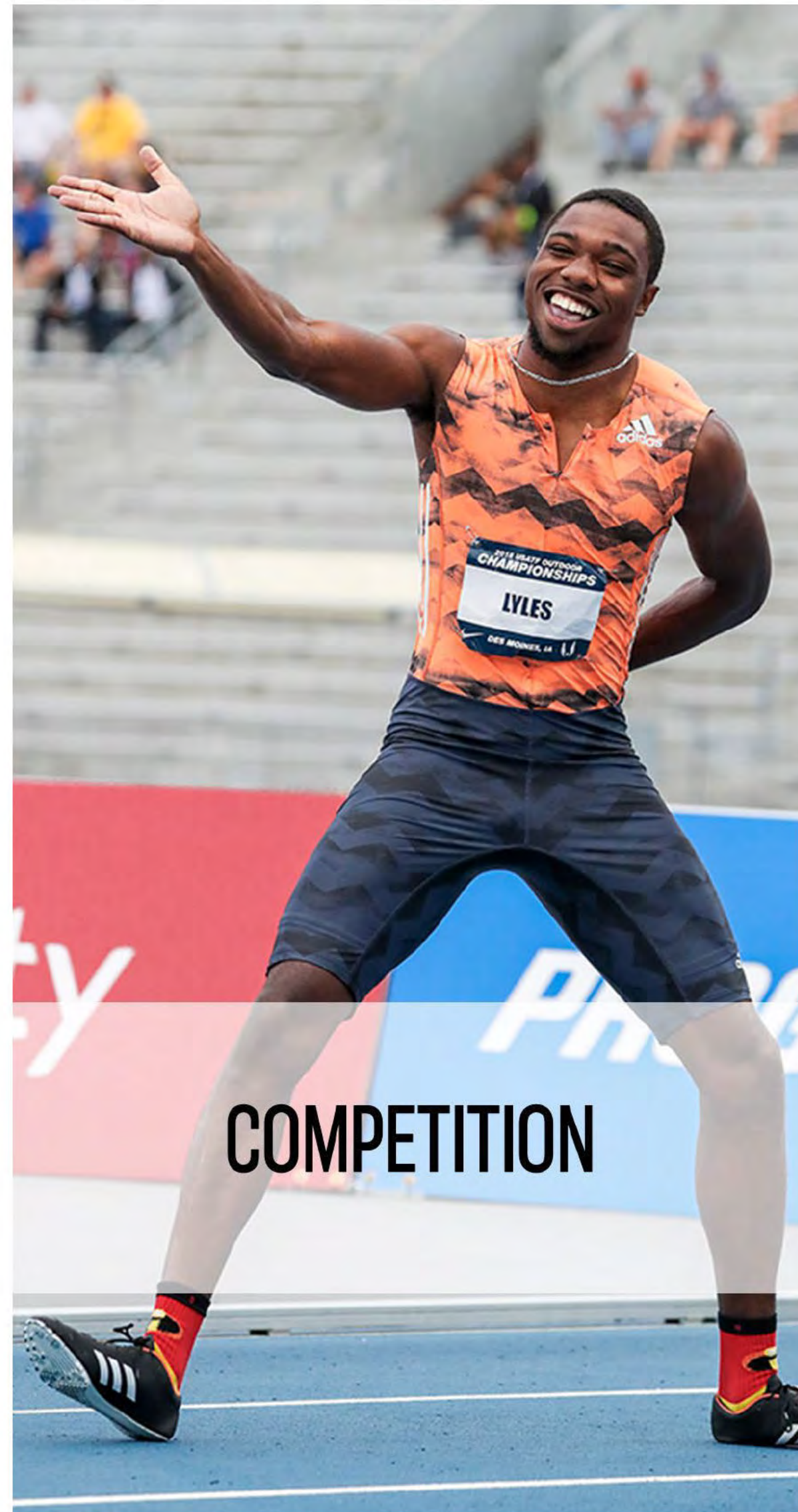


SUSTAINIBILITY

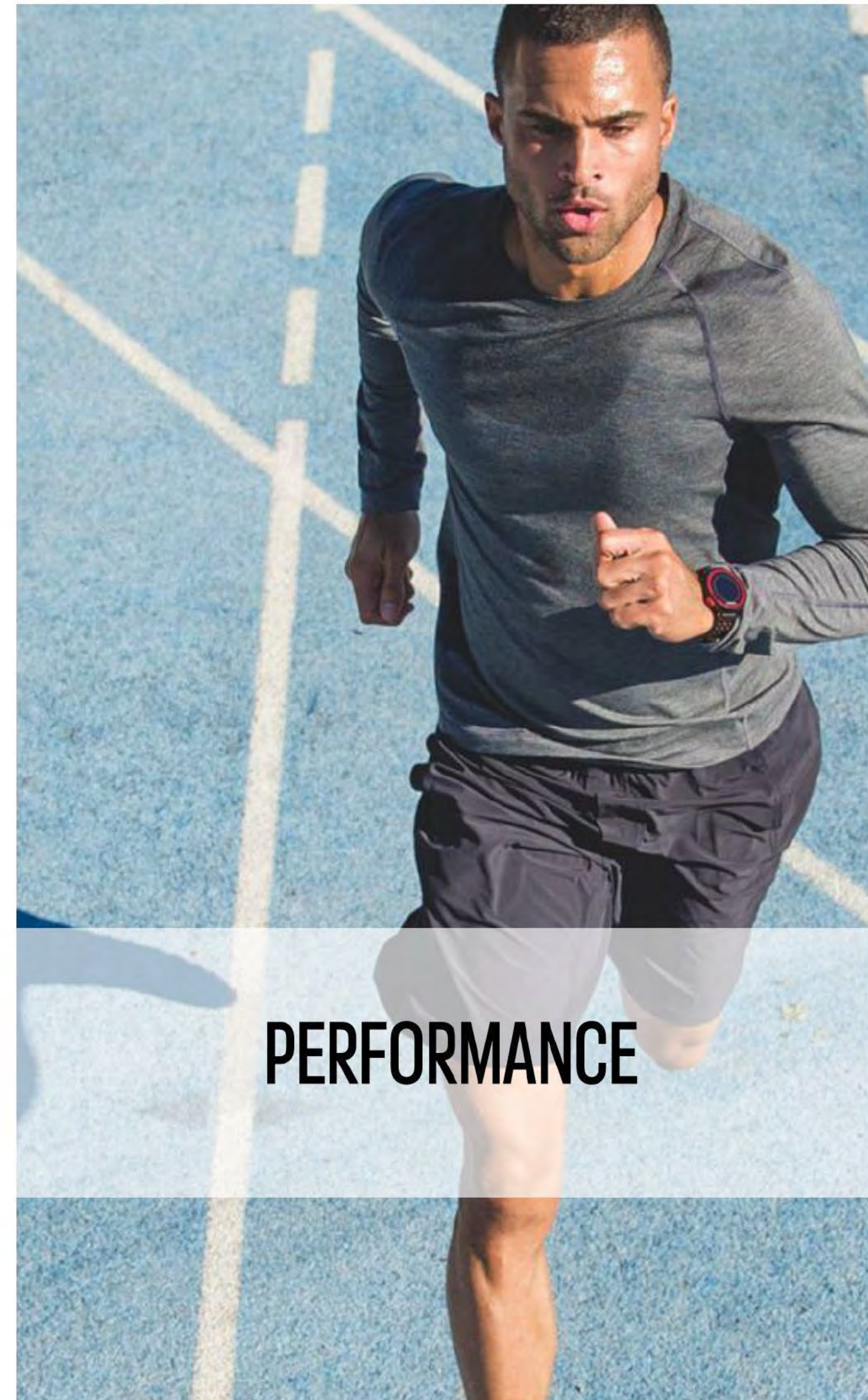


AUTHENTICITY

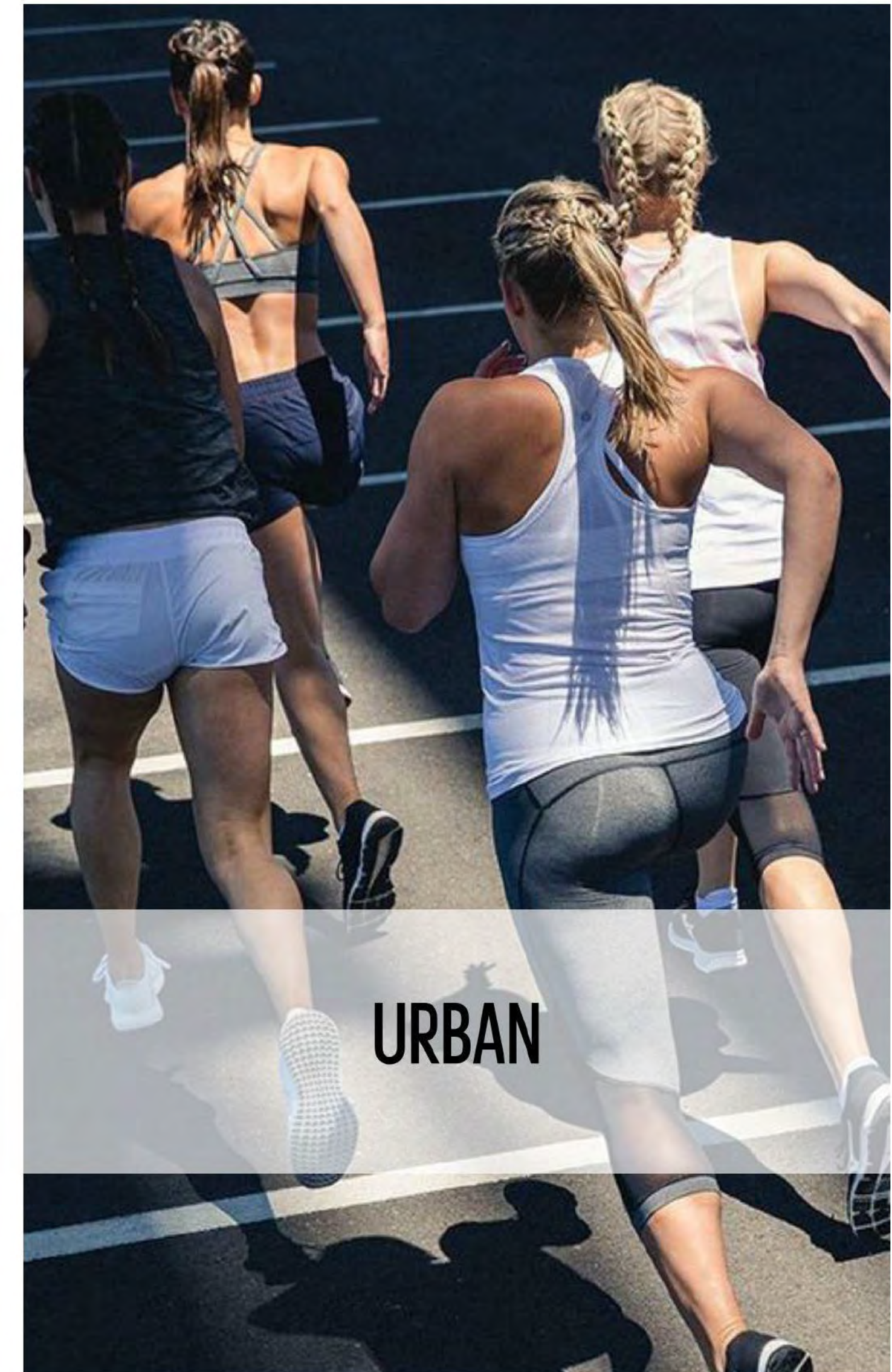
**SEE BETTER
PLAY HARDER**



COMPETITION



PERFORMANCE



URBAN



ERGONOMIC

YOU WON'T EVEN FEEL
THEM



PROTECTION

YOU'LL BE COMFORTABLE IN ANY
WEATHER CONDITION



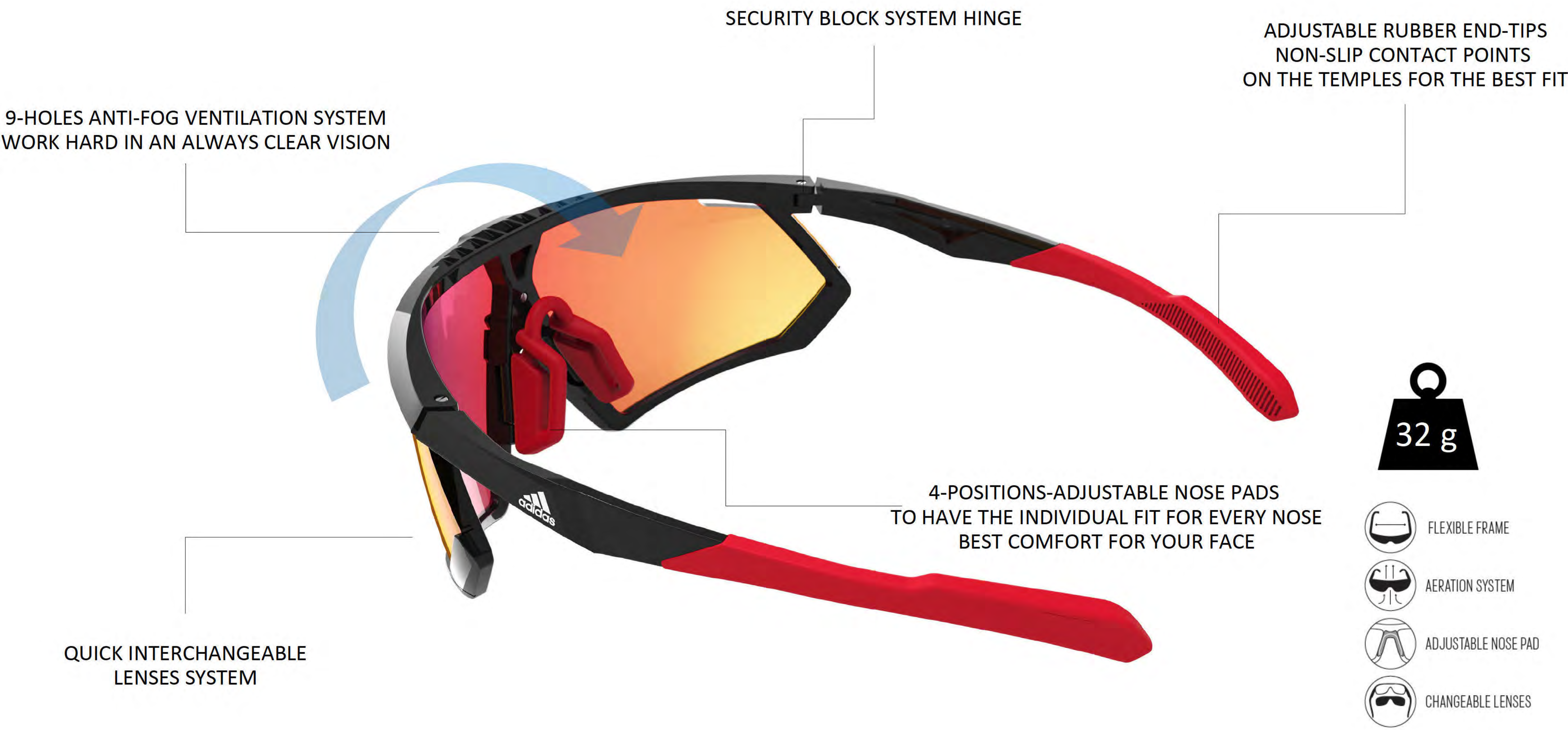
SHARPNESS

YOU'LL SEE ANY DETAIL, COLOR
AND CONTRAST



VERSATILITY

YOU'LL BE STYLISH FROM EARLY
HOURS TO LATE LIGHTS





COMBINATED BASES LENS

BASE 7 x BASE 4.5



FRONT CUT
ANTI-FOG VENTILATION SYSTEM



FLEXIBLE FRAME



AERATION SYSTEM



ADJUSTABLE NOSE PAD



CHANGEABLE LENSES

INTERCHANGEABLE SYSTEM



1



2



3



4



5






7-HOLES ANTI-FOG VENTILATION SYSTEM
WORK HARD IN AN ALWAYS CLEAR VISION

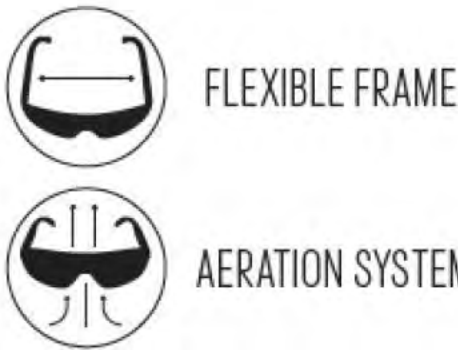
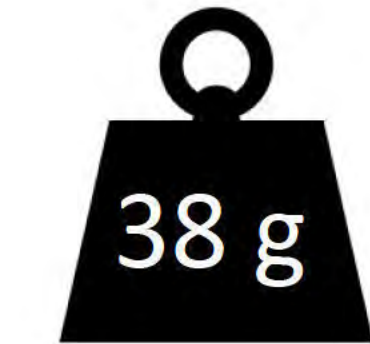
SECURITY BLOCK SYSTEM HINGE

FLEXIBLE TR90 AUTOMATIC FIT
NON-SLIP CONTACT POINTS
ON THE TEMPLES FOR THE BEST FIT

4-POSITIONS-ADJUSTABLE NOSE PADS
TO HAVE THE INDIVIDUAL FIT FOR EVERY NOSE
BEST COMFORT FOR YOUR FACE

25 g











-  FLEXIBLE FRAME
-  AERATION SYSTEM
-  ADJUSTABLE NOSE PAD










Human eyes have 3 visible photoreceptors for the RGB colors recognition. Sensitivity of the human eye is very high for yellow and green wavelengths, near where the red and green photoreceptors overlap.

By attenuating light in this zone, the KOLOR UP™ sun lenses act like an equalizer to enhance the perception of colors, light and contrast while reducing overall light to a comfortable level.

TYPE	COLORS	CATEGORY	ICON	MODEL	ACTIVITY	ENVIRONMENT
BASIC LENSES Grey, Brown		3		COMPETITION PERFORMANCE URBAN	URBAN OUTDOOR ACTIVITY	ALL LIGHT CONDITIONS
KOLOR-UP LENSES Grey, Brown, Green, Wine		2 ; 3		PERFORMANCE URBAN	RUNNING, TREKKING, MOUNTAIN BIKING, CLIMBING	ALL LIGHT CONDITIONS, STRONG SUNLIGHT
HD MIRROR LENSES Red, Gold, Blue, Purple, Chrome - MIRROR		3		COMPETITION PERFORMANCE URBAN	WINTER SPORTS, ROAD ACTIVITIES, PRECISION SPORT, GOLF, TENNIS	ALL LIGHT CONDITIONS, STRONG SUNLIGHT
POLAR HD COLOR Brown, Green, Grey, Silver Mirror, Purple Mirror		3		URBAN	WATER SPORTS, FISHING, MOUNTAIN SPORT, CLIBING, SKIING, SNOWBOARDING	ALL LIGHT CONDITIONS WITH IMPORTANT BLINDING GLARE
VARIO HD COLORS Vario, Vario Blue Mirror. Vario Purple Mirror		0-3 ; 1-3		COMPETITION PERFORMANCE	VERSATILE USAGE FOR OUTDOOR LONG LASTING ACTIVITIES	FOR VARIABLE LIGHT CONDITIONS

LENS CATEGORY	LENS DESCRIPTION	RACCOMENDED USE	FROM%	TO%
0	TRANSPARENT TO SLIGHTLY TINTED		100	81
1	SLIGHTLY TINTED		80	44
2	MODERATELY TINTED		43	19
3	DARKLY TINTED		18	9
4	VERY DARKLY TINTED NOT SUITABLE FOR DRIVING		8	3

201 COLLECTION

SUN
RELEASE
PRESENTATION

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Adjustable nose pad
- Aeration system
- Changeable lenses sku 02A - 01L- 26Q
 - Photocromatic lenses sku 02E-91V

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	COMPETITION
GENDER	MALE

SP0001

BASE	7 X 4.5
SIZE	136
BRIDGE	-
TEMPLE	135
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey - second lens Orange	
02E	Matte Black	Yellow/Grey Photocromatic	
26Q	Transparent frosted Crystal	Grey + Mirror Green - second lens Orange	



SP0001-02A
NZ RRP inc GST \$334.90



SP0001-02E
NZ RRP inc GST \$334.90



SP0001-26Q
NZ RRP inc GST \$334.90

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Adjustable nose pad
- Aeration system
- Changeable lenses **sku 02A - 01G - 20C**

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	COMPETITION
GENDER	FEMALE

SP0002

BASE	7 X 4.5
SIZE	135
BRIDGE	-
TEMPLE	130
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey - second lens Orange	
01G	Sh. Black	Brown + Mirror Brown - second lens Orange	
20C	Transparent frosted Grey	Grey + Mirror Black - second lens Orange	



SP0002-02A
NZ RRP inc GST \$334.90



SP0002-01G
NZ RRP inc GST \$334.90



SP0002-20C
NZ RRP inc GST \$334.90

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Adjustable nose pad
- Aeration system



GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	PERFORMANCE
GENDER	FEMALE

SP0003

BASE	6
SIZE	137
BRIDGE	-
TEMPLE	130
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey Kolor Up™	
01A	Semi shiny Black from mould	Grey	

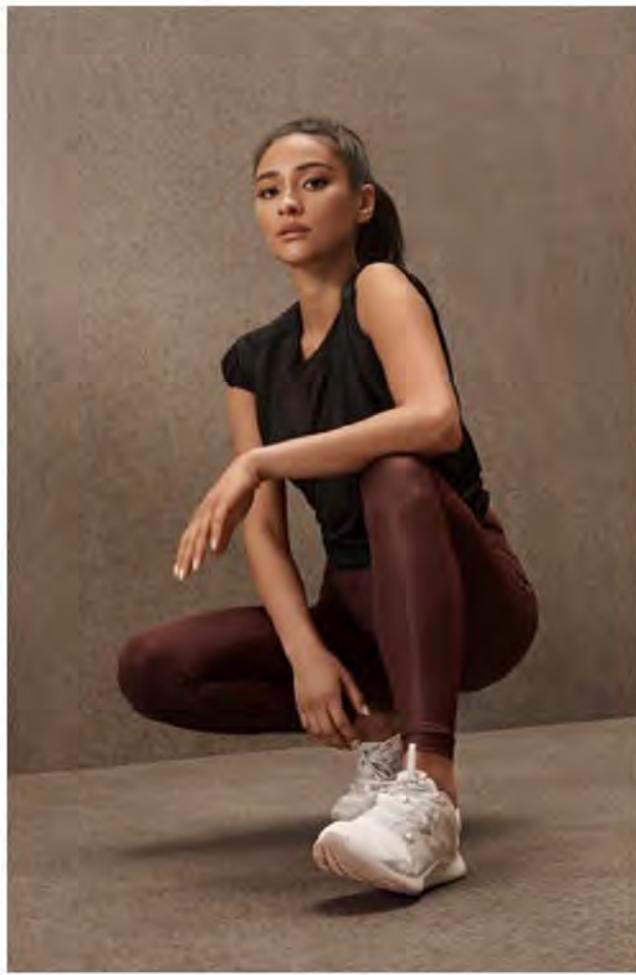


SP0003-02A
NZ RRP inc GST \$289.90



SP0003-01A
NZ RRP inc GST \$289.90

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Adjustable nose pad
- Aeration system

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	PERFORMANCE
GENDER	UNISEX

SP0004

BASE	6
SIZE	128
BRIDGE	-
TEMPLE	135
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey Kolor Up™	
01A	Semi shiny Black	Grey	
91Q	Transparent frosted Elettric Blue	Grey + Mirror Green/Blue	



SP0004-02A
NZ RRP inc GST \$289.90



SP0004-01A
NZ RRP inc GST \$289.90



SP0004-91Q
NZ RRP inc GST \$289.90

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Adjustable nose pad
- Aeration system

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	PERFORMANCE
GENDER	MALE

SP0005

BASE	6
SIZE	137
BRIDGE	-
TEMPLE	135
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey Kolor Up™	
26C	Transparent frosted Crystal	Grey/Mirror Orange-Red	
01E	Sh. Black	Brown	



SP0005-02A
NZ RRP inc GST \$289.90



SP0005-26C
NZ RRP inc GST \$289.90



SP0005-01E
NZ RRP inc GST \$289.90

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Aeration system
- Photocromatic lenses sku **91Q**

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	URBAN
GENDER	MALE

SP0006

BASE	6
SIZE	57
BRIDGE	16
TEMPLE	135
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey Kolor Up™	
52N	Matte Dark Havana	Green Kolor Up™	
02H	Matte Black	Brown - Polar	
91Q	Transparent frosted Elettric Blue	Grey + Mirror Green/Blue Photocromatic	
26G	Transparent frosted Crystal	Grey + Mirror Orange/Red	



SP0006-02A
NZ RRP inc GST \$234.90



SP0006-52N
NZ RRP inc GST \$229.90



SP0006-02H
NZ RRP inc GST \$294.90



SP0006-91Q
NZ RRP inc GST \$229.90



SP0006-26G
NZ RRP inc GST \$229.90

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Aeration system

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	URBAN
GENDER	MALE

SP0007

BASE	6
SIZE	57
BRIDGE	20
TEMPLE	135
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey Kolor Up™	
52E	Matte Dark Havana	Brown Kolor Up™	
02R	Matte Black	Green Kolor Up™ - Polar	
20C	Transparent frosted Grey	Grey + Silver Mirror	
01N	Sh. Black	Green	



SP0007-02A
NZ RRP inc GST \$229.90



SP0007-52E
NZ RRP inc GST \$229.90



SP0007-02R
NZ RRP inc GST \$294.90



SP0007-20C
NZ RRP inc GST \$229.90



SP0007-01N
NZ RRP inc GST \$229.90

INSPIRATION



SALES ARGUMENT

- Flexible frame
- Aeration system

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	URBAN
GENDER	MALE

SP0008

BASE	6
SIZE	61
BRIDGE	15
TEMPLE	135
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02N	Matte Black	Green Kolor Up™	
52H	Matte Dark Havana	Brown - Polar	
01A	Sh. Black	Grey Kolor Up™	
91Q	Transparent frosted Elettric Blue	Grey + Mirror Green/Blue	



SP0008-02N
NZ RRP inc GST \$229.90



SP0008-52H
NZ RRP inc GST \$294.90



SP0008-01A
NZ RRP inc GST \$229.90





SP0008-91Q
NZ RRP inc GST \$234.90

INSPIRATION



SALES ARGUMENT

-  Flexible frame
-  Aeration system





GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	URBAN
GENDER	MALE

SP0010

BASE	6
SIZE	63
BRIDGE	12
TEMPLE	130
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
02A	Matte Black	Grey Kolor Up™	
20N	Transperent frosted Grey	Green Kolor Up™	
01D	Sh. Black	Grey	
02E	Matte Black	Brown	



SP0010-02A
NZ RRP inc GST \$234.90



SP0010-20N
NZ RRP inc GST \$234.90



SP0010-01D
NZ RRP inc GST \$234.90



SP0010-02E
NZ RRP inc GST \$234.90

INSPIRATION



SALES ARGUMENT



Flexible frame



Aeration system

GENERAL INFORMATION

CLUSTER	ADIDAS SPORT
CONCEPT	URBAN
GENDER	MALE

SP0014

BASE	6
SIZE	62
BRIDGE	16
TEMPLE	130
FRONT MATERIAL	Injected
TEMPLE MATERIAL	Injected

CODE

	INJECTED FRONT/TEMPLES	LENSES	
01D	Sh. Black	Grey Polar	
02E	Matte Black	Brown	



SP0014-01D
NZ RRP inc GST \$294.90



SP0014-02E
NZ RRP inc GST \$229.90

PACKAGING SUSTAINABILITY



Soft and hard cases
100% post-consumer
recycled polyester

POLYBAGS
100% RECYCLABLE LOW
DENSITY POLYETHYLENE

