Beat: Sports

Nike Vision Spring 2016 Running Collection Uses Innovative Design And Technology

-Your Eyes Have Evolved- Campaign

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On April 1, Nike Vision announced the latest offering in its performance line of sunglasses with the new Spring 2016 Running Collection, marking the new design direction for the future of the brand's eyewear. Comprised of five new styles, the collection offers runners of all levels highly technical designs engineered for speed and comfort. Designed specifically for runners, the Spring 2016 assortment pushes the envelope of athletic innovation and style.

Nike Vision partnered with industry leader ZEISS to work outside the constraints of traditional eyewear manufacturing. The end result is a lightweight, state-of-the-art lens that maximizes coverage and provides optimum clarity to allow athletes to perform at the highest level.

All styles include responsive comfort that grips when the athlete sweats, and flexible arms that conform to the shape of wearer's face for personalized stability and fit. The eyewear features advanced ventilation with an auto-adjusting nose pad that eliminates fog.

Nike Vision's innovative new construction method seamlessly fuses the lens material with the frame to increase coverage and offer eyewear that is lighter than the average performance product on the market today.

Each style also includes an expanded lens for increased coverage that acts as a barrier of protection and minimizes stress-causing lightleaks, allowing the runner's eyes to stay relaxed and focused.

Source : Nike Vision

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