



MARCOLIN
EYEWEAR

FW2026 CATALOG

DYNAMIS EVO



MARCOLIN



EYEWEAR TRAINING



- Men & Women 18- 55
- Passionate about sports
- Focused on goals, performance, and style



COMPETITION

Technology and comfort.



PERFORMANCE

Technology and versatility




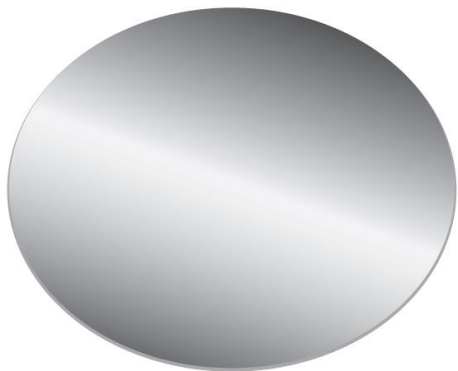
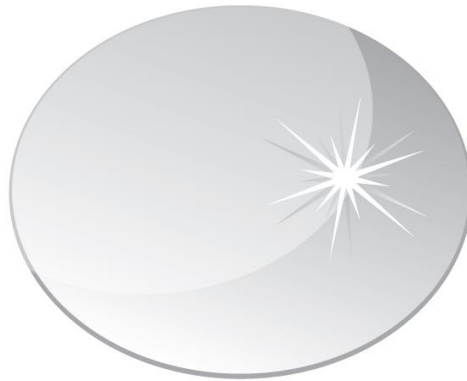
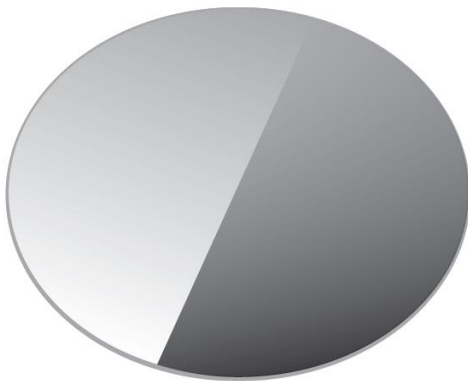
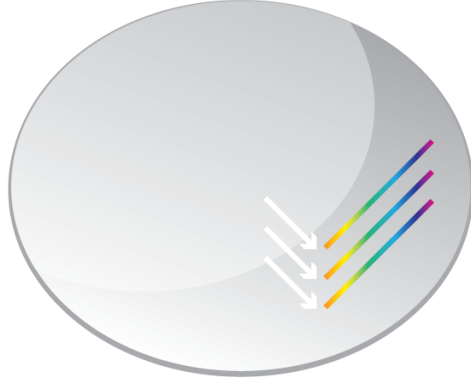
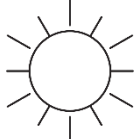
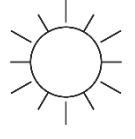

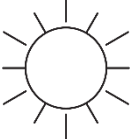
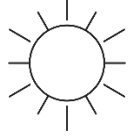



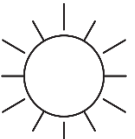
ACTIVE

Technology and style





1. 9 hole anti-fog ventilation system for always clear vision
2. Lens cut anti-fog ventilation system
3. Security block hinge system
4. Adjustable rubber end-tips, non-slip contact points on the temples for the best fit
5. Polarized, photochromatic, and Kolor Up™ lenses
6. 4 Position – adjustable nose pads for individualized fit and optimal wearing comfort
7. Quick interchangeable lens system

| LENS TYPE | <div>CONTRAST</div>  | <div>CONTRAST MIRROR</div>  | <div>POLARIZED</div>  | <div>VARIO</div>  | <div>KOLOR UP™</div>  |
|----------------|--|--|---|--|--|
| OVERVIEW | <p>Our contrast lenses guarantee high visual definition in all weather conditions, protecting the eye from external elements and avoiding fatigue.</p> | <p>Contrast mirror lenses ensure maximum protection and amplify the benefits of contrast lens technology, while providing style to your glasses.</p> | <p>Guaranteeing deep vision and depth perception even in the brightest of conditions, polarized lenses reduce glare for increased comfort and safety.</p> | <p>Vario lenses optimize vision under different light conditions without the need to switch sunglasses, changing tints from clear to dark within 20 seconds.</p> | <p>Kolor Up™ lenses provide for detailed chromatic vision and increased visual perception by shielding and filtering UV rays and blue light.</p> |
| LIGHT CATEGORY | <div> Level 3 – Dark</div> | <div> Level 3 – Dark</div> <div> Level 2 - Medium</div> | <div> Level 3 – Dark</div> | <div> Level 3 – Dark</div> <div> Level 2 - Medium</div> <div> Level 1 - Light</div> <div> Level 0 - Transparent</div> | <div> Level 3 – Dark</div> |
| MAIN BENEFIT | Protection | Protection | Glare reduction | Versatility | Color enhancement |
| ACTIVITY | All activities | Winter sports Road activities Precision sports | Water sports High mountain sports | Long lasting sports | Winter sports Road activities Precision sports |

adidas Kolor Up™ lenses provide increased visual precision and color perception by shielding and filtering UV rays and Blue light through the proprietary light management treatment.



BROWN

Use of the lens

- For strong sunlight
- Biking, climbing
- Best in class in Blue light protection



COPPER

Use of the lens

- For strong sunlight with maximum color enhancement
- Winter sports, precision sports like golf or tennis



GREY- BLUE

Use of the lens

- For all light conditions
- For all urban activities
- Provide a timeless look



GREY- GREEN

Use of the lens

- For all light conditions
- For all urban activities

ERGONOMICS

You won't even feel them. Designed for wearable comfort with features like adjustable nose pads, non-slip materials, and flexible frames.

PROTECTION

Comfortable in any weather condition. adidas eyewear is ready for any climate with anti-fog ventilation and a range of UV protective lenses

SHARPNESS

See every detail, color and contrast. High quality Kolor-Up™ technology are featured throughout the collection

VERSATILITY

Take them from trail to town. The collection offers the perfect mix of performance and style with designs that are ideal both during and after sport.





Technical Detail:

- Model Name: SP0090
- Material: Injected nylon
- Custom lens: R7 spoiler
- Lens category: 3
- Logo: adidas Performance

SP0115
ANEMOS LIGHT

- INJECTED SHIELD STYLE
- ADJUSTABLE NOSE PADS FOR UNIVERSAL FIT
- SECURITY BLOCK HINGES
- HIGH CONTRAST LENSES
- ANTI-FOG VENTILATION SYSTEM



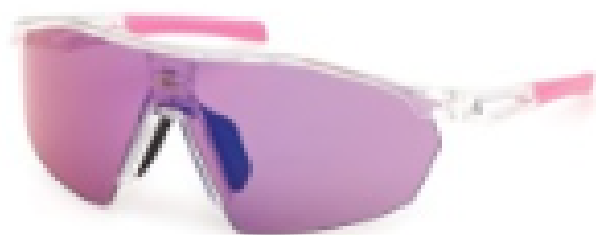
- COLOR: 02A
- \$163 RETAIL/ \$74 WHOLESALE
- MATTE BLACK/ SMOKE LENS



- COLOR: 26G
- \$163 RETAIL/ \$74 WHOLESALE
- CRYSTAL/ BROWN MIRROR LENS

SP0116
ANEMOS LIGHT S

- INJECTED SHIELD STYLE
- ADJUSTABLE NOSE PADS FOR UNIVERSAL FIT
- SECURITY BLOCK HINGES
- HIGH CONTRAST LENSES
- ANTI-FOG VENTILATION SYSTEM



- COLOR: 26G
- \$163 RETAIL/ \$74 WHOLESALE
- CRYSTAL/ MIRROR VIOLET LENS



- COLOR: 02L
- \$163 RETAIL/ \$74 WHOLESALE
- MATTE BLACK/ ROVIEX MIRROR LENS



adidas Originals
Key Items

Fall/Winter 2025

OR0109

TOP SKU



OR0109

OR0109@4701A
Color Code 01A
SHINY BLACK / SMOKE
MSRP: \$143.00

OR0109

OR0109@4752N
Color Code 52N
DARK HAVANA / GREEN
MSRP: \$143.00

OR0134

TOP SKU



OR0134

OR0134@5501A
Color Code 01A
SHINY BLACK / SMOKE
MSRP: \$143.00

OR0134

OR0134@5552E
Color Code 52E
DARK HAVANA / BROWN
MSRP: \$143.00

OR0134

OR0134@5590V
Color Code 90V
SHINY BLUE / BLUE
MSRP: \$143.00

OR0106

TOP SKU



OR0106

OR0106@4802A
Color Code 02A
MATTE BLACK / SMOKE
MSRP: \$99.00

OR0116

TOP SKU



OR0116

OR0116@5102A
Color Code 02A
MATTE BLACK / SMOKE
MSRP: \$99.00

OR0116

OR0116@5102C
Color Code 02C
MATTE BLACK / SMOKE MIR...
MSRP: \$99.00

OR0123

TOP SKU



| OR0123 | OR0123 |
|-----------------------------|-------------------------|
| OR0123@5415S | OR0123@5431A |
| Color Code 15S | Color Code 31A |
| MATTE LIGHT RUTHENIUM / ... | MATTE DEEP GOLD / SMOKE |
| MSRP: \$185.00 | MSRP: \$143.00 |

OR0125

TOP SKU



| OR0125 | OR0125 | OR0125 | OR0125 |
|---------------------|---------------------|---------------------------|--------------------|
| OR0125@5952E | OR0125@5901A | OR0125@5902G | OR0125@5920A |
| Color Code 52E | Color Code 01A | Color Code 02G | Color Code 20A |
| DARK HAVANA / BROWN | SHINY BLACK / SMOKE | MATTE BLACK / BROWN MI... | GREY/OTHER / SMOKE |
| MSRP: \$173.00 | MSRP: \$143.00 | MSRP: \$173.00 | MSRP: \$221.00 |

OR0133

TOP SKU



| OR0133 | OR0133 | OR0133 |
|-----------------------------|--------------------|----------------------|
| OR0133@5501B | OR0133@5520A | OR0133@5539E |
| Color Code 01B | Color Code 20A | Color Code 39E |
| SHINY BLACK / GRADIENT S... | GREY/OTHER / SMOKE | SHINY YELLOW / BROWN |
| MSRP: \$161.00 | MSRP: \$143.00 | MSRP: \$143.00 |

OR0136

TOP SKU



| OR0136 | OR0136 | OR0136 |
|-----------------------------|---------------------|----------------------------|
| OR0136@5801B | OR0136@5852E | OR0136@5842Q |
| Color Code 01B | Color Code 52E | Color Code 42Q |
| SHINY BLACK / GRADIENT S... | DARK HAVANA / BROWN | SHINY ORANGE / GREEN MI... |
| MSRP: \$160.00 | MSRP: \$160.00 | MSRP: \$160.00 |

OR0131

TOP SKU



OR0131

OR0131@5801A
Color Code 01A
SHINY BLACK / SMOKE
MSRP: \$143.00

OR0131

OR0131@5802A
Color Code 02A
MATTE BLACK / SMOKE / PH...
MSRP: \$221.00

OR0131

OR0131@5852E
Color Code 52E
DARK HAVANA / BROWN
MSRP: \$143.00

OR0101

TOP SKU



OR0101

OR0101@5326Z
Color Code 26Z
CRYSTAL / GRADIENT OR MI...
MSRP: \$128.00

OR0101

OR0101@5383A
Color Code 83A
VIOLET/OTHER / SMOKE
MSRP: \$128.00

OR0101

OR0101@5385X
Color Code 85X
MATTE LIGHT BLUE / BLUE ...
MSRP: \$128.00

OR0101

OR0101@5302A
Color Code 02A
MATTE BLACK / SMOKE
MSRP: \$128.00

OR0078

TOP SKU



OR0078

OR0078@0002G
Color Code 02G
MATTE BLACK / BROWN MI...
MSRP: \$158.00

OR0078

OR0078@0017X
Color Code 17X
MATTE PALLADIUM / BLUE ...
MSRP: \$158.00

OR0078

OR0078@0012C
Color Code 12C
SHINY DARK RUTHENIUM / ...
MSRP: \$158.00

OR0078

OR0078@0031A
Color Code 31A
MATTE DEEP GOLD / SMOKE
MSRP: \$158.00

OR0132

TOP SKU



OR0132

OR0132@5752E
Color Code 52E
DARK HAVANA / BROWN
MSRP: \$173.00

OR0132

OR0132@5702U
Color Code 02U
MATTE BLACK / BORDEAUX ...
MSRP: \$143.00

OR0132

OR0132@5720A
Color Code 20A
GREY/OTHER / SMOKE / PH...
MSRP: \$178.00

ADIDAS ESSENTIAL

EYEWEAR COLLECTION



ADIDAS EYEWEAR COLLECTION

A COLLABORATION BETWEEN ADIDAS AND
MARCOLIN STARTED IN 2020 TO OFFER TO
CONSUMERS THE BEST EYEWEAR



ADIDAS EYEWEAR COLLECTION

TWO COLLECTIONS: ADIDAS SPORT & ADIDAS ORIGINALS



ADIDAS SPORT

Collection born to satisfy the needs of every athlete and sport consumer. Focused on technicality, lightness, comfort of use.



ADIDAS ORIGINALS

Collection born to catch all trends of lifestyle panorama offering a young and trendy eyewear to consumers.

ADIDAS EYEWEAR COLLECTION

DEEP DIVE ADIDAS EYEWEAR RANGES

ADIDAS
SPORT

ADIDAS
ESSENTIAL

**PERFORMANCE+
(HERO STYLES)**



PROFESSIONAL ATHLETES
LOOKING FOR THE
BEST SPORT PERFORMANCE

PERFORMANCE



AMATEURS LOOKING
FOR
GOOD SPORT PERFORMANCE

ACTIVE



SPORTY PEOPLE LOOKING
FOR
BINOCULAR SPORT FRAMES

ESSENTIAL



THE EVERYDAY CONSUMER LOOKING
FOR
A SPORTY LOOK&FEEL

ADIDAS ESSENTIAL EYEWEAR COLLECTION

MINIMAL, SPORTY, EVERYDAY.

New line designed to offer a more affordable product to the sunglass collection. adidas Essential combines sporty style inspired by the top of the pyramid with a smart design, maintaining an accessible price for a wider audience.

Essential collection is thought and developed to complete the range of adidas Sport eyewear collection and to maximize the Brand and business potential.

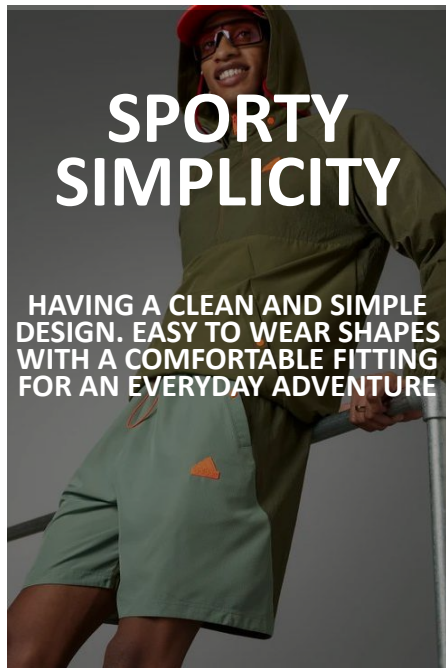
We are excited to launch this new collection and see how it will win the hearts of our customers.



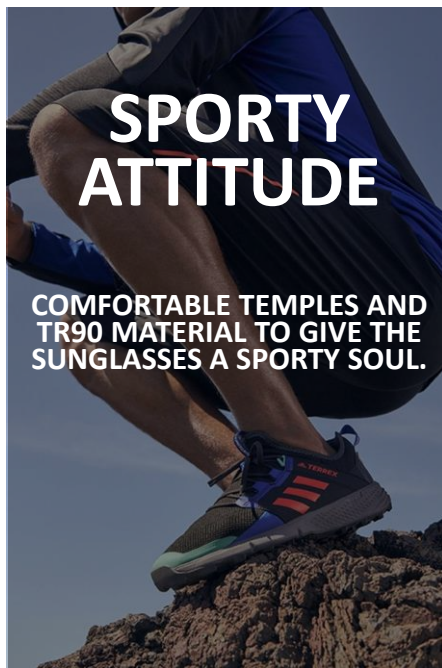
ADIDAS ESSENTIAL COLLECTION

KEY SUCCESS FACTORS

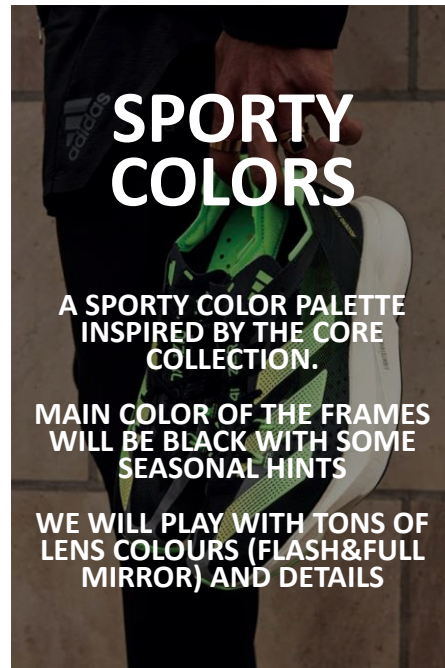
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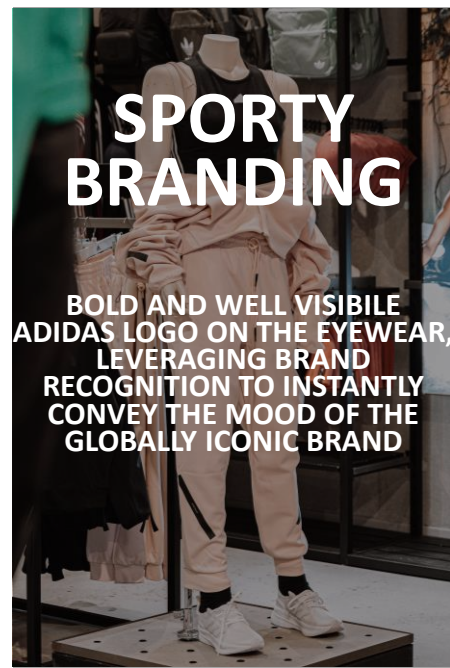
2



3



4



2026 ESSENTIAL COLLECTION

WIDE COLOR RANGE, THE BEGINNING → 6 STYLES, 36 SKUS

COMPETITIVE PRICING

79-89€

ES0001



ES0005



ES0002



ES0003



ES0004



ES0006



2026 ESSENTIAL COLLECTION PACKAGING



STRING POUCH + BOX + LABEL WITH
PRODUCT IMAGE

ADIDAS GOGGLES 254







FW 2025
GOGGLES


PERFORMANCE LEVEL

- ALL/VARIABLE CONDITIONS
- HIGH LIGHT
- MID LIGHT


PERFORMANCE







CAT 4 + 2
2 LENSES INCLUDED



CAT 3 + 2
2 LENSES INCLUDED

BEST
SRP \$229

ACTIVE









GOOD
SRP \$99

MAGNETIC ski goggle - TOP LEVEL SP0120

EXTREME HIGH LIGHT CONDITION
SMOKE CATEGORY 4: ideal for very bright light

LENS: smoke cat. 4 LSB0001 BK08
INSIDE FRAME: matte black
BAND: semi impact orange F22
LOGO: black



02A

SECOND LENS INCLUDED:

MID / LOW LIGHT CONDITION,
ORANGE CATEGORY 2: super contrast enhancement in bad
visibility (fog/cloudy) - LSB0003 OR32



MAGNETIC ski goggle - TOP LEVEL SP0120

EXTREME HIGH LIGHT CONDITION
SMOKE WITH SILVER MIRROR CATEGORY 3:
ideal for very bright light

LENS: smoke with silver mirror
INSIDE FRAME: matte black
BAND: elastic band with graphic Black/ Grey SixS19
LOGO: white



02C

SECOND LENS INCLUDED:

MID / LOW LIGHT CONDITION,
ORANGE CATEGORY 2: *super contrast enhancement in bad*
visibility (fog/cloudy) - LSB0003 OR32



SP0121

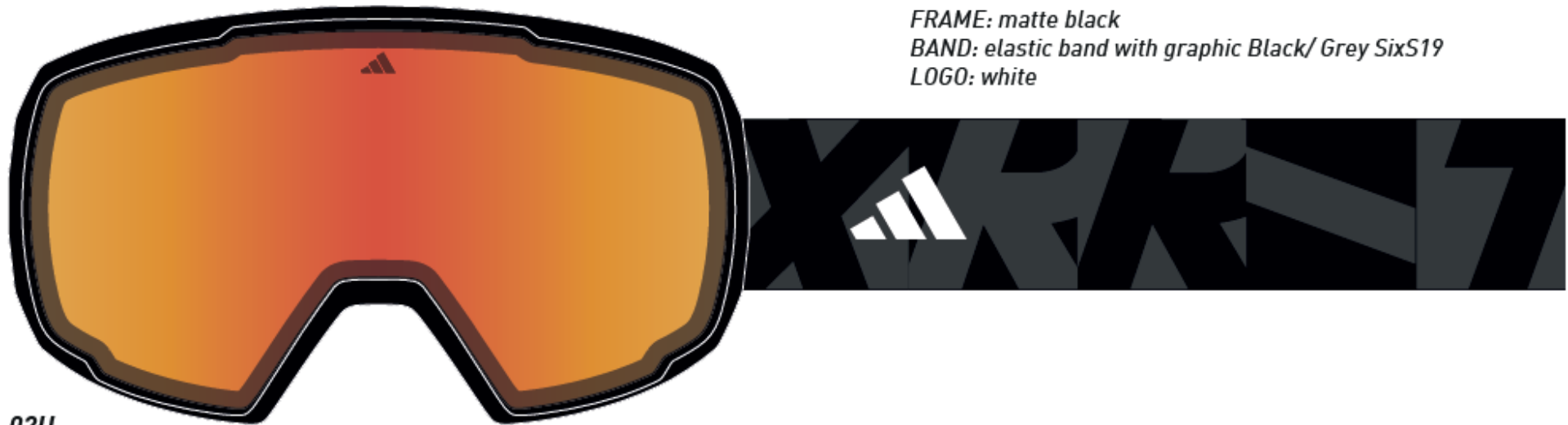
**HIGH LIGHT CONDITION,
CATEGORY 3: the brown base tint of this lens with red
mirror, cuts glare and reduce eye fatigue**

LENS: full mirror red CAT.3 - LSB0007

FRAME: matte black

BAND: elastic band with graphic Black/ Grey SixS19

LOGO: white



02U

SP0121



97Q

**HIGH LIGHT CONDITION,
CATEGORY 3: the brown base tint of this lens with red
mirror, cuts glare and reduce eye fatigue**

*LENS: full mirror green CAT.3 - LSB0006
FRAME: matte dark green ref: matte Aurora IviF25
BAND: green ref: Pure TealF25
LOGO: white*

SP0121



49G

**MID LIGHT CONDITION,
CATEGORY 2: - gray base tint with light gold mirror is
designed to reduce overall brightness while preserving
100% normal color recognition in mid light conditions**

LENS: full light gold mirror CAT.2 - LSB0037
FRAME: matte brown ref: Earth StrataS23
BAND: elastic band with graphic Cardboard/ SavannahS20
LOGO: black



SP0121

**HIGH LIGHT CONDITION,
CATEGORY 3: the brown base tint of this lens with
blue/purple mirror, cuts glare and reduce eye fatigue**

LENS: full mirror blue/purple CAT.3 - LSB0008
FRAME: matte deep purple ref: Aurora PlumF25
BAND: deep purple ref: Aurora PlumF25
LOGO: white



82Z