



Photo : Dragon

GOGGLES FW16/17 : TREND REPORT

Whether you're just slope cruising, destroying the park or venturing off-piste, you want to see what you're doing and where you're going, making goggles an irreplaceable accessory for mountain adventures. For FW16/17 goggles brands are offering an ever wider and more diverse choice of products for all the needs you can possibly have.

Anna Langer had a look through the new lines for Winter 16/17 for us.

No matter if the rain is gone, clouds are coming in or it's a bright sunny day, we all want "to see clearly now" - preferably in all conditions and every situation we can get ourselves in to. What used to resemble a song-like utopia is becoming crystal clear reality though, and not just for high-end models, but offerings of all price points.

TECHY TECH

Dragon continue their Transition lenses that "allows the lenses to adapt instantly to a dark grey activation," as Product Director Mike Tobia explains, while Smith's "ChromaPop filters light at two specific wavelengths, creating greater colour definition, enhanced natural colour, and unmatched clarity," says Global PR Manager Ben Cruickshank. Shred work with a "colour spectrum selective light filter", creating "a lens that mimics the behaviour of noise cancelling headphones on the plane, to eliminate colour noise while riding," in their Contrast Boosting Lens and Zeal introduce the "AUTOMATIC+ line. This new line of polarized lenses automatically adjusts from 33% to 18%, making it the only lens you need in varying light conditions," according to Mike Lewis, Director of Brand Activation & Digital

Strategy. Gloryfy have a similar feature in their I-Flex® Transformer dual lens that "changes depending on the light intensity from filter level 1 to filter level 3," says Christoph Egger, CEO & Founder. And VonZipper offers a new "WILDLIFE lens that will increase overall clarity and distinction in mountain terrain."

High quality Zeiss lenses can be found in the whole range from Melon Optics, goggles from Giro, and Rossignol features their Sonar Lens, "a contrast enhancement filter that improves colours, brightness and contours on the slope, in all light conditions" says Flavien Foucher, Technical Equipment Marketing Manager. POC use the Sonar Lens as well, with an "exclusive VLT level for the best contrast perception, high brilliance of colours and contours, especially at high speed and in changing light conditions," says Erik Liden, Senior Product Manager Goggles, and adds: "All our kids specific goggles (POCito) will have this specific lens for best safety practice. For next season we are also offering both Oleophobic and Hydrophobic treatments on the absolute majority of our lenses."

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Sinner combine “photochromic lens with our polarized lens to make one fantastic all round, all conditions solution SINTEC®/TRANS+®” explains Dennis van de Ven, Marketing Manager. Photochromic lenses continue to be the most popular style at Spektrum, and are also featured on POC, Quiksilver, Roxy and anon. who offer “more styles that come with Polarized lenses fully installed, something that has been historically offered as a spare lens only option,” explains Brand Manager Stephanie Kohn.



Photo : Giro

QUICK CHANGE

In case you're still not happy with your view, or you just like to make your own choice, the number of models that can be changed quickly, even without gloves, is growing steadily. As is the technology behind it: such as TSG's “self-locating earth magnets,” VonZipper's 4PLAY LENS SYSTEM, Bern's Lens Pop, Electric's PRESS SEAL TECHNOLOGY, anon.'s Magna Tech, Giro's Snapshot “magnetic interchangeable lens system”, Spy's Lock Steady™ & Quick Draw™ systems, and of course Smith's I/O and Dragon's APX swiftlock technologies. Making sure to eliminate any “unreliable or bulky systems that will limit performance,” Shred have come up with their very own, patented SIMPLY SIMPLIFIED technology, that also “allows for a very quick lens replacement,” but without the aforementioned downsides. Airblaster swear by the “FOG FREE performance” of their AIR GOGGLES - “spend time shredding instead of ‘quick changing’ your lenses.”

FRAME-LESS

Whether you need to wiggle your lens out of it or not, all goggles still have a frame – to some extent. “Smaller frames not only look modern/fashionable, they allow more peripheral vision through the spherical lenses,” explains Dirty Dog's Operations Manager Tom Lazarus, talking about their new slim-line and Semi-Framed models. Appertiff, Bern,

Carve, and Giro mention frameless designs among their highlights, Brunotti have “half frame and frameless” models, gloryfy feature a “literally frameless design” on their GP3, Sinner go for a “partially frameless goggle,” Dirty Dog introduce slim-line and semi-framed models, and also Quiksilver and Roxy offer “rimless goggle frames.”

Dragon extend their seasoned frameless lens system, including swiftlock technology to the X2s, “which is a smaller size than the X2 for universal fit,” says Mike Tobia. VonZipper's new model the ALT Goggle (Alternate Lens Thing) has a rimless / frameless design too, “that is super light weight” according to Aecio. And Smith updated their frameless model too: “In addition to aesthetically modernizing the look of the I/O, it was important to incorporate the advancements we have made in goggle manufacturing over the past decade: improved fit, wider field of view, and improved helmet integration,” states Jon Raymer, Goggles Category Manager.

Shred on the other hand have their own SHREDWIDE approach that maximizes the field of view through efficient use of material and design, creating “the largest possible angle from the eye to the edges of the frame.” POC follow a similar approach: “Whenever we develop a goggle we start by maximizing the field of view, which allows the rider to react earlier to objects approaching from the sides,” putting safety first.

Spektrum mix it up with some classical models, as do Appertiff and Ovan, “with harder edges, and lower profile, more tailored fit.”

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Mike Tobia, Product Director

MATERIALS

At the end of the day (or even the beginning), not even the most advanced technology or most cleverly adapting lens tint can help you see, if the goggles don't sit on your face properly and let snow, fog and whatever creep behind the lens. Bollé address this with their new B-Flex technology and its memory shape properties in the new Tsar, so “the user can adjust the lower part of the frame to his/her face shape very easily and durably,” as Chloé Pasqualetto, Global Goggles & Helmets Product Manager states. Carve work with “memory foam for better comfort and a more adaptable fit across the board,” and TSG use “flexible PU frames with articulating outriggers that evenly transfer pressure across brow and nose to ensure a complete seal against the face,” explains Communications Manager Nadja Herger.

Bern try out a “completely new and eco friendly material: Plusfoam™” in their high end Eastwood and Monroe frames, which has “higher impact resistance, a higher coefficient of friction, responds better in extreme climates, and is 100% recyclable.” Ovan also work with a fully recycled PE frame that is “eco-friendly, insanely lightweight and soft for comfort,” while Electric experiment with an injected EVA for the frame material and thermoset compression moulded silicone in their new ELECTROLITE material.

SHAPES

While cylindrical lenses were all the rage last year and are still relevant for Appertiff, Ashbury, Giro, Melon, POC, Rossignol, Shred, Spy and VonZipper, the majority of goggles have gone back to spherical lenses, with representatives in the new ranges from all brands. “We still see cylindrical shapes as a current functional and stylistic trend,” states Aecio Flavio Costa, Marketing Manger Europe for VonZipper, and adds: “Spherical goggles still represent the majority of our goggle sales and are a vital part of VonZipper's snow business, especially in the larger-fitting frames.” They also

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Photo : Giro

introduce a new, sleeker model with an "injected toric lens", a new approach combining two different orientations, one of them spherical, that Rossignol also apply to their Maverick model, allowing "a wider and greater field of vision while remaining compact in terms of height" says Flavién.

LENS TINTS & COATINGS

Black is beautiful, has always been and will always be, especially in eyewear. From Appertiff's "all black," to "Black Chrome" from Bollé and TSG, to "Smoke Chrome and Black" from Ashbury, to anthracite at gloryfy, "Dark Smoke" at Quiksilver and "Everyday Smoke" at Ovan. Carve Brand Manager James Robinson agrees that "traditional tints are still strong" and adds that "it's more about the coatings or finishes," mentioning Iridium in silver & spectrum colours. Electric feature a new base tint colour called Brose. "It combines the best properties of our best selling Bronze lens tint with the highly versatile and performance enhancing qualities of Rose. Brose is now the base tint colour of choice in our line and it's awesome." Spektrum also use a brown base "that works for a wide range of light conditions," says Robert Ohlsson, CD & Co-Founder.

Mirror coatings continue to be important for many brands, like Bollé, Brunotti, gloryfy, and are now even used for low-light conditions, as Robert from Spektrum describes their Clear Red Revo: "a lens for low light conditions that still has a Revo mirror finish that makes the lens much more attractive than your regular clear, pink or yellow lens."

Red is becoming more popular in general, like in Spy's "all-new Happy Red Spectra" lens", Nike Vision's "new light rose tint in addition to grey activation," anon.'s Red Solex", Dirty Dog's Red Fusion, as "multilayer red with an orange base" from Rossignol, Ovan's "Code red low-light lens, designed to improve contrast and terrain clarity in extremely flat light," and Quiksilver's new HD lens tint, "a kind of pink - amber mix of tint, which offers you the best contrast," as Stephanie Fontenille-Leuridan, Goggles and Helmets Product Manager for Quiksilver and Roxy explains.

At anon., tints range from "Blue Lagoon to mirror," Melon Optics introduce "Green and Blue Chrome," Dirty Dog update their line with "contemporary Emerald Fusion," Sinner feature Blue Revo and Airblaster add a new "Green AirRADium" lens.

FRAME COLOURS & PATTERNS

When it comes to frame designs and colour palettes, there really is something for everyone next year, no matter what you fancy. Shred and Zeal opt for neutral colours, POC see "some more mature colours" entering their range, Appertiff for all black, and TSG mix it up with white, black, dark blue and purple. Brunotti, Spektrum and Carve add matt options to their lines, the latter adding "pops of colour at the banding," says James.

Dirty Dog introduce "brightly coloured frames to match the new intense mirrors", Bollé and Brunotti go for bright colours as well, anon. for pop colours, Appertiff features some neon, TSG Cyan Blue, Sinner have bright neon colours and Smith let "bold floods of colour be the focus of the design." And rounding things off on a softer note, Sinner and Appertiff add some pastels too. Oakley continue with "strong colour blocks," and also nod to their heritage with "the clean Factory Pilot Blackout and Whiteout colour schemes that use the original Oakley Factory Pilot logo."

Matching outerwear and goggles, Roxy and Quiksilver cross over patterns between both segments, including "camo inspiration with hand made painting," for the guys, next to "an urban-inspired line for endless park and pipe sessions," called Treeline for the ladies. Nike Vision takes inspiration from their sportswear and Shred from their sunnies, mimicking "the designs of our sunglasses that offer natural wood temples." Appertiff have a camo pattern too, Ashbury opt for stripes, Melon for "Marble, Galaxy, Denim," Rossignol feature "geometrical and modern patterns, Sinner have a wide variety from "bright coloured tropical flower prints" to Aztec/cabin colours, Nike Vision offer a "tortoise print on a translucent frame and a pop swoosh logo," while Zeal incorporate "elements like conifers or Aztec patterns."

COLLABORATIONS

Last but not least, one of the major trends for next winter is design collaboration. Dragon has Brian Iguchi and Teton Gravity Research on board, Giro made capsule collections with legendary shaper Gerry Lopez and famous punk band the Descendants' singer Milo, Ovan collaborate with talented artists, anon. teamed up with Black Scale, L.A.M.B, Playboy, Disney and Marvel again, and in addition to their athlete-inspired ID collection, Smith collaborate with Woolrich, High Fives Foundation, Coal Headwear, and artist Matt Furie. VonZipper and Airblaster take it even further, adding most snowboarders' favourite drink to the mix in their collaborations with breweries, making the metaphorical "beer goggles" almost real. VZ have teamed with local California beer brewers St. Archer Brewing Co., and Airblaster feature "classic PBR colourways with a PBR logo branded strap", saying "Air x Beer can be a dangerous combination, but beer goggles are always a good time." 🍺

HIGHLIGHTS

Adapting & Contrast-enhancing Lenses

Rime & Frameless Designs

Quick Change Systems

Collaborations

Neutral Colours