

VISION QUEST

Goggle-makers aim to differentiate through technological advances. **By Eric Smith**

1.

BRIGHTER OUTLOOK

Clear vision for skiers and snowboarders is now the focal point for goggle-makers as frames and lens-changing systems have grown more advanced, says Andrew Putt, marketing coordinator, SCOTT Sports. Advanced lens tech is top of mind in 2017-18 lines. Shred's Contrast Boosting Lens (CBL) and NoDistortion tech allows "skiers and snowboarders to better read the terrain ... in all conditions," says CEO Carlo Salmini. Optic Nerve turned to NASA-developed NASTEK lenses, which eliminate the need to swap lenses to accommodate for varying light conditions.



▲ BOLLÉ SUPREME OTG



▲ DCURVE LHOTSE

2.

VERSATILE DESIGN

"Versatility and comfort will play increasingly important roles in the design and development of snow goggles," says Jim Katz of Bollé, including interchangeable lens systems, greater use of photochromic technology and adjustability beyond tightening a strap. To that end, Indigo Ski's new Voggle features an automatic fit for all standard snow sport helmets. And Optic Nerve understands that many women – as well as men with smaller faces – struggle to find goggles that fit correctly, so its Halfmoon goggle has a smaller fit.



▲ INDIGO VOGGLE



▲ SCOTT FAZE II

3.

STANDING APART

Goggle-makers want to stand apart in a crowded market. "We have entered an era where the consumer is demanding a goggle loaded with features and benefits," says Travis Tomczak, product manager, Giro. The Rail Lock System, or RLS, from ZEAL Optics is a lens interface system "inspired by fighter-plane helmets and hangar doors." DCURVE touts its removable, washable, replaceable goggle foam and replaceable goggle straps and lenses. Native Eyewear is nearly eliminating fog with reliable ultra-high-performance lens coatings and strategically designed venting.



▲ SH+ JUPITER REACTIVE PLUS



▲ SHRED SIMPLIFY



▲ NATIVE EYEWEAR DROPZONE

AT THE SHOW

Bollé

The Supreme OTG has photochromic technology that responds rapidly to changing light conditions and offers improved performance in cold temps.

DCURVE

The Lhotse 145 has removable, washable, replaceable goggle foam and offers 145 degrees of view and removable and replaceable goggle straps and lenses.

Giro

The Axis (unisex) and Ella (women's-specific) models feature a clean frameless EXV design and are designed to engage the millennial market.

Indigo Ski USA

The new Voggle has a 230-degree view, an automatic fit for all standard snow sport helmets and is flexible with a shatterproof lens.

Native Eyewear

The DropZone features an interchangeable lens binding that gives skiers and snowboarders the ability to easily switch lenses.

POC

The Orb comes with a new range of lenses called Clarity, which POC developed with Zeiss.

SCOTT Sports

The Faze II is a spherical lens goggle with significant updates in frame styling, fit and optical quality at a lower price point.

SH+

The Jupiter Reactive Plus has double cylinder lenses that eliminate distortion and are available in blue mirror, orange and light-rose for variable conditions.

Shred Optics

The eco-friendly Simplify Natural features components made with epoxy content reclaimed from snowboard manufacturing.

ZEAL Optics

The Portal's Rail Lock System allows users to easily slide their lens into the "frameless" goggle, where it locks in place until they're ready to change it again.



BUYER TIP

Kjerstin Klein, Willi's Ski and Snowboard Shop, Pittsburgh, Penn.

Goggles is a service-driven product that is next to impossible to buy from anyone other than specialty. Make sure your staff is well-trained and extremely knowledgeable.