



SP4056-033
GRAPHITE CRYSTAL

SPYDER®

365 DAYS A YEAR, SPYDER DARES TO PREPARE, PERFORM, AND LIVE

As one of the largest winter sports brands in the world, Spyder is a pioneer for performance, athleticism and quality. Founded in 1978, the brand was created for racing, by racers, and has lived true to that legacy ever since. With a focus on sport-specific function and as a proud sponsor of many highly accomplished athletes, the Spyder brand is known for its authenticity and superiority in the performance field.

FEATURES

Spyder eyewear is categorized into three award-winning collections:

Bronze

Focusing on core styling and rich colorations, Bronze captures the lifestyle designs of the fully-inclusive assortment.

Silver

Highlighting custom prints and sport-focused styles, Silver captures seasonal designs and subtle performance details.

Gold

Combining technology and performance, the Gold collection features pinnacle product such as Carbon Fiber, Extendable Lanyards and Performance Sunwear.

TARGET CUSTOMER

Primary: Men 35+

Secondary: Men 18-34

BRAND VALUES

Performance, Authenticity, Competitive, Athletic Pursuit, Motivated, Active