



## 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. As a proud sponsor of the US Ski Team and 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



**ALEX HALL**

FREESKI GOLD MEDALIST