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## **The Nike Athena and Nike Zeus Sunglasses Give Athletes a Competitive Edge**

Look good. Feel good. Compete at your peak.

That's the attitude behind the Nike Athena and Nike Zeus sunglasses, intended to be worn before and after competition as a form of psychological armor — whether to protect or project.

“While we were initially focused on designing something for competition, the insight we heard from our athletes is the need for a mental edge or advantage, before and after competing,” says John Hoke, Nike’s Chief Innovation Officer. “Their ability to get totally into the zone, to be completely focused and undistracted, is so, so critical for these athletes.”

The futuristic, all-gender Nike Athena and Nike Zeus sunglasses push that insight to the cutting edge, setting athletes apart from their competitors while expressing their personalities. The styles usher in a new level of digital artistry in service of athletes, advancing Nike’s aesthetic horizons while offering contrasting visions of sport’s future.

Nike Athena is a celebration of asymmetry and expression, with mirroring that wraps from lens to temple, punctuated by Nike’s Electric Pack graphic. Screwless, ultrasonic bonds and stainless-steel temples (or arms) contribute to a lightweight frame, which positions the lens further from the face to help eliminate the “lash crash” sometimes caused by shallower sunglasses.

Nike Zeus, meanwhile, has an angular, technical appearance. Inspired by traditional acupressure points and the look of “speed” — an enduring Nike fixation — the design suspends five translucent elements in an ultralightweight, handcrafted titanium frame. Mask-like and worn close to the face, Nike Zeus builds on the innovative ventilation of the Nike Windshield Elite 360, with intricate, fluted perforations increasing airflow to help eliminate heat pockets around the nose and cheekbones while directing heat away from the eyes.

Both styles employ Nike Max Extreme Lens technology for maximum optical clarity and reduced eye fatigue on track, field and road surfaces. They also incorporate recycled materials; at least 40% of Nike Athena’s total weight and 20% of Nike Zeus.

The Nike Athena and Nike Zeus eyewear will be available globally on Nike digital platforms July 24.