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For Immediate Release

The Heiress

Here's To Inheriting Cool Stuff

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For Immediate Release (Ketchum, ID) Departing from the industry standard of adding pink to a goggle and calling it “women’s specific”, Smith Optics introduces the Heiress, a low profile, gently styled goggle designed specifically to appeal to a woman’s senses. With understated contours and elegant finishes, the Heiress screams, “Hands off!” to the man in her life.



Infared Dreamcatcher with Ignitor Mirror lens

Built off a women’s-specific face form and crafted to seamlessly integrate with our women’s specific helmet, the Intrigue, the Heiress delivers un-tethered style with the performance and technical features Smith Optics is known for.



White Pink Chainmail with Ignitor Mirror lens

“Since the day we started this project, our goal was to create a goggle that was at once distinctly feminine and technologically advanced. We created the Heiress to specifically offer women high-fashion looks in a performance-based goggle. It’s an exciting success which we feel women will appreciate, especially when combined with our new Intrigue helmet,” said Smith Optics vp of product and design, Eric Carlson.

While presenting graceful, soft organic curves and surfaces the Heiress doesn’t sacrifice function, featuring all of the key technologies and performance features that separate Smith from the herd. The Heiress employs a Spherical Carbonic-X™ lens with TLT (Tapered Lens Technology) Optics™ featuring Vaporator™ lens technology for perfect, fog free vision. Fitted with Smith’s Articulating Outrigger Positioning System and the QuickFit strap adjustment system, women will rave about the Heiress’ seamless fit and helmet integration. Smith finishes the package with DriWix™ dual layer face foam for sublime, all day comfort. In a word, the Heiress is a technical wonder dressed in a cocktail dress.

The Heiress is available in Black Intersection, White Intersection, Purple Splash, Infared Dreamcatcher, Blue Mod, Bronze Alexandrite, Burgundy Hunter, Lilac Libby, White Chainmail, Fuschia/Orange Gradient with either Platinum Mirror, Sensor Mirror, or Ignitor Mirror lens installed for \$130 and in a Special Edition Crystallized by Swarovski option for \$150. The Heiress is backed by Smith’s Lifetime Warranty.

ABOUT SMITH: Based in Sun Valley, Idaho, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, goggles and helmets. Smith’s devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out www.smithoptics.com. **Performance. Style. Smith. Solid.**