



INTEGRATE
PERFORMANCE & STYLE

NEW SUNGLASS
SPRING 2010

for immediate release

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BOARDWALK ELEGANT LIGHTWEIGHT STYLE

The Boardwalk from Smith is the ultimate in elegance and minimal style for women who appreciate eye wear which doesn't distract from their beauty. A lightweight wire frame sculpted into a nearly frameless look holds a single shield lens with adjustable nylon nose pads for an easily customized fit. Discreet details and attention to the finish of the Boardwalk has made it a beloved piece that dresses up as easily as it dresses down. TLT Optics ensure optical precision for all day comfort. Like all Smith products the Boardwalk is backed by Smith's True Lifetime Warranty.



BLUE SKY w/ BROWN GRADIENT



MATTE GUNMETAL w/ GRAY GRADIENT



MATTE DESERT w/ BROWN

FEATURES //

// MEDIUM FIT / MEDIUM COVERAGE

// METAL FRAME CONSTRUCTION

// ADJUSTABLE NYLON NOSE PADS

// NYLON TLT LENSES

// 6 BASE LENS CURVE

// FRAME MEASUREMENTS 130-NA-121

MSRP:

MATTE GUNMETAL WITH GRAY GRADIENT \$119

BLUE SKY WITH BROWN GRADIENT \$119

MATTE DESERT WITH BROWN \$119

More: www.smithoptics.com

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, snow and motorsports goggles, snow helmets, and ophthalmic eyewear. 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.