

PR Release – INVU Collection 2018

INVU Active – Performance and Design

Zurich, November 2017

Staying active and in motion has become a way of life. Whether you are hiking, biking, skating, jogging or just enjoying the great outdoors, the INVU 2018 Sports Collection has the perfect pair of sunglasses for you. With 30 different styles in over 90 color variations, INVU has the custom designed sunglasses for all sports activities. Each pair of INVU sunglasses is equipped with the proprietary ultra polarized lens from Swiss Eyewear Group that features 99% polarizing efficiency, 100% UV-400 protection and color enhancement technology for a unique visual experience.

And the best news, unlike other so called “sports” sunglasses INVU will not break the bank for customers. Retailed starting at Euro 50, INVU offers unmatched value for money and is positioned in the fast growing impulse purchase retail segment.

To learn more about INVU, visit invueyewear.com or contact us at info@swisseg.com

Swiss Eyewear Group (International) AG is a registered, privately held company with its headquarters in Zürich Switzerland. INVU is a registered trademark of Swiss Eyewear Group (International) AG and is distributed in over 85 countries around the globe.



SWISS EYEWEAR GROUP 

SWISS EYEWEAR GROUP (INTERNATIONAL) AG
FREILAGERSTRASSE 39 | 8047 ZÜRICH | SWITZERLAND | T +41 (0)44 533 58 70 | F +41 (0)44 533 58 79 | SWISSEYEWEARGROUP.COM