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Ultimate vision, optimum protection, customized fit and maximum durability are the key characteristics of a quality sports frame. adidas eyewear has evolved these properties - fine-tuned to the requirements typical of the individual sports, the Vision, Protection, Fit and Durability Concepts make sure that you'll always keep sight of your vision. Every eyewear of the areas Sport, Kids, Casuals, Originals and Optics is designed and manufactured in Austria based on these Concepts.

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