

New views from Wiley X

Wiley X continues to grow in stature as a leading supplier of fishing eyewear and with product launches like the one it has lined up for 2017, it's no wonder. **TTW** gives you the lowdown on the new shades...

By now, the fishing world is well versed with the high-quality eye protection and polarisation that Wiley X eyewear can offer. The brand has enjoyed a significant growth curve in the market thanks to the efforts of its USA headquarters and Denmark-based EMEA subsidiary and a network of loyal distributors and customers.

But, like any brand that is serious about its growth and its long-term standing in the industry, Wiley X is constantly working on new ideas to help keep it ahead of its competition.

Further to that ethos, the company has revealed a host of new SKUs for 2017, including three brand-new frame designs.

The WX Enzo is the first of those new additions and will be added to Wiley X's Climate Control Series. It features a great

wraparound style to keep out peripheral light as well as a subtle Wiley X logo on each temple in a stylish flat-panelled design that really stands out.

Initially it will be available with matt or gloss black frame and smoke grey, clear or polarised emerald mirror (amber) lenses.

The second introduction is the WX Ignite, part of the Active Lifestyle Series. This more sporty-looking style is only available with matt black frame and can be bought with a polarised blue mirror (green) lens.

The final new frame is the WX Nash, again part of the Active Lifestyle Series. These sunglasses have a taller lens that covers larger faces. The WX Nash also features a matt black frame and its lens colour options are polarised blue mirror (green) or polarised smoke grey.

▼ KRYPTEK®

A key part of what's new for Wiley X this coming year is its new Kryptek® styles. Kryptek® is a very popular technology applicable to the core sunglasses markets of Wiley X that provides combat-proven features and designs into high-performance technical and tactical outdoor adventure apparel.

"Kryptek® products are continuously tested and proven in austere combat environments and extreme hunting and outdoor conditions," explains Wiley X EMEA's outdoor director Thomas Wæver.

"Constant improvement and feedback is implemented into future designs with the end goal of providing products to outdoor adventurers who demand the utmost in quality and overall performance in their gear."

KRYPTEK® - NEPTUNE™

A predator lurks just below the surface. He is a shadowy figure gliding silently through the depths or perhaps a hidden entity patiently waiting in vigil on the ocean floor. His advantage is stealth and his attacks are sudden. Based on the WX Omega style with polarised Amber lens/emerald mirror.

KRYPTEK® - HIGHLANDER®

Specially designed for those geographical regions and elevations that are varied. Kryptek® Highlander increases stealth when pursuing a wide range of quarry in mixed terrain. Based on the WX Boss model with a polarised amber lens/gold mirror.

KRYPTEK® - TYPHON™

Darkness is the ally of the predator that prowls at night. Kryptek® Typhon™ serves those who operate when and where others will not venture. Based on WX Valor model with polarized smoke grey lens.



ABSOLUTE. PREMIUM. PROTECTION.™

WX ENZO



WX IGNITE



WX NASH



WX OMEGA



WX BOSS



WX VALOR



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