

ALZELA®

The Goggle

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The goggle that captivates at first sight.

An original and exclusive accessory, interpreting the unmistakeable creativity that is *100% Made in Italy*, adapting to the personality of the person wearing it, adding an extra touch of style and elegance.

ALZELA® is an Italian brand founded on **exclusive goggle**, an original accessory made with high levels of quality and safety, featuring a contemporary style and expressing the unmistakeable creativity that is *100% Made in Italy*.

The philosophy behind the launch of **ALZELA®** is a response to an important current trend, which sees men and women seeking **exclusivity** and **uniqueness** in every aspect of life. House, car, motorcycle, bicycle, clothing and accessories must all reflect the personality of those who choose them and must become an integral part of that precise mood.

The **ALZELA®** goggle is dedicated to this modern user, attentive to fashion and trends, cultivating his personal style but also conscientious about safety. For this reason, we like to define the accessory as **'techno-fashion'**: you wear it for **sport activities**, even extreme ones, like skiing, snowboarding, paragliding, parachuting, downhill skiing and cross-country skiing, guaranteeing maximum safety and total protection of the face and eyes. However, thanks to its distinguished shape and look, it can also be worn for **fun activities** like **a stroll** downtown with your bike, **riding** the trendiest motorcycle in the city and, why not, **driving** your convertible!

Safety, panache and **attention to detail** are three traits of **ALZELA®**, an attitude that makes this accessory even more **unique** and **original**.

Available in a **limited edition** with excellent quality *fabrics* and *microfiber*, the goggle is **certified** to meet the toughest international standards in terms of safety, passing the "projectile" and "cylinder" tests with substantial qualitative margins.

The **double lenses** that accompany the **ALZELA®** goggle are designed and developed together with a pool of Italian industry leaders. The lenses are subjected to high-quality treatments like UV, hydrophobic, anti-scratch and extra anti-fog, just to mention the most important. The possibility to easily change lenses (*rapid release*) and the availability of **three different colours** (*clear, silver, mandarin orange*), provides the wearer with another way to *personalise* the goggle, matching it with an alternative look or for a special event.

The **ALZELA®** goggle is compatible with helmets (motorcycle, horse riding, skiing, paragliding), because its elastic, adjustable band adapts perfectly to the different shapes. Another special feature regards the guarantee of **excellent comfort** even when the user *wears eyeglasses*, because the shape of the goggle does not interfere and it is in no way limiting or bothersome.

The attention to detail is also visible in the goggle's **lens protector**, made with the same material as the goggle and that accompanies each set to guarantee maximum protection even when the accessory is "mistreated", albeit involuntarily. An accidental fall or positioning the goggle in a pocket or zip bag could over time scratch or damage the lenses, which, in this case, are protected for an even longer life.

But that's not all, because the **ALZELA®** goggle is equipped with a small **chip** inserted into the side band, which can be read by a smartphone (*with the iPhone the reading is done via a QR Code in the instruction manual*), allowing for **certification** and guaranteeing **authenticity**.

Maximum care and a touch of elegance is also evident in the **packaging**, a *rectangular box* that we could almost consider a design object, perfect for storing the goggle when not being used. The **instruction manual** translated into eight languages and placed inside each package, carries the QR Code and the serial number of the goggle contained in it.

The **first ALZELA® collection** is today available to the public in **five models**, each available in two versions with black colour base and white colour base. The colours of the microfiber that accompanies each pair of the goggle range from the delicate cream of the **CORTE** version to the elegant black with contrasting stitching of the **BREDA** model, not to mention the classic tobacco of **RODEO** and the gritty red of **COBRA**. The collection also includes a refined dark grey tone, which takes the name of **SELVA**.

ALZELA® has created an original accessory, something different from everything that can be considered *dejà vu*. An ambitious project that over time will develop a series of accessories dedicated to enlivening every aspect of daily life. However, this is the new chapter in this interesting tale!

The **ALZELA®** goggle can be purchased in the **shopping** section of the website **www.alzela.com**.