



GIRO ANNOUNCES 'GIRO® X FENDER®', COLLECTION OF LIMITED EDITION SNOW GOGGLES

PARK CITY, UT (October 3, 2022) — Giro Sport Design, the leader in high-performance snow helmets and goggles, today announced a new, collaboration with Fender Musical Instruments Corporation (Fender), the world's leading and culturally recognized brand in musical instruments. The Giro® x Fender® Collection is available across three of Giro's top-selling snowsports goggles, the Contour, Method, and Axis. The collection is available for purchase now in limited quantities at giro.com, [Fender.com](https://fender.com) and authorized retailers worldwide.

The Giro® x Fender® Collection builds upon recognizably Fender elements, incorporating designs that reference the music that has inspired countless days in the mountains over the last several decades. With aesthetics that echo surf-rock culture, psychedelic rock, and heavy metal, the **Giro® x Fender® Collection** takes styling and color cues from classic Fender guitars, amps and cases, including Tweed, the classic Sunburst Finish, and Seafoam Green.

"This is the start of an incredible connection between two brands who share deep dedication to pushing creativity to new heights," remarked **Richard Bussey, VP of**

Accessories, Licensing and Lifestyle. “Each goggle carries the inspiration of Fender culture and design, be it through our legendary color palette and iconic accessory footprints. A tweed guitar strap, for example, makes up the basis for one of the elastic bands in the goggles. It’s this attention to detail that makes this partnership remarkable.”

“This collaboration with Fender was a natural fit since there is a deep connection between music on the one hand and skiing and snowboarding culture on the other. For decades, music has been the soundtrack of this mountain lifestyle,” commented **Giro Snow Brand Manager, Josh Reid**. “Ask about the biggest film part of a certain era, and many people can tell you what song powered the rider’s edit. And in 2022-2023, music continues to play a huge part in the ski and snowboard life, from the reels that blow up on social media to the personal playlist piped into countless earbuds on the hill.”

In addition to the cultural connection between music and riding, the shared creative process between the two brands had natural synergy. When Giro’s designers craft a new goggle frame, they take the same approach as Fender’s guitar builders in shaping the contours of the product. “When we design a goggle,” explains **Eli Atkins, Giro’s Creative Director**, “We make the first models by hand just like a master builder shapes a guitar by hand at the Fender Custom Shop™.”

At times, skiers and snowboarders want to ride fast and powerful just as some guitarists like to shred on stage. There are also days when riders experiment and push progression. Other times, however, it’s all about shifting into the groove of a smooth flow, a rhythmic steady state. So, pop the earphones in, pull the goggles down, and drop in.

“At Giro, we’re beyond stoked to connect our community of riders with Fender, one of the most iconic music brands of all time, and to celebrate the deep connection between snow and music in this one-of-a-kind line,” adds **Josh Reid**.

Giro® x Fender® Collection includes:

Giro® X Fender® Axis™ Goggle, Iconic Tweed

EXV Frameless Design

Quick-Change Magnetic-assisted Lens System

Injection-Molded Cylindrical VIVID lenses with Optics by ZEISS

EXV Expansion View Technology EVAK Vent Technology

Giro® X Fender® Contour™ Goggle, Black Tweed

EXV+ Tech provides unparalleled peripheral vision

Quick change lens system uses self-locating magnets for fast lens swaps

Toric VIVID lens tech with optics by Zeiss mimics shape of human eye for superior optics

Evak Vent Tech minimizes fogging

Available in cloudburst and seafoam green

Giro® X Fender® Method™ Goggle

Slash Seal - Lens Interchange System

Injection-molded cylindrical VIVID lenses with Optics by ZEISS® refines optics and minimizes distortion.

EXV Expansion View Technology

EVAK Vent Technology

Triple layer face foam with Plush Max fleece facing

By combining classic Fender colors, textures, and motifs on some of our most popular goggles, we unite the emotional experience of listening to music and skiing/riding. Whether it is a power-chord riff or a mellow track, music unlocks and amplifies moments of rhythm and movement on skis and snowboards.

High-resolution lifestyle and product images of the Giro® x Fender® Collection can be found [HERE](#).

For technical specs, additional information on new Fender® products and to find a retail partner near you, visit www.fender.com. Join the conversation on social media by following @Fender. Join the conversation on social media by following @Fender.

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Giro® x Fender® Axis™ Goggle, Iconic Tweed (\$190.00 USD)

Drop in with the unmistakable style of Fender's surf green guitar color and iconic tweed strap. The Giro® X Fender® Axis™ goggle's modern, frameless design features an elegant new quick-change lens system, EVAK vent technology, and anti-fog coating. The Axis™ goggle comes with two premium lenses so you're prepared for all aspects and conditions. Fans of Fender's 351 picks will recognize how "Extra Heavy" these goggles really are.

Giro® X Fender® Contour™ Goggle, Black Tweed (\$270.00 USD)

Shred the powder like you shred the fretboard. Decked out in iconic three-color sunburst, the Giro® X Fender® Contour™ goggle will have you hitting the slopes in classic Fender style. The Contour's performance features allow for comfort, style, and efficiency. With a new toric lens shape and Expansion View Technology for the largest field of view in its class, the Contour™ allows you to spot your landings and take-offs with ease. The Contour™ also boasts an EVAK vent system so you don't have to worry about fogging, plus a bonus low-light VIVID infrared lens that is easily subbed in via a super-efficient quick-change lens system.

Giro® X Fender® Method™ Goggle (\$140.00 USD)

Whether you bleed tweed or take a ride on the dark side, this goggle will have you stylin' in the park and the pipe. The Giro® X Fender® Method™ goggle has your needs covered: crisp visibility, comfort, and style. The Method™ boasts a wide field of view and the best lens tech in the business. Right away you'll notice this goggle's clean and modern lines and expanded field of view so you can spot and stick your landings like a pro. EVAK Vent Technology keeps fogging in check, and the Method's™ triple layer face foam with microfleece facing provides all-day comfort. Gnarly conditions? Quickly sub in the included infrared storm/low-light lens via the innovative magnetic assist lens interchange system for uninterrupted shred.

ABOUT GIRO:

Founded in Santa Cruz, California in 1985, Giro Sport Design is a leader in the design, fit and engineering of innovative products that complement the body and enhance the rider's experience. From the first lightweight, high-performance helmets for cycling and snowsports, to category-leading goggles, apparel, footwear and accessories, Giro is committed to being the first choice of riders because we understand that riding is the best part of a great life. It's why we obsess about gear and constantly daydream about the next ride, the next pow day, the next competition, the next adventure. We Live for This. Learn more at <https://www.giro.com/the-giro-story>.

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ABOUT FENDER

Since 1946, Fender has revolutionized music and culture as one of the world's leading musical instrument manufacturers, marketers, and distributors. Fender Musical Instruments Corporation (FMIC)—whose portfolio of owned and licensed brands includes Fender®, Squier®, Gretsch® guitars, Jackson®, EVH®, Charvel®, Bigsby®, and PreSonus® – follows a player-centric approach to crafting the highest-quality instruments and digital experiences across genres. Since 2015, Fender's digital arm has introduced a new ecosystem of products and interactive experiences to accompany players at every stage of their musical journey. This includes innovative apps and learning platforms designed to complement Fender guitars, amplifiers, effects pedals, accessories, and pro-audio gear, and inspire players through an immersive musical experience. FMIC is dedicated to unlocking the power of musical expression for all players, from beginners to history-making legends. In 2026, Fender celebrates 80 years of giving artists “wings to fly,” carrying on the vision of its founder, Leo Fender, and connecting players through a shared love of music.

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COPY LINK

<https://fender.pr.co/271259-giro-announces-giro-x-fender-collection-of-limited-edition-snow-goggles/>