Colorado-based D•CURVE Optics offers active outdoor music fans something new

Coinciding with this year's 50th anniversary of Woodstock, Colorado-based D•CURVE Optics is releasing a new line of rock-and-roll inspired sunglasses, ski helmets, and goggle straps. The limited Rock On series features the iconic Woodstock logo, album cover art from Pink Floyd's Dark Side of the Moon and The Wall, as well as the red donuts from Vermont's Phamous jam band.

The timing of the release is no coincidence because in addition to being outdoor enthusiasts, D•CURVE's founders are music lovers and avid concert-goers who attend live shows as often as they can.

"We know how much music fans love the images associated with their favorite bands−the posters, tee shirts and hats−because we're the same way," says Andrew Strauss, D•CURVE's Founder and Chief Executive Officer. "We wanted to offer that type of experience with the gear people use while enjoying the slopes and trails."

The Rock On series includes Woodstock, Pink Floyd Dark Side of the Moon and The Wall goggle straps, sunglasses, and snow sport helmets. All products will be available August 1, 2019, at select retailers, but pre-orders are being accepted online at www.dcurve.com.

To learn about the D•CURVE story, and for more details and pictures of the Rock On series, contact the company directly at:
303-587-4153
info@dcurve.com

About D•CURVE Optics

Headquartered in the music and outdoor mecca Denver area since 2016, D•CURVE creates and markets original, premium, great-looking outdoor eyewear and gear at a modest price. The company utilizes creativity, ingenuity, and exacting detail in crafting unique products, while promoting a healthy, active, outdoor lifestyle. Known for its dedication to innovation, D•CURVE provides active sport and outdoor lifestyle consumers a superior product that matches their personality, taste, and needs.

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