

Paolo Bettini is the new ambassador of Out Of, an innovative start-up in the production of sports glasses.
The multiple world champion joins the Italian start-up in the name of high technology and innovation.

Out Of and Paolo Bettini announce a new partnership that will see the new ambassador wear the brand's eyewear throughout the 2022 season.

"I've always been attracted to all the innovative and technological aspects applied to cycling and beyond. When Out Of offered me this collaboration, I was particularly pleased," commented Paolo Bettini. "The Made in Italy technology of these products is truly incredible and they're among the lightest and most comfortable I've ever worn. I can't wait to personally test the whole line and the next innovations they will introduce."

Out Of is a cutting-edge Italian startup founded by two brothers. The idea of Founder Federico Righi, a physicist and winter sports enthusiast, was to use his skills to make the hours spent on the ski slopes even more comfortable. Thus, through the combination of his two great passions, the award-winning Irid electronic lens was born, with a small integrated photovoltaic cell that feeds a microchip and a special liquid crystal film, which perceives the surrounding brightness and instantly adapts to the slightest variations in light to always provide the best vision. All this in less than a second and without the need for a battery, as it depends on solar power to function.

"We are proud to have sealed this partnership deal," explained Federico Righi, CEO of Out Of. "Paolo Bettini is a cycling icon and his career is an inspiration to us all. His attitude towards cycling is exactly in line with our corporate values. The adrenaline rush, the passion for outdoor activities, living in the open air, and the freedom to escape from routine are all elements that combine the brand's philosophy with a volcanic personality like his."

Already established in winter sports, Out Of is now entering the world of cycling with a highly technological approach. The new partnership with Paolo Bettini consolidates the potential of Made in Italy and innovation, fundamental pillars for the evolution of this sport.

ABOUT OUT OF:

Out Of, formerly a benefit company, is an innovative Italian startup founded by two brothers: a physicist and a product designer. Their mission is to create innovative eyewear that allows outdoor sports enthusiasts to give it their all while respecting environmental and social sustainability. In 2020 they launched Electra, the first electronic lens that adapts its brightness to changes in ambient light automatically and without batteries.

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