

# HOT'Z

**Enjoy your limit**

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## **The company**

Following fashion...

...but always to suit you

Technically innovative...

...but naturally beautiful...

Our vision goes further than just selling glasses, we're into concept and innovation...

It's thanks to this that we are the N°1 in retail for sunglasses and the specialists for reading glasses and safety glasses.

## **HOT'Z The pleasure without compromise...**

More than just technical products, the spirit of HOT'Z is the home to pleasure: Yours.

Sogema knows exactly what the consumer wants (comfort, safety...) and working with the world's best goggle manufacturers has come up with a full specification range to suit everybody's needs.

## **Put yourself first, Sogema has already taken care of the rest.**



## **Brief History of the brand**

The brand HOT' Z rose in 3200 meters during the ski and snowboards world championship in 2007 to celebrate its birth.

Today, it sponsors high-level and very exigent Sportsmen and sportswomen:

- **Caroline Lejeune:** Two times world champion of Freestyle slalom in roller
- **Hamid Belhaj:** Marathonman
- **Simon Rolland and Anatole Camelin:** Two very promising Freestyle skiers.

And many other very talented sportsmen of different sectors joined the TEAM HOT' Z.

## **Philosophy and target**

The soul of HOT' Z lies in the notion of pleasure of the users; the pleasure without concession, " think only of you, HOT' Z takes care of the rest " (by your protection).

The slogan of the brand is "Enjoy your limit ", literally "Enjoy at your level ". The message is clear: even if you are a beginner or a purist; you can take pleasure in the sport you practice.

If you are well protected in your sports activity, you can release yourself from constraints and focus only on your pleasure.

The brand is mainly positioning in the free ride spirit and also in the outdoor sports.

## **Innovation**

This product is very appreciated by our skiers and snowboarders thanks to its wide screen and its comfort.

It exists in 3 versions of screens, in yellow, orange and orange iridium red.



**Thank you and we hope to  
see you  
soon on the stand  
A5.342G at the Ispo Show  
in Munich**