



Skoggl Redefines Ski Goggles with Bold Design and Cutting-Edge Performance

Independent UK-based brand **Skoggl** is transforming the slopes with a bold new collection of high-performance ski and snowboard goggles, designed for riders who refuse to blend in. Founded by sibling duo **Ben and Anna Mimi Jayson**, Skoggl marks a new era in mountain sportswear where fearless style meets functional precision.

Skoggl's signature goggles feature **custom artwork printed directly onto the lens**; a standout innovation that delivers striking visuals without compromising your vision or performance. Each pair is built to handle all conditions, with **magnetic interchangeable lenses**, **UV400 protection**, **anti-fog coating** and **triple-layer comfort foam**, all while making a statement from summit to après.

"We started Skoggl because we couldn't find goggles that looked good and performed. All the goggles you see on the slopes are the same; everyone has the same uniform look and we wanted to change that." said **Ben Jayson**.

"So we made our own; goggles that fuse function and fashion for skiers and snowboarders who want to express themselves." said **Anna Mimi Jayson**

Already spotted on creatives like **Ella Eyre** and **Hope Ikpoku Jr**, Skoggl is quickly gaining cult status among artists and style-forward adventurers.

Key Features

- **Custom lens artwork:** Exclusive designs printed directly onto the lens; from hearts and stars, to skulls and flames, without affecting visibility
- **Two lens options per design:** *Sunny Skies lens* for bright/clear sky conditions or the *All-Weather lens* for mixed snow-to-sun conditions
- **Magnetic lenses:** Swap in and out in seconds based on weather or your style
- **Interchangeable straps and frames:** Available in a variety of colours to customise your look
- **Performance technology** including UV400 protection, anti-fog, helmet compatibility and triple-layer comfort foam

Skoggl ski and snowboard goggles are available now at www.skoggl.com for **£75.00**.

The debut collection features standout styles including **Star Gazer**, **Frost Love**, and **Skull Rider** with more designs on the horizon and plans to expand into a children's range.

