

STYLE WATCH: CHRISTINA KIM'S UNIQUE VIEW

Christina Kim hit the links in 2010 with a new style. The most unique piece to her ensemble is a dueling pair of sunglasses by PILLA High Performance Eyewear. The reason for two pairs of sunglasses is to use one pair from tee to green and the second pair in the putting area.

Christina's unique set was designed specifically by Philip Pilla, founder of PILLA Higher Performance Eyewear. The glasses are adorned with her name and initials and the vibrant lime green matches her personality.

"When we designed her glasses one of the most important features was to get them to fit properly," said Pilla. "As a professional golfer, whether it be her clubs or glasses-proper fitting is very important. The glasses were designed to be ergonomically correct for Christina. The green frames came about due to Christina's passion for the environment and for her cause to help the prevention of Lyme disease. The green represents the environment for Christina as well as a talking point for her. Many people ask her about the green frames and that gives her a great way for her to talk about the environment and Lyme disease."

PILLA High Performance Golf Eyewear features a unique two frame system to manage light --one frame for tee to green and one frame for the putting surface. PILLA's high performance green-reading lenses are specifically formulated to identify minor changes in contour by identifying changes in light. The ability to read minor changes in green contour is accomplished with a lens that infuses an extremely high level of contrast while intensifying color. PILLA glasses offer a range of lens light transmissions to offer the golfer specific technology for different lighting conditions.

"We found out that golfers, in order to compete at the highest level, are very similar to shooters in that both require tremendous amount of eye-hand coordination," said Pilla. "Twenty eight of the top 30 shooters in the world use our glasses so it was natural for us to transmission over to golf. Our golf glasses are designed so athletes can manage the utilization of lens technology while helping to retard eye fatigue-very important when you are on a hot sunny golf course for five hours, three or four days in a row. Because of PILLA's clarity of lens material, golfers will be able to hit the ball true with proper aliveness of ones eyes. This is why we have a two frame system for golf-one for tee to green and one for putting-it all comes down to light management and the two different experiences golfers have. Glasses used to be a fashion accessory but because of our technology glasses have now become a valuable piece of equipment."



PILLA High Performance Eyewear entered the golf arena in 2010 and signed an endorsement deal with fellow LPGA player Kristy McPherson.

