

# MASSANELLA

*FROM THE STEEPEST HILLS  
TO THE WILDEST TRAILS*



## VASUMA

YMR TRACK CLUB X VASUMA

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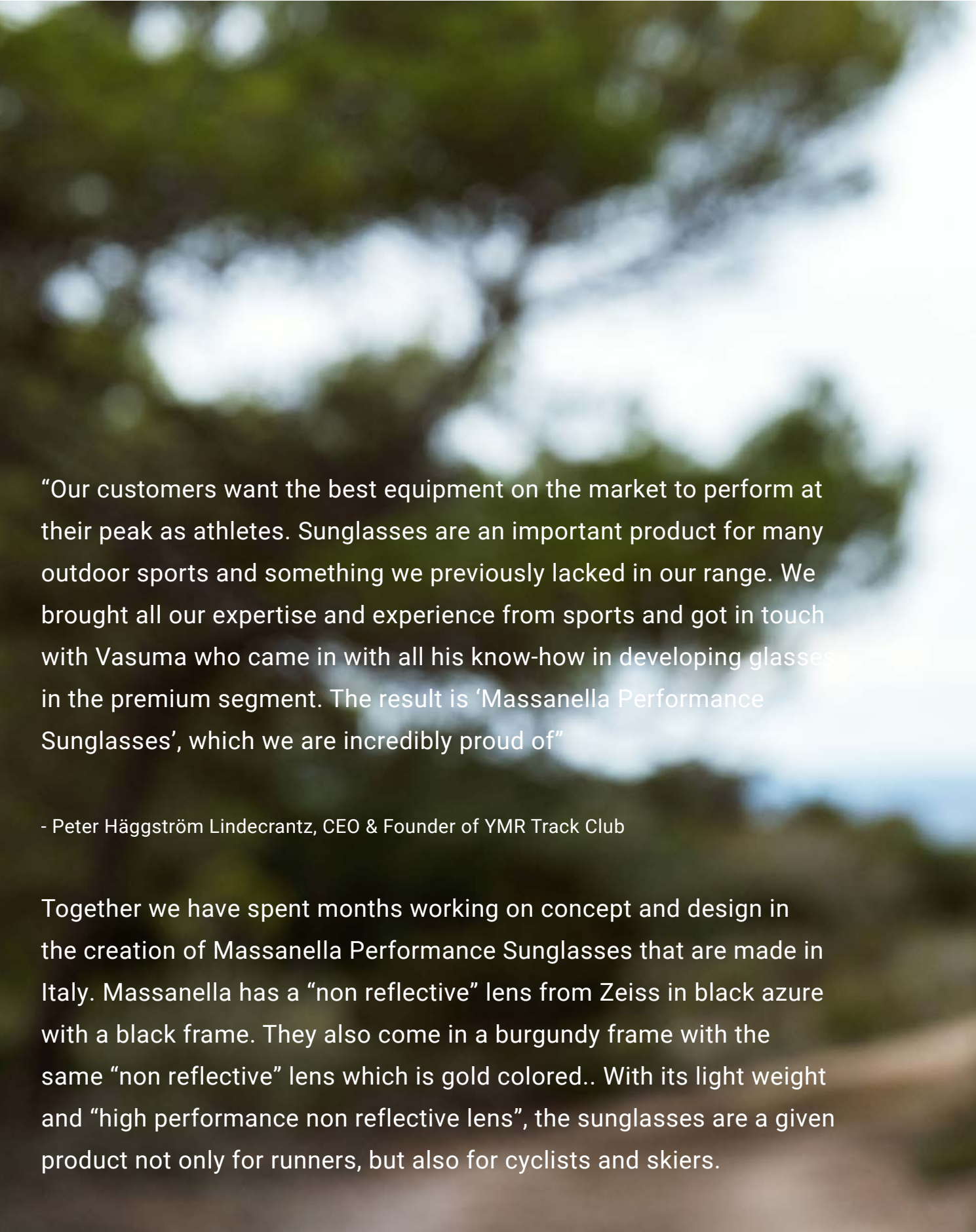


For us, sunglasses are a given accessory for all runners and a product we felt should be in our range. Therefore, we formed a vision that we wanted to create the best and most stylish sunglasses for runners on the market. At YMR Track Club, We took all our experience from athletics and running and contacted the Swedish brand Vasuma, which creates premium glasses for customers all over the world.



VASUMA





“Our customers want the best equipment on the market to perform at their peak as athletes. Sunglasses are an important product for many outdoor sports and something we previously lacked in our range. We brought all our expertise and experience from sports and got in touch with Vasuma who came in with all his know-how in developing glasses in the premium segment. The result is ‘Massanella Performance Sunglasses’, which we are incredibly proud of”

- Peter Häggström Lindecrantz, CEO & Founder of YMR Track Club

Together we have spent months working on concept and design in the creation of Massanella Performance Sunglasses that are made in Italy. Massanella has a “non reflective” lens from Zeiss in black azure with a black frame. They also come in a burgundy frame with the same “non reflective” lens which is gold colored.. With its light weight and “high performance non reflective lens”, the sunglasses are a given product not only for runners, but also for cyclists and skiers.



- Peter Häggström Lindecrantz, CEO & Founder of YMR Track Club



“With more than 15 years of experience in producing glasses, it feels exciting to now step into the sports segment. The basics are the same, but now we add the demands that athletes place on sunglasses. Massanella Performance Sunglasses is the start of a hopefully far-reaching collaboration between Vasuma and YMR Track Club”

- Jan Vana, Creative Director and Founder at Vasuma.



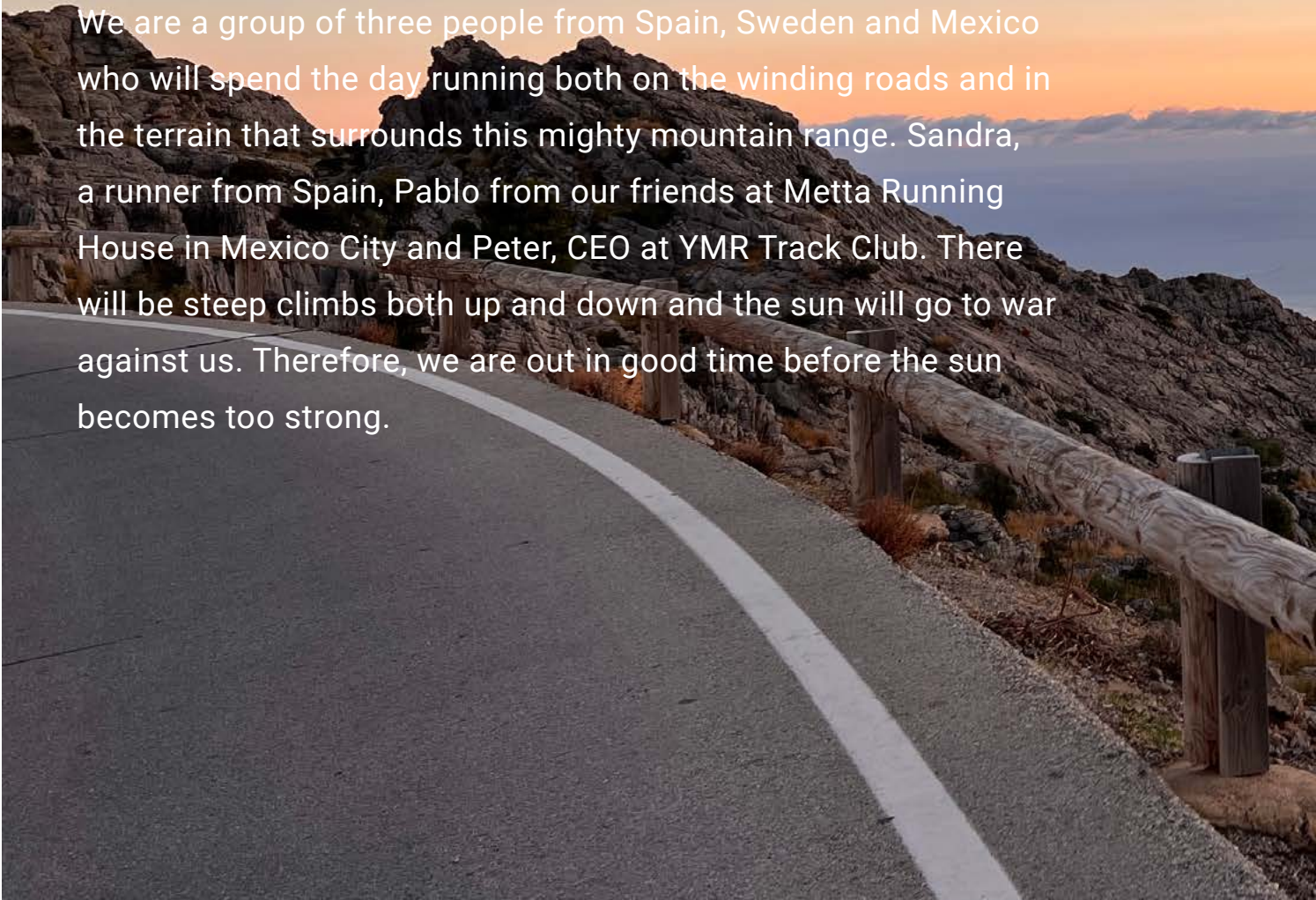
To test the glasses, we headed to Massanella in the Trumantana Mountains in Mallorca to test the glasses in their true element. This is a place where the sun is high in the sky and where demands are placed on every running step and where the equipment must be perfect to climb the mountain.



## MASSANELLA

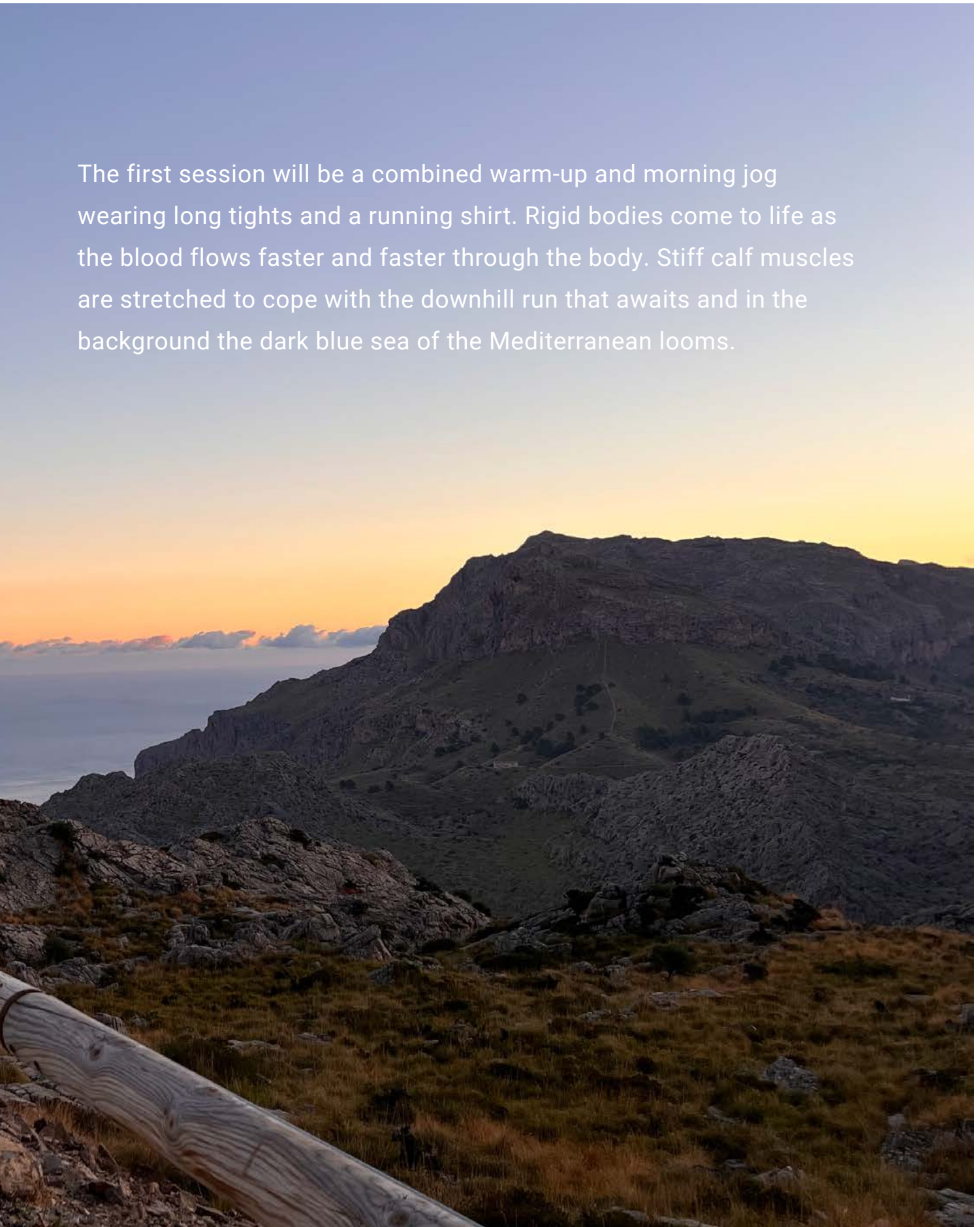
The Trumantana Mountains with their highest peak Massanella rise majestically at sunrise. This place in Mallorca is really the domain of cyclists, but for now the roads belong to us runners, as we approach the place of our starting point. It is still early morning and the only thing we encounter are some early-morning donkeys and goats who insist on blocking the road. The first rays of the sun color the sky pink and the mental preparation for today's session is in full swing.

We are a group of three people from Spain, Sweden and Mexico who will spend the day running both on the winding roads and in the terrain that surrounds this mighty mountain range. Sandra, a runner from Spain, Pablo from our friends at Metta Running House in Mexico City and Peter, CEO at YMR Track Club. There will be steep climbs both up and down and the sun will go to war against us. Therefore, we are out in good time before the sun becomes too strong.





The first session will be a combined warm-up and morning jog wearing long tights and a running shirt. Rigid bodies come to life as the blood flows faster and faster through the body. Stiff calf muscles are stretched to cope with the downhill run that awaits and in the background the dark blue sea of the Mediterranean looms.



MASSANELLA PER

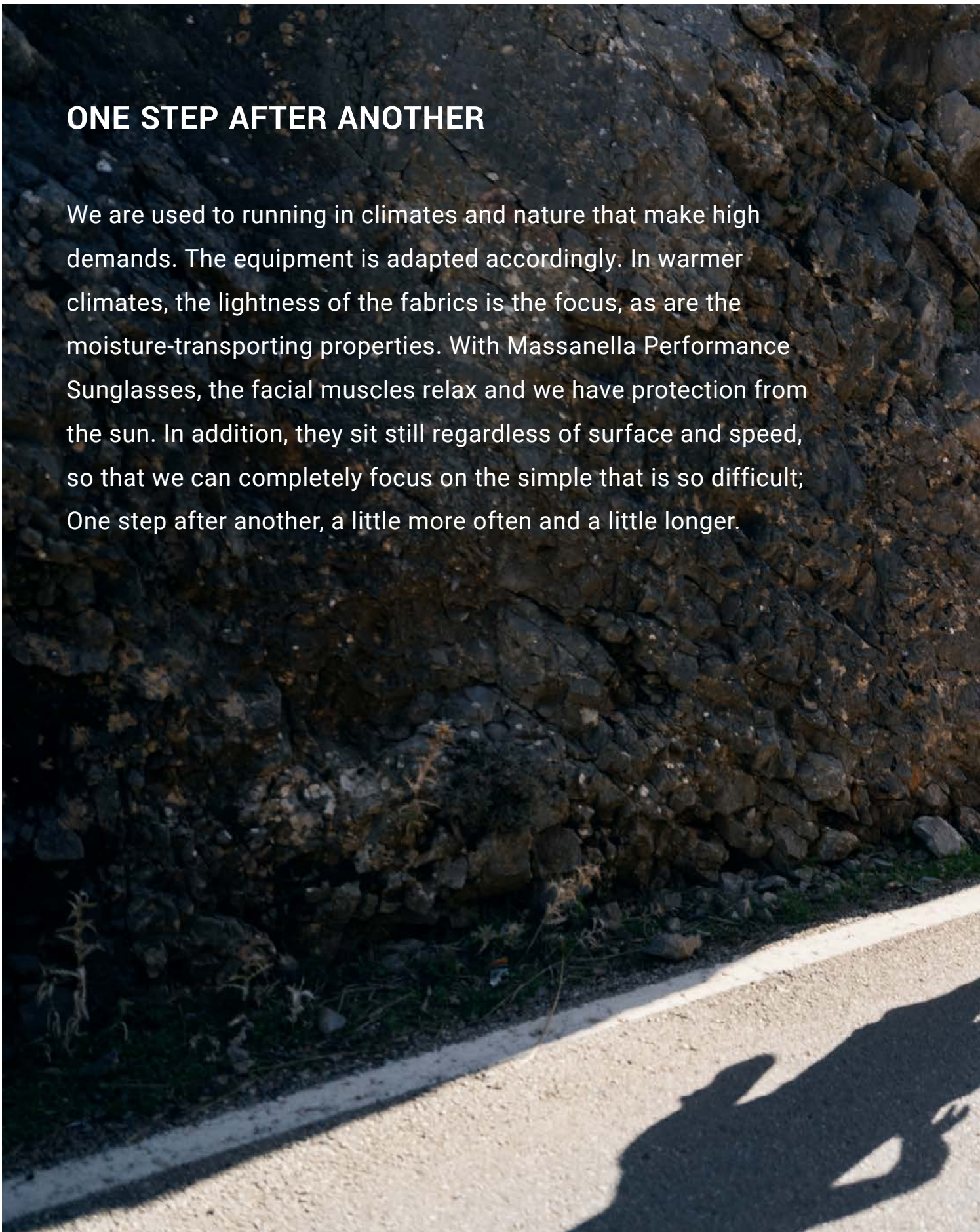


PERFORMANCE SUNGLASSES



## ONE STEP AFTER ANOTHER

We are used to running in climates and nature that make high demands. The equipment is adapted accordingly. In warmer climates, the lightness of the fabrics is the focus, as are the moisture-transporting properties. With Massanella Performance Sunglasses, the facial muscles relax and we have protection from the sun. In addition, they sit still regardless of surface and speed, so that we can completely focus on the simple that is so difficult; One step after another, a little more often and a little longer.







The morning is finished and we get to eat a much-needed lunch up on top of Trumantana at Escorca where some smart individuals have placed a restaurant. Pizza on the menu may be classified as “fast food for fast people”. Yes, we don’t really run that fast up the mountain, but the pizza sat nicely in the shade by the mountain. Time to move on to slightly wilder parts of the mountain.







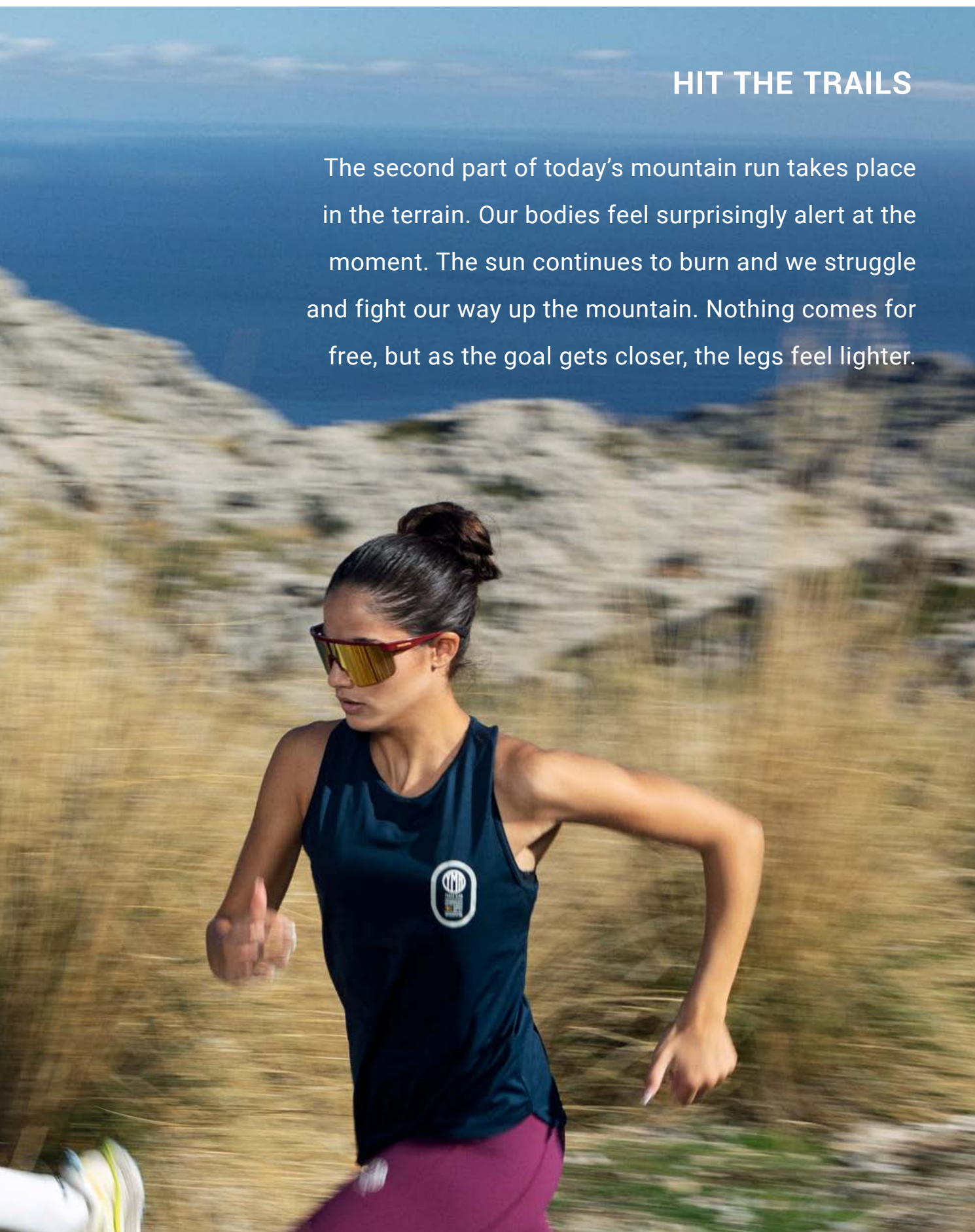
PERFORMANCE SUNGLASSES






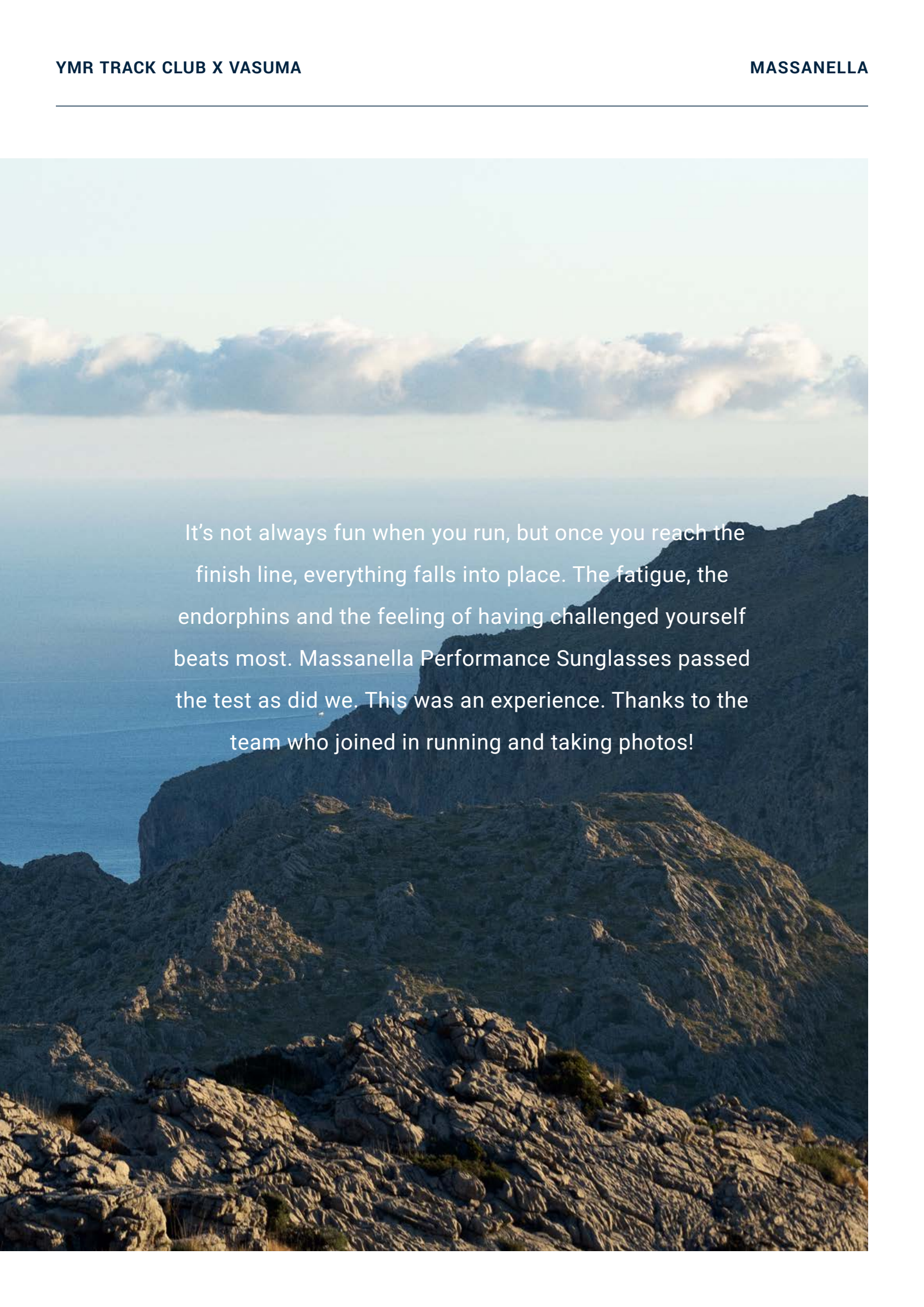
## HIT THE TRAILS

The second part of today's mountain run takes place in the terrain. Our bodies feel surprisingly alert at the moment. The sun continues to burn and we struggle and fight our way up the mountain. Nothing comes for free, but as the goal gets closer, the legs feel lighter.



A scenic view of a rocky coastline. The foreground shows rugged, light-colored rock formations with sparse green and brown vegetation. The middle ground is a vast, deep blue sea extending to the horizon. The sky is a pale blue with scattered white and grey clouds. The overall atmosphere is serene and natural.

Once there, the feeling is wonderful. We have run in some of the most beautiful places we have been to. We have fought and fought against our bodies and against the strong rays of the sun. As so often, the feeling is magical once you arrive. That's the strange thing about running;

A scenic view of a rocky coastline. The foreground is dominated by rugged, grey rock formations. In the middle ground, a steep, rocky cliffside descends towards a deep blue sea. The sky is filled with soft, white clouds, and the overall lighting suggests a bright, sunny day. The text is overlaid on the middle part of the image.

It's not always fun when you run, but once you reach the finish line, everything falls into place. The fatigue, the endorphins and the feeling of having challenged yourself beats most. Massanella Performance Sunglasses passed the test as did we. This was an experience. Thanks to the team who joined in running and taking photos!



