



urbanelement

2018 SUNGLASS COLLECTION



PHOTO BY AMBER CLEASBY

PERFORMANCE EYEWEAR DESIGNED  
FOR THE MODERN WOMAN

# STRONG. LIKE HER.

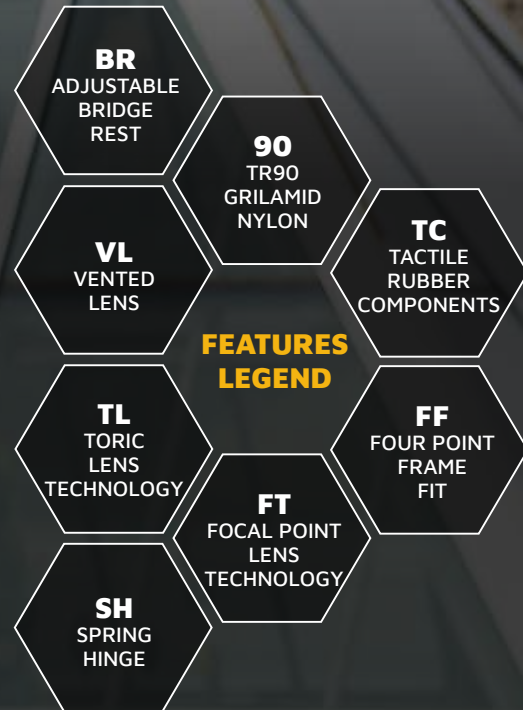
The 2018 Urban Element line of sunglasses was designed specifically for the modern woman. She can be anything she wants: strong, vibrant, elegant, feminine. In all walks of life, she gets noticed for her independent style.

That's why our 2018 Urban Element line includes the widest range: sunglasses of leading edge fashion, sunglasses durable enough to withstand even the toughest sports.

Our new line also offers premium polarized sunglasses, the perfect fit for any woman ready for outdoor adventure.

For lifestyle, for sports, all our sunglasses are made with technologically advanced frame and lens materials.

They're incredibly durable. They're also stunningly beautiful. They're made for her. Perfectly.



urbanelement  
FASHION AND PERFORMANCE EYEWEAR FOR WOMEN





NEW

## MILO

MATTE GREY / SILVER REVO

BR · FF

SKU # 1858 - \$44.99



GREY / PINK REVO



## CHARLY

MATTE BROWN / BROWN GRADIENT

FF · FT

SKU # 1716 - \$39.99



MATTE BLACK / SMOKE GRADIENT



## CHILL

CRYSTAL PURPLE FADE / SMOKE

90 · FF · FT

SKU # 1555 - \$39.99



CRYSTAL GREY / SMOKE



CRYSTAL BROWN / BROWN



## HARMONY

GOLD / BLUE GRADIENT REVO

BR · FF · FT

SKU # 1636 - \$39.99



GOLD / BROWN GRADIENT



GOLD / PINK REVO



## IGGY

BLACK / PURPLE REVO

FF · FT

SKU # 1697 - \$39.99



BLACK / SMOKE FLASH



DEMI BROWN / BROWN GRADIENT



## JONI

BLACK / BLUE GRADIENT MIRROR

BR · FF · FT

SKU # 1786 - \$39.99



BLACK / GREEN



DEMI BROWN / GREEN



## KINSLEY

CRYSTAL CLEAR /  
SILVER MIRROR

FF · FT

SKU # 1788 - \$39.99



BLACK / PURPLE REVO



DEMI BROWN /  
BROWN GRADIENT



## LUCY

GOLD / ROSE REVO

BR · FF · FT

SKU # 1480 - \$39.99

NEW



GOLD /  
BROWN GRADIENT



SILVER /  
SILVER MIRROR



## MANTRA

BLACK / GREEN

BR · FF · FT

SKU # 1652 - \$39.99



BLACK /  
BLUE REVO



MATTE DEMI  
BROWN /  
GREEN REVO



DEMI BROWN /  
GREEN



## MILA

BLACK / BLUE REVO GRADIENT

FF · FT

SKU # 1866 - \$39.99

NEW



BLACK /  
SMOKE GRADIENT



DEMI BROWN /  
GOLD MIRROR



## RAVE

CRYSTAL GREY / SMOKE GRADIENT

90 · FF · FT · TL

SKU # 1534 - \$39.99



CRYSTAL PURPLE /  
SMOKE GRADIENT



WHITE /  
SMOKE GRADIENT



## REBEL

DEMI BROWN / SMOKE

90 · FF · FT

SKU # 1558 - \$39.99



BLACK WITH PINK /  
SMOKE



BURGUNDY / SMOKE



NEW

## ROWAN

DEMI AMBER FADE / GOLD MIRROR

FF · FT

SKU # 1824 - \$39.99



DEMI BLACK FADE / SMOKE GRADIENT



DEMI BROWN FADE / BROWN GRADIENT



## STEVIE

GOLD / BLUE REVO GRADIENT

BR · FF · FT

SKU # 1773 - \$39.99



GOLD / GREEN GRADIENT



SILVER / WHITE MIRROR



## TABOO

GOLD / BROWN GRADIENT

BR · FF · FT

SKU # 1672 - \$39.99



SILVER / SMOKE GRADIENT



PURPLE / SMOKE GRADIENT



## KURE

MATTE BLACK / PURPLE REVO

FF · FT

SKU # 1644 - \$36.99



BLACK / GREEN



DEMI BROWN / SMOKE GRADIENT



## MOLLY

BLACK / PINK REVO

FF · FT

SKU # 1759 - \$36.99



BLACK / SMOKE GRADIENT



DEMI BROWN / GREEN GRADIENT



## SIN

MATTE BLACK WITH MATTE CRYSTAL RED / RED REVO

FF · FT

SKU # 1604 - \$36.99



MATTE BLACK WITH MATTE CRYSTAL PURPLE / PURPLE REVO



MATTE DARK DEMI / BROWN GRADIENT



## VIRTUE

MATTE BLACK / PINK MIRROR

BR · FF · FT

SKU # 1780 - \$36.99



BLACK / SMOKE GRADIENT



DEMI BROWN / GREEN GRADIENT



## EVOLVE

BLACK / SMOKE

90 · FF · FT · TC · TL

SKU # 1533 - \$34.99



DEMI BROWN / BROWN



CRYSTAL PURPLE / SMOKE GRADIENT



## FLING

BLACK WITH MATTE BLACK / PURPLE REVO

BR · FF · FT · TC · TL

SKU # 1691 - \$34.99



BLACK WITH MATTE BLACK / SMOKE FLASH



MATTE DEMI BROWN / BROWN



## HARPER

MATTE BLACK / LIGHT PINK REVO

FF · FT

SKU # 1868 - \$34.99



MATTE DEMI BROWN / BROWN GRADIENT



## KEATON

MATTE DEMI BROWN / BROWN GRADIENT

FF · FT

SKU # 1588 - \$34.99



MATTE BLACK / SMOKE GRADIENT



PURPLE FADE / SMOKE GRADIENT



## KNOX

DEMI BLACK FADE BLUE / SMOKE GRADIENT

FF · FT

SKU # 1532 - \$34.99



DEMI BROWN FADE ROSE / BROWN



CRYSTAL PURPLE FADE / SMOKE GRADIENT



## KRENSHAW

BLACK / SMOKE FLASH

FF · FT · TC

SKU # 1594 - \$34.99



PURPLE / SMOKE FLASH



WHITE / PINK REVO



## MALONE

BLACK / SMOKE GRADIENT

FF · FT

SKU # 1514 - \$34.99



DEMI BROWN /  
BROWN GRADIENT



BURGUNDY /  
SMOKE GRADIENT



## PEACE

GOLD / ORANGE REVO

BR · FF · FT

SKU # 1646 - \$34.99



GOLD / GOLD  
GRADIENT MIRROR



GOLD / GREEN



## RUCKUS

BLACK / GOLD MIRROR

FF · FT

SKU # 1590 - \$34.99



DEMI BLACK / SMOKE



DEMI BROWN WITH  
WHITE TEMPLES /  
GOLD MIRROR



## TEMPEST

BLACK / GREEN REVO

FF · FT

SKU # 1535 - \$34.99



BLACK / SMOKE



DEMI BROWN /  
BROWN GRADIENT



## VIXEN

GOLD / BLUE GRADIENT REVO

BR · FF · FT

SKU # 1655 - \$34.99



GOLD /  
BROWN GRADIENT



SILVER / SMOKE  
GRADIENT MIRROR





**WALLFLOWER** DEMI BLACK / SMOKE FLASH

FF · FT SKU # 1513 - \$34.99



BLACK / SMOKE GRADIENT FLASH



MATTE DEMI BROWN / BROWN GRADIENT FLASH



**AVALON** CRYSTAL PURPLE / SMOKE GRADIENT

FF · FT SKU # 1731 - \$32.99



BLACK / SMOKE GRADIENT



DEMI BROWN / BROWN GRADIENT



**BLOSSOM** DEMI BROWN FADE / BROWN GRADIENT

FF · FT SKU # 1870 - \$32.99

NEW



DEMI BURGUNDY FADE / SMOKE GRADIENT



BLACK FADE / SMOKE GRADIENT



**CHARLOTTE** CRYSTAL BLACK FADE / SMOKE GRADIENT

FF · FT SKU # 1173 - \$32.99



BURGUNDY / SMOKE GRADIENT



BLACK / SMOKE GRADIENT



**JOY** DEMI BROWN / BROWN GRADIENT

FF · FT SKU # 1728 - \$32.99



BLACK / SMOKE GRADIENT



CRYSTAL BURGUNDY / BURGUNDY GRADIENT



**KENNIE** DEMI BROWN FADE PURPLE / SMOKE

FF · FT SKU # 1320 - \$32.99



BLACK / SMOKE



DEMI BROWN FADE ROSE / BROWN



**ORCHID** BURGUNDY / SMOKE GRADIENT

FF · FT SKU # 1545 - \$32.99



BLACK / SMOKE GRADIENT



CRYSTAL BROWN / BROWN GRADIENT



**RISKY** BLACK / SMOKE

FF · FT SKU # 9136 - \$32.99



WHITE / GREEN GRADIENT



GREEN WOODGRAIN / SMOKE



**SADIE** DEMI PURPLE / SMOKE

FF · FT SKU # 1548 - \$32.99



BLACK / SMOKE GRADIENT



DEMI BROWN / BROWN GRADIENT



**SKYE** MATTE BLACK WITH BLUE CRYSTAL / BLUE REVO

FF · FT SKU # 1637 - \$32.99



MATTE BLACK WITH PURPLE CRYSTAL / SMOKE FLASH



MATTE DARK DEMI / BROWN FLASH



**TRIPPIN** MATTE BLACK WITH MATTE BLACK / PINK REVO

FF · FT · TC SKU # 1619 - \$32.99



BLACK WITH MATTE BLACK / SMOKE FLASH



MATTE DARK DEMI / BROWN FLASH



**WILSHIRE** DEMI BLACK / SMOKE GRADIENT

FF · FT SKU # 1374 - \$32.99



DEMI BROWN / BROWN GRADIENT



## ACCOMPLICE

DEMI BROWN / BROWN

FF · FT · TC

SKU # 1539 - \$29.99



BLACK / SMOKE



WHITE / SMOKE



## BROADWAY

DEMI BROWN / BROWN GRADIENT

FF · FT

SKU # 1591 - \$29.99



DEMI BLACK / SMOKE GRADIENT



DEMI PURPLE / SMOKE GRADIENT



## CHANTEUSE

BURGUNDY / SMOKE GRADIENT

FF · FT

SKU # 1312 - \$29.99



CRYSTAL BROWN / BROWN



BLACK / SMOKE



## COQUETTE

DEMI BROWN / BROWN GRADIENT

BR · FF · FT

SKU # 8501 - \$29.99



WHITE / SMOKE GRADIENT



DEMI SMOKE / SMOKE GRADIENT



## FRESH

BROWN / GOLD MIRROR

FF · FT

SKU # 1549 - \$29.99



CRYSTAL GREY FADE TEAL / SMOKE GRADIENT



DEMI BROWN FADE PURPLE / SMOKE GRADIENT



## GIA

BLACK CRYSTAL FADE / SMOKE GRADIENT

FF · FT

SKU # 1488 - \$29.99



BROWN CRYSTAL FADE / BROWN GRADIENT



PHOTO BY DAN EVANS



**GRIDLOCK** CRYSTAL PURPLE / SMOKE

90 · FF · FT SKU # 1507 - \$29.99



BLACK / SMOKE



DEMI BROWN / BROWN



**HOPE** BLACK / SMOKE GRADIENT

FF · FT SKU # 1474 - \$29.99



DEMI BROWN / BROWN GRADIENT



**MAVIS** BLACK / SMOKE GRADIENT

FF · FT SKU # 1508 - \$29.99



DEMI BROWN / BROWN GRADIENT



BURGUNDY / SMOKE GRADIENT



**MOD** BLACK / GREEN

FF · FT SKU # 1665 - \$29.99



DEMI BROWN / BROWN GRADIENT



BURGUNDY / SMOKE GRADIENT



**MONACO** GOLD / ROSE GOLD REVO

BR · FF · FT · SH SKU # 1723 - \$29.99



GOLD / BROWN GRADIENT FLASH



GOLD / GOLD REVO



**OLIVER** DEMI DARK AMBER / BROWN

FF · FT SKU # 1356 - \$29.99



DEMI BROWN FADE GREY / BROWN



## ROXY

BROWN / BROWN

FF · FT

SKU # 77713 - \$29.99



BLACK / SMOKE GRADIENT



BLACK WITH FLORAL / SMOKE GRADIENT



DEMI BROWN / GREEN



BROWN WITH WHITE RING / BROWN GRADIENT



## HUDSON

BLACK / SMOKE GRADIENT

FF · FT

SKU # 1044 - \$26.99



DEMI BROWN / BROWN GRADIENT



BROWN WOODGRAIN / BROWN GRADIENT



## KITTEN

BLACK / SMOKE GRADIENT

FF · FT

SKU # 1252 - \$26.99



DEMI BROWN / BROWN GRADIENT



NEW

## WESTWOOD

BLACK / SMOKE GRADIENT

FF · FT

SKU # 1844 - \$29.99



DEMI BROWN / GREEN GRADIENT



## KENNEDY

CRYSTAL SMOKE BLUE FADE / SMOKE GRADIENT

FF · FT

SKU # 1347 - \$26.99



CRYSTAL BURGUNDY FADE / SMOKE GRADIENT



CRYSTAL BROWN FADE / BROWN GRADIENT



## POSH

BLACK / SMOKE GRADIENT

FF · FT

SKU # 1424 - 26.99



DEMI BROWN / BROWN GRADIENT



## VENTURA

BLACK / GREEN

FF · FT

SKU # 1051 - \$26.99



DEMI BROWN /  
BROWN



WHITE / SMOKE



## MODE

DEMI BROWN /  
BROWN GRADIENT

BR · FF · FT

SKU # 77725 - \$24.99



BLACK /  
SMOKE GRADIENT



## RAQUEL

BLACK / SMOKE

FF · FT

SKU # 1013 - \$24.99



DEMI BROWN / BROWN



## RITZ

BLACK CRYSTAL FADE /  
SMOKE GRADIENT

FF · FT

SKU # 1201 - \$24.99



BLACK /  
SMOKE GRADIENT



CRYSTAL BROWN /  
BROWN GRADIENT



## SIMONE

BURGUNDY /  
SMOKE GRADIENT

FF · FT

SKU # 1343 - \$24.99



DEMI BROWN /  
BROWN



BLACK / SMOKE



## VANITY

DEMI BLACK WITH  
PURPLE / SMOKE GRADIENT

FF · FT

SKU # 1107 - \$24.99



BLACK WITH  
DEMI SMOKE /  
SMOKE GRADIENT



DEMI BROWN  
WITH TURQUOISE /  
SMOKE GRADIENT

PROTECT AND ENHANCE VISION

PHOTO BY DAN EVANS



# Premium Polarized Sunglass Collection

## FACE THE CHALLENGE.

Got a challenge? She'll rise to face it.

Today's woman plays to win. That's why she thrives on a life of sport and adventure. Our 2018 Premium Polarized Sunglass Collection was made to fit her lifestyle.

To protect and enhance her vision, we've made sure all our polarized lenses eliminate up to 99.9% of the glare that gets reflected off snow, ice, wet roads and water. Because we use the most advanced polarized lens technology available, these sunglasses also offer optimal color enhancement.

Our 2018 collection: made for adventure.  
Just like her.





## LILY

DEMI BROWN / BROWN GRADIENT

FF · FT

SKU # 1891P - \$44.99



BLACK /  
SMOKE GRADIENT



DEMI PINK /  
BROWN GRADIENT



## TEDDY

BLACK / SMOKE GRADIENT

FF · FT

SKU # 1827P - \$44.99



DEMI BROWN /  
BROWN GRADIENT



## KEATON

MATTE DEMI BROWN /  
BROWN GRADIENT

FF · FT

SKU # 1888P - \$42.99



MATTE BLACK /  
SMOKE GRADIENT



## GIGI

GOLD / BROWN GRADIENT

BR · FF · FT

SKU # 1718P - \$36.99



GOLD /  
BLUE GRADIENT



SILVER /  
LIGHT PINK REVO



## JOY

BLACK / SMOKE GRADIENT

FF · FT

SKU # 1829P - \$36.99



DEMI BROWN /  
BROWN GRADIENT



## PEYTON

DEMI BROWN / BROWN

FF · FT

SKU # 1783P - \$36.99



BLACK / GREEN



NEW

## BAILEY

BLACK / BLUE MIRROR

FF · FT

SKU # 1830P - \$34.99



DEMI BROWN / GREEN



## DAKOTA

CRYSTAL PURPLE /  
PURPLE REVO

FF · FT

SKU # 1724P - \$34.99



BLACK / GREEN



DEMI BROWN / BROWN



NEW

## MONACO

GOLD / PINK REVO

BR · FF · FT · SH

SKU # 1848P - \$34.99



GOLD /  
BROWN GRADIENT



SILVER /  
SILVER MIRROR GRADIENT



## EMERSON

MATTE BLACK / RED REVO

FF · FT

SKU # 1763P - \$32.99



BLACK / GREEN



DEMI BROWN /  
COPPER BROWN



## TATUM

BROWN FADE / BROWN GRADIENT

FF · FT

SKU # 1748P - \$32.99



BLACK FADE /  
SMOKE GRADIENT



NEW

## JAXX

MATTE BLACK WITH GREY /  
SMOKE GRADIENT

FF · FT

SKU # 1849P - \$29.99



BLACK / PINK REVO



DEMI BROWN /  
BROWN GRADIENT



PHOTO BY AMBER CLEASBY



# TECHNICAL: FEATURES

## 100% UV PROTECTION

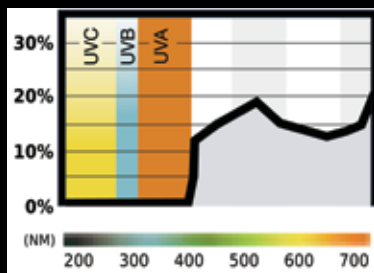
UV or ultraviolet light radiation is part of the invisible light spectrum that falls between 100 and 380 nanometers [nm].

UV light is divided

into three ranges UV-A, UV-B, and UV-C. The range below 280 nm is not considered a threat because most of it is filtered out by the earth's protective ozone layer.

Prolonged exposure to high range UV-A and UV-B radiation can cause significant eye damage ranging from discomfort to long term vision problems such as cataracts. While clouds can block much of the visible light, nearly 80% of the invisible UV radiation can still reach your eyes. Lighter tint lenses do let more "visible" light into the eye; which is harmless, but lighter tinted lenses can still filter out 100% of the "invisible" UV light.

All UrbanElement lenses [including clear] meet or exceed the U.S. Government and FDA ANSI Z80.3 standards for impact resistance and UV protection. All lenses filter out 100% of the dangerous UV light up to the maximum 400 nanometers.



## POLYCARBONATE LENS RESIN

This resin is used to produce the most impact resistant lenses on the planet. Our Grade A Optically pure polycarbonate lenses exceed the FDA ANSI Z80.3 standards for general purpose impact resistance.

## NICKEL SILVER ALLOY

Nickel silver alloy is the standard for metal frame materials in the optical industry. It is chosen for its overall durability. Visioncorp uses 18% nickel silver alloy in all its metal frames and incorporates a nickel-free coating to comply with the CE (European) sunglass standards.

## FOUR POINT FRAME FIT

We pride ourselves on engineering and constructing a product that fits well and continues to fit well



over the life of the sunglass. We go through a meticulous specification process which measures tip to tip distance, pin to pin distance, mid-temple distance and panoscopic angle during the development process, to ensure each frame is well balanced and has a secure and comfortable fit right off of the display.



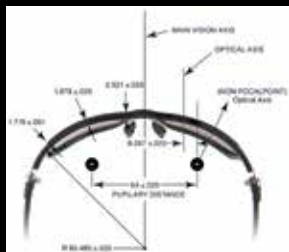
### ADJUSTABLE ALLOY BRIDGE REST

Our fully adjustable alloy bridge component includes Tactilite™ rubber bridge rests. This performance combination provides a customizable fit, as well as improved security and comfort. The added open space around the bridge of the nose also enhances air circulation to dramatically reduce fogging and perspiration related issues.



### FOCAL POINT LENS TECHNOLOGY

Focalpoint™ lens technology is a process where the thickness of a deeper base curve lens is horizontally tapered from the bridge area and becomes thinner at the outer edge of the lens near the hinge. This process eliminates prismatic distortion by shifting the pure optical sweet spot of each lens from its natural position, and places it directly in front of the eye for crisp, clear optical clarity throughout each lenses entire peripheral range.



### SH: SPRING TEMPLE HINGES

Our quality line-less spring hinges are durable and sleek. They provide a spring loaded fit which enhances comfort and security on our metal frames.

### TC: TACTILITE RUBBER COMPONENTS

This advanced rubber compound reduces slippage when worn, and continues to perform even when engaged in activities with a high perspiration factor.



### LIFETIME WARRANTY

All of our sunglasses offer a lifetime warranty against defects for the life of the product purchased. Should any defect occur at any time, the sunglass will be replaced with an identical or similar pair. NO QUESTIONS ASKED!

# DISPLAYS

## WE GET ATTENTION.

Maximize your sales opportunities. Nothing moves product like a great display.

Made with premium quality materials and designed to get attention, our displays stand out against the competition. That's because we have years of experience in creating leading-edge retail presentations.

We offer more than a great display. Our experienced and highly professional service team can support you with their knowledge and expertise. Let us work with you to create a retail display customized to your unique needs.

With the right display, you'll see sales.



**UE72**

20" X 20" X 72"

NOTHING MOVES PRODUCT  
LIKE A GREAT DISPLAY



**UE112**  
20" X 20" X 75"



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