

ELECTRIC

LIFE STYLE





MATTSON 2 - CRASHER AND TXOKO



SCOTTY STOPNIK - LEADFOOT GLASS OW01 WATCH



MADDISON ROTHERY - BENGAL GLASS FW03 MINI WATCH

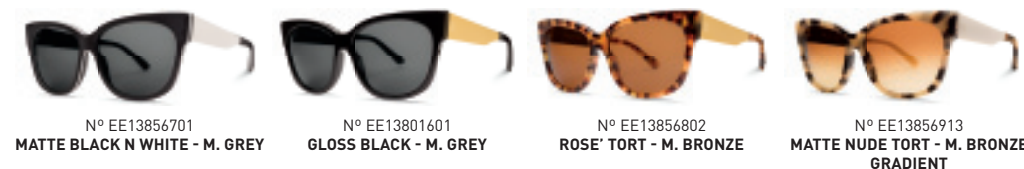




AV2 GLASS - OW01 WATCH



EYEWEAR



N° EE13856701 MATTE BLACK N WHITE - M. GREY
 N° EE13801401 GLOSS BLACK - M. GREY
 N° EE13856802 ROSE' TORT - M. BRONZE
 N° EE13856913 MATTE NUDE TORT - M. BRONZE GRADIENT

DANGER CAT LX **NEW**

Bring out the claws in this luxurious cat eyed frame. With sculpted metal arms and an acetate frame the Danger Cat LX elevates fierce.

FRAME:

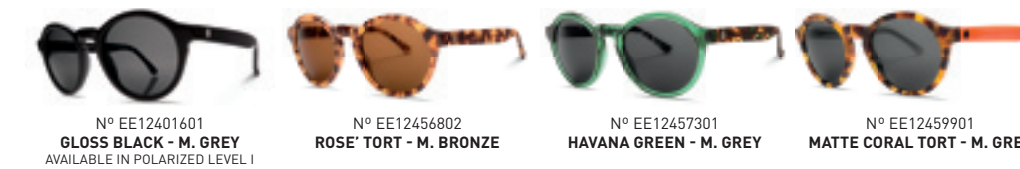
6 base Mazzucchelli Acetate frame. 5 barrel hinge. Sculpted metal temples with Acetate tips.

OPTICS:

6 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

54h-150w-143l, 51grams



N° EE12401601 GLOSS BLACK - M. GREY AVAILABLE IN POLARIZED LEVEL I
 N° EE12456802 ROSE' TORT - M. BRONZE
 N° EE12457301 HAVANA GREEN - M. GREY
 N° EE12459901 MATTE CORAL TORT - M. GREY

REPRISE

This round frame has just the right edge. The timeless appeal of the Reprise is a nod to fashion icons past and present.

FRAME:

6 base Mazzucchelli Acetate frame. 5 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

6 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

52h-139w-138l, 36grams



N° EE14056701 MATTE BLACK N WHITE - M. GREY
 N° EE14001601 GLOSS BLACK - M. GREY
 N° EE14056802 ROSE' TORT - M. BRONZE
 N° EE14057301 HAVANA GREEN - M. GREY
 N° EE14059901 MATTE CORAL TORT - M. GREY

CRASHER **NEW**

Born from the spirit of the first days of rock and roll, the Crasher turns up the volume on a familiar tune.

FRAME:

6 base Mazzucchelli Acetate frame. 5 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

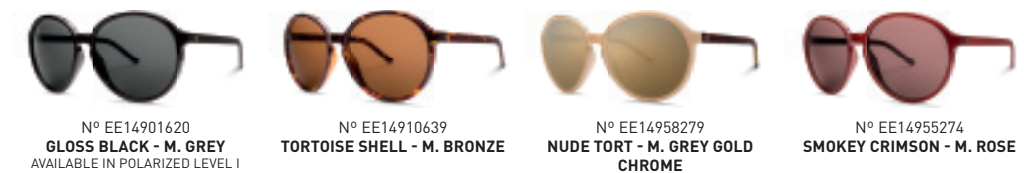
6 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

56h-146w-144l, 45grams







RIOT

Rise against the status quo in the Riot.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

60h-146w-136l, 28grams



ENCELIA

Elegant and sophisticated, the Encelia draws inspiration from the fashion and freedom of the 1970's. From the streets of Haight-Ashbury to the stunning sunsets of California's high desert, the Encelia's smooth sculptural lines & unique colors make this frame the perfect accessory.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

55h-144w-130l, 27grams



DANGER CAT

NEW

All the teeth of the Danger Cat LX, tamed for a more low profile look-the Danger Cat.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

51h-148w-139l, 33grams



BENGAL

The Bengal is a universal frame with appeal that transcends not only genders, but also generations.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

51h-140w-136l, 27grams



HUXLEY

Just the right balance of sophistication and technology, the Huxley let's you experience the brave new world like you've never seen it before.

FRAME:

4 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

4 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-136-135, 22grams



AV1

The AV1 applies modern design refinements and technology to deliver improved fit, comfort, and performance. Available in two sizes.

FRAME:

6 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

6 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

52-140-130, 25grams



AV2

Minimal aesthetic paired with precision craftsmanship, the AV2 is ready to ride.

FRAME:

6 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

6 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-142-134, 26grams



AV1 XL

The AV1 applies modern design refinements and technology to deliver improved fit, comfort, and performance. Available in two sizes.

FRAME:

6 base medical grade stainless steel eyewire.
3 barrel custom Mono-Block hinge.

OPTICS:

6 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

56-146-135, 28grams





SHIVVER

Set your own rules and run the town.

FRAME:

6 base Mazzucchelli Acetate frame. 5 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

6 base Melanin infused CR39 Lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

57h-150w-142l, 42grams



N° EE13901001
MATTE BLACK - M. GREY

N° EE13901601
GLOSS BLACK - M. GREY

N° EE13943602
CLASSIC TORT - M. BRONZE

N° EE13957301
HAVANA GREEN - M. GREY



LEADSHOT

The Leadshot's smooth lines and raspy edge riff on a more soulful time.

FRAME:

6 base Mazzucchelli Acetate frame. Custom machined 3 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

6 base Melanin infused CR39 Lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

50h-144w-135l, 36grams



N° EE13356701
MATTE BLACK N WHITE - M. GREY

N° EE13301601
GLOSS BLACK - M. GREY
AVAILABLE IN POLARIZED LEVEL I & III

N° EE13343602
CLASSIC TORT - M. BRONZE
AVAILABLE IN POLARIZED LEVEL I & III

N° EE13357201
HONEY FADE BLACK - M. GREY



40FIVE

Rooted in the distinct aesthetic of the 60's and refined for the modern individual - the unmistakable 40Five.

FRAME:

6 base Mazzucchelli Acetate frame. 5 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

6 base Melanin infused CR39 lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49h-140w-143l, 37grams



N° EE12301001
MATTE BLACK - M. GREY

N° EE12301601
GLOSS BLACK - M. GREY
AVAILABLE IN POLARIZED LEVEL I & III

N° EE12310602
TORTOISE SHELL - M. BRONZE
AVAILABLE IN POLARIZED LEVEL I & III

N° EE12357301
HAVANA GREEN - M. GREY

N° EE12357701
MATTE TRANS LIME - M. GREY



DETROIT XL

Electric's ode to the iconic design aesthetics of the 60's, the Detroit XL is the epitome of style, groove and sophistication. A blend of James Dean, Bob Dylan and JFK translated through refined swooping lines and bold accents; this frame is a mix of timeless style and quality.

FRAME:

6 base Mazzucchelli Acetate frame. 5 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

6 base Melanin infused CR39 Lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

51h-144w-140l, 41grams



N° EE12156701 **MATTE BLACK N WHITE - M. GREY**
 N° EE12101601 **GLOSS BLACK - M. GREY**
AVAILABLE IN POLARIZED LEVEL I & III
 N° EE12110602 **TORTOISE SHELL - M. BRONZE**
AVAILABLE IN POLARIZED LEVEL I & III
 N° EE12156913 **MATTE NUDE TORT - M. BRONZE GRADIENT**
 N° EE12157801 **MATTE LIME TORT - M. GREY**



TXOKO

Uncompromising in attitude, Txoko and Craig Anderson transcend time and trend through a seldom-found individuality & heightened sense for unrivaled quality.

FRAME:

6 base Mazzucchelli Acetate frame. 5 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

6 base Melanin infused CR39 Lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

48-141-142, 26grams



N° EE13401001 **MATTE BLACK - M. GREY**
AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13453402 **MATTE SPOTTED TORT - M. BRONZE**
AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13457601 **MATTE BLACK SPOTTED TORT - M. GREY**
 N° EE13457501 **MATTE HONEY FADE BLACK - M. GREY**



HARDKNOX

Roll with the punches in the Hardknox. An edgy twist on legendary style, pristine lines, classic temples and scalloped arms blend together to create a frame that is distinguished yet smooth.

FRAME:

6 base Mazzucchelli Acetate frame. 5 barrel hinge. Heat tempered wire temple inserts.

OPTICS:

6 base Melanin infused CR39 Lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

44h-147w-139l, 39grams



N° EE12201001 **MATTE BLACK - M. GREY**
 N° EE12201601 **GLOSS BLACK - M. GREY**
AVAILABLE IN POLARIZED LEVEL I
 N° EE12210602 **TORTOISE SHELL - M. BRONZE**
AVAILABLE IN POLARIZED LEVEL I
 N° EE13357201 **HONEY FADE BLACK - M. GREY**



Craig Anderson

CRAIG ANDERSON SIGNATURE SUNGLASS

Inspired by Craig's style on water and land, Txoko is a stand alone eyewear design for Electric. Incorporating finely polished, hand cut acetate and forged metal temple arms, the collaboration combines classic inspiration and modern finishing. The fit is to Craig's specifications and suits those who are looking for style on and off the beach.



CHASE STOPNIK - BENGAL WIRE

SCOTTY STOPNIK - SHIVVER



BENGAL WIRE NEW

Transcend boundaries. Thinned out & lightened up with a metal brow, the Bengal Wire takes the universal appeal of its beach family to the city lights.

FRAME:

6 base mold injected Grilamid frame with wire brow and temple detail. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

51h-141w-137l, 31grams



N° EE14101620
GLOSS BLACK - M. GREY
AVAILABLE IN POLARIZED LEVEL I

N° EE14110639
TORTOISE SHELL - M. BRONZE
AVAILABLE IN POLARIZED LEVEL I

N° EE14145520
CRYSTAL BLACK - M. GREY

N° EE14159520
MATTE SPOTTED TORT - BLACK M. GREY



LEADFOOT NEW

Hit the road with nowhere to go. Troubles past, horizons ahead, put the pedal to the floor in the Leadfoot.

FRAME:

6 Base Mold Injected Grilamid Frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

48h-145w-136l, 30grams



N° EE14201620
GLOSS BLACK - M. GREY
AVAILABLE IN POLARIZED LEVEL I

N° EE14210639
TORTOISE SHELL - M. BRONZE
AVAILABLE IN POLARIZED LEVEL I

N° EE14259520
MATTE SMOKE - M. GREY

N° EE14259520
MATTE SPOTTED TORT - BLACK M. GREY

N° EE14247720
EMERALD - M. GREY



SCRAMBLER NEW

For the long days and longer nights, for the good times with style to spare. The Scrambler is a lightweight frame with unique drop temple construction to keep you under the radar.

FRAME:

6 Base Mold Injected Grilamid Frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

58h-151w-139l, 31grams



N° EE14801020
MATTE BLACK - M. GREY

N° EE14801620
GLOSS BLACK - M. GREY
AVAILABLE IN POLARIZED LEVEL I

N° EE14810639
TORTOISE SHELL - M. BRONZE

N° EE14858020
MATTE OLIVE TORT - M. GREY

N° EE14860021
SAPPHIRE - M. GREY SILVER CHROME



SCOTTY STOPNIK - BLAST SHIELD



BLAST SHIELD NEW

Rage into a good time.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

4 base Melanin infused Polycarbonate mask lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

53h-110w-137l, 34grams



N° EE15301020 **MATTE BLACK - M. GREY**
 N° EE15301679 **GLOSS BLACK - M. GREY GOLD CHROME**
 N° EE15310639 **TORTOISE SHELL - M. BRONZE**
 N° EE15330658 **MATTE SMOKE - M. GREY FIRE CHROME**



ROAD GLACIER NEW

Take the elements head on. From the water to the snow, to full throttle back roads, the Road Glacier keeps you protected with our sport enhancing lens coatings and side eye shields. Designed in hand with Chris Christenson, this frame goes with you as you push the limits.

FRAME:

6 base mold injected Grilamid frame. Innovative double action hinge system. Leather eye shields & mesh eye shields. Custom case and sunglass leash.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

50h-146w-107l, 38grams



N° EE14401669 **GLOSS BLACK - M2 GREY POLAR**
 N° EE14455975 **WINTER LENS - M. ROSE BI GRADIENT + WL**



CHRIS CHRISTENSON Signature Sunglass

We presented Chris with a challenge; work with us to develop a sunglass that would perform in his world. A world of Mammoth backcountry snowboarding, logging miles on his beloved Triumph, Baja quick strikes for swells, and countless hours shaping some of the finest surfboards in the business. What came of this is the Road Glacier; an all-terrain badass that has you dialed from the mountains to the sea, and the roads between.



BLACK TOP

Big on first impression, perfect on fit and comfort, the Black Top was born from the streets and raised in the concrete jungle.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

52-140-134, 33grams



N° EE12801020 **MATTE BLACK - M. GREY** AVAILABLE IN POLARIZED LEVEL I
 N° EE12801620 **GLOSS BLACK - M. GREY** AVAILABLE IN POLARIZED LEVEL I
 N° EE12801665 **GLOSS BLACK - M2 BLUE POLAR**
 N° EE12810666 **TORTOISE SHELL - M2 BRONZE POLAR**
 N° EE12810639 **TORTOISE SHELL - M. BRONZE** AVAILABLE IN POLARIZED LEVEL I
 N° EE12858020 **MATTE OLIVE TORT - M. GREY**
 N° EE12858720 **MATTE SMOKE RUBY - M. GREY**
 N° EE12858479 **MATTE WHITE - M. GREY GOLD CHROME**



LA TXOKO *Craig Anderson*

Much like its collaborative creator, La Txoko stands unassisted through style. Craig Anderson's elegance on water welds seamlessly through La Txoko's timeless lines and curves.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lenses. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

48h-141w-142l, 31grams



N° EE13501020 **MATTE BLACK - M. GREY** AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13553439 **MATTE SPOTTED TORT - M. BRONZE** AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13554520 **IVORY HORN - M. GREY**
 N° EE13547720 **EMERALD - M. GREY**
 N° EE13530620 **MATTE SMOKE - M. GREY**
 N° EE13555274 **SMOKEY CRIMSON - M. ROSE**



N° EE13601020 **MATTE BLACK - M. GREY** AVAILABLE IN POLARIZED LEVEL I
 N° EE13601620 **GLOSS BLACK - M. GREY** AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13601665 **GLOSS BLACK - M2 BLUE POLAR**
 N° EE13610639 **TORTOISE SHELL - M. BRONZE** AVAILABLE IN POLARIZED LEVEL I & III
 N° EE13610666 **TORTOISE SHELL - M2 BRONZE POLAR**
 N° EE13658020 **MATTE OLIVE TORT - M. GREY**
 N° EE13658720 **MATTE SMOKE RUBY - M. GREY**
 N° EE13658479 **MATTE WHITE - M. GREY GOLD CHROME**

MAINSTAY

The Mainstay lives where form and function collide. Amazingly light and extremely tough, this featherweight can hold its own.

FRAME:

6 base mold injected Grilamid frame. 5 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-142-135, 28grams

SWINGARM

The Swingarm is lightweight and heavy duty. Purpose built around the innovative double action hinge system, offering uncompromising fit and function.

FRAME:

6 base mold injected Grilamid frame. Innovative double action hinge system.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

49-140-135, 29grams



N° EE12901020 **MATTE BLACK - M. GREY** AVAILABLE IN POLARIZED LEVEL I & III
 N° EE12901065 **MATTE BLACK - M2 BLUE POLAR**
 N° EE12901620 **GLOSS BLACK - M. GREY** AVAILABLE IN POLARIZED LEVEL I
 N° EE12913939 **MATTE TORTOISE - M. BRONZE** AVAILABLE IN POLARIZED LEVEL I & III
 N° EE12913966 **MATTE TORTOISE - M2 BRONZE POLAR**
 N° EE12910639 **TORTOISE SHELL - M. BRONZE** AVAILABLE IN POLARIZED LEVEL I
 N° EE12958020 **MATTE OLIVE TORT - M. GREY**
 N° EE12958821 **MATTE CLEAR BLACK - M. GREY SILVER CHROME**
 N° EE12959762 **MATTE BLACK BLUE - M. GREY BLUE CHROME**
 N° EE12954121 **MATTE BLACK CAMO - M. GREY SILVER CHROME**



KNOXVILLE XL

Respecting the original Knoxville, we've SCALED-UP the sizing to create a frame that offers more coverage and a larger look while maintaining clean, classic lines and uncompromised fit.

FRAME:

6 base mold injected Grilamid frame. 3 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

50h-144w-130l, 33grams



KNOXVILLE

Raised right. Born and bred with hard lines, timeless design traits and Italian quality.

FRAME:

6 base mold injected Grilamid frame. 3 barrel hinge.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

47h-139w-129l, 30grams



KNOXVILLE UNION

While many choose to look back, we continue pushing forward. A wire rim lens topped by the sharp details of the Knoxville frame, create a perfect union of form, function & style. The result is a balanced design that is clearly ahead of its time.

FRAME:

6 base mold injected Grilamid frame. 3 barrel hinge. Stainless steel Monel eye-wire.

OPTICS:

6 base Melanin infused Polycarbonate lens. 100% UV protection. Up to 98% Blue Light protection.

MEASUREMENT/WEIGHT:

47h-139w-128l, 32grams



ELECTRIC MELANIN INFUSED LENSES

ELECTRIC'S MELANIN INFUSED LENSES BLOCK HARMFUL UV AND HEV BLUE LIGHT RELAXING YOUR EYES AND PROVIDING VIVID, CRISP, CLEAR, HAZE FREE VISION.

MELANIN

- Acts like spf 140 for your eyes protecting against crows feet
- Prolongs retinal health
- Improves visual clarity & contrast (relaxing your eyes)

PROTECTION

You wouldn't put your skin through a day in the sun without sunblock... so why would you go in the sun without wearing ELECTRIC'S MELANIN lenses?

COMFORT

With comfort for your eyes like you've never experienced, we encourage you to feel the difference our lenses provide.

ENHANCED VISION

Not to be confused with a "color enhancing tint", our standard issue MELANIN lenses provide vibrant images with clarity, contrast & depth like you've never seen before.

UNDERSTANDING BLUE LIGHT AND MELANIN

WHAT IS BLUE LIGHT?

Blue light is the highest frequency light in the visible light spectrum, also known as "HEV" or High Energy Visible. While MELANIN does not "block" blue light, it filters the harmful HEV rays, protecting your eyes and preserving color perception.

BLUE LIGHT: A DANGER FOR THE RETINA

Unlike UVA and UVB rays which almost never reach the retina, Blue light (HEV) due to its high frequency, radiates the retina all day long. Recent scientific studies have revealed that such rays can damage your retinas over time.

THE NEGATIVE EFFECTS OF BLUE LIGHT

As we age our natural self defense system against blue light becomes less efficient, resulting in higher exposure to the harmful rays over time. These cumulative damages are likely to be responsible for retinal diseases such as AMD (Age-related Macular Degeneration)

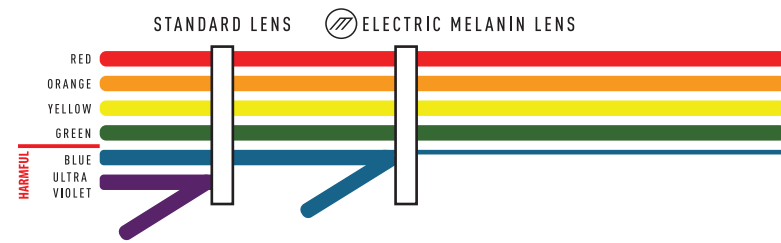
PRESERVE YOUR VISUAL HEALTH

The greatest benefit of ELECTRIC'S MELANIN infused lenses is the protection they afford your eyesight and retina. However, their benefits go beyond the eye itself, protecting the sensitive skin around the eye from damaging HEV rays and helping battle crows feet.

WHAT IS AMD

AMD is a degenerative disease of the eye, damaging the area surrounding the optic nerve and causing problems with eyesight, particularly in the center of your vision. AMD has become the leading cause of blindness in industrialized countries, and affects 13-15 million Americans and 25 million people worldwide. Our standard issue MELANIN lenses block Blue Light, one of the causes of AMD.

VISIBLE LIGHT SPECTRUM



WITHOUT MELANIN LENS FILTRATION

- Increased exposure to harmful blue light which has been linked to retinal damage and crows feet
- Decreased visual clarity
- Eye strain

WITH MELANIN LENS FILTRATION

- Up to 98% protection against harmful blue light Helping preserve your visual health
- Enhanced visual clarity
- True color perception, relaxed feeling of the eye

WHAT IS MELANIN?

Melanin is a natural pigment found throughout the human body. Its role is to protect us against sunlight damage by filtering UV and Blue Light and is the best natural defense against the harmful effects of the Sun / Blue Light. Every pair of Electric lenses are infused with Melanin, blocking up to 98% of Blue Light.

*Glass lenses are not melanin infused

NATURAL COLOR PERCEPTION

Tints, which filter blue light, may distort colors. Unlike "Blue-Blockers" which totally stop Blue Light, and alter color perception, ELECTRIC'S standard issue MELANIN lenses filter blue light while maintaining the perception of natural colors.

ENHANCE CONTRAST AND SEE CLEARER

Due to its high energy, Blue Light bounces off of clouds, water molecules, solid surfaces, and your inner eye - bombarding your retina and creating visual haze. ELECTRIC'S MELANIN lenses filters this Blue Light, cutting the haze and relaxing your eyes while creating a clearer, crisper image.

IN SUMMARY

- Blue light is a Danger for the Retina
- Melanin Combats the negative effects of Blue Light
- Every ELECTRIC sunglass lens is infused with Melanin*
- Melanin preserves / prolongs visual health
- Melanin acts like SPF 140 protecting the skin around the eyes preventing against aging lines, A.K.A "crows feet"
- Melanin cuts the haze improving visual clarity
- Melanin provides the eyes with a relaxed feeling

* Glass Polarized Lenses do not feature Melanin

ELECTRIC PREMIUM POLARIZED LENSES

WHEN LIGHT IS REFLECTED OFF A SURFACE, IT BECOMES CONDENSED, CREATING GLARE.

ELECTRIC'S Polarized lenses eliminate 99.9% of glare, offer 100% UV protection, and provide true color perception. High color contrast and superior glare reduction, fueled with the finest degree of craftsmanship, brings you the highest quality Polarized lenses. No gimmicks, no distortion, no glare.

LEVEL I

ELECTRIC'S Level I Polycarbonate Polarized lens comes standard with synthetic MELANIN injection, providing premium glare reduction, relaxed eye feeling, true color perception, and scratch resistance.

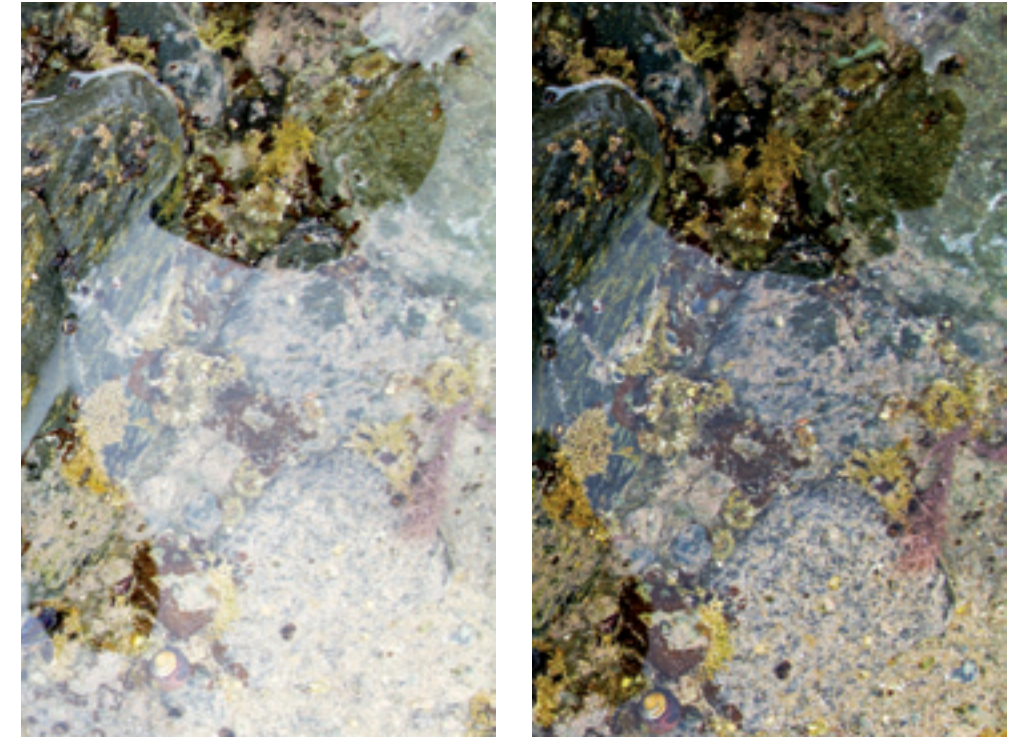
LEVEL II

ELECTRIC'S level II Polycarbonate Polarized lens combines the world class MELANIN infused Level I lens, with the addition of flash mirror, anti-reflection and hydrophobic and oleophobic performance lens coatings.

LEVEL III

ELECTRIC'S level III hand polished mineral glass polarized lens are the benchmark for quality, performance, visual clarity, and color brilliance. Anti-reflection coating is also featured.

*Glass lenses are not melanin infused.

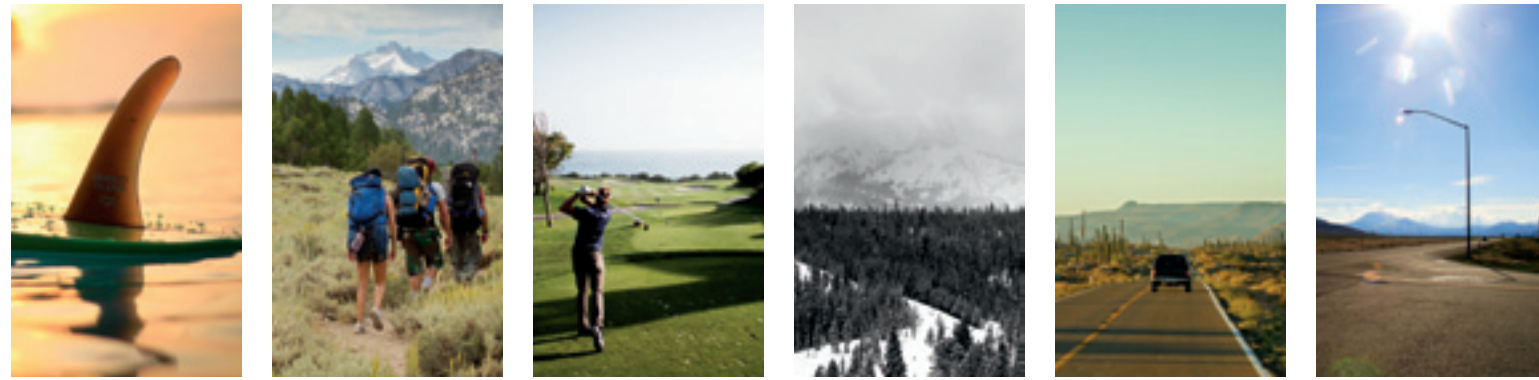


HAND MADE IN ITALY

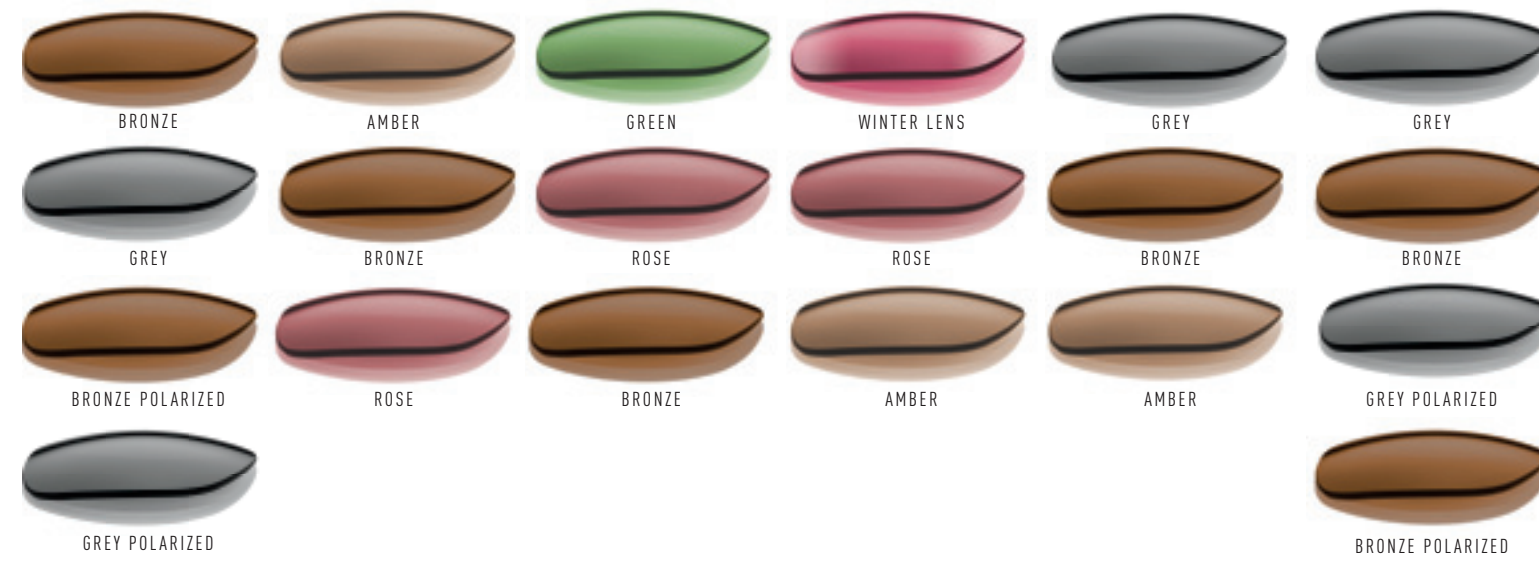


Italian craftsmanship has set the global standard for luxury product engineering. Meticulous attention to detail, first choice materials & high standard processes have placed Italian craftsmanship at the pinnacle of sunglass manufacturing. The ELECTRIC eyewear collection is 100% Italian made.





WATER TRAIL GRASS SNOW ROAD DAILY



HIGH PERFORMANCE LENS COATINGS



PREMIUM LENS MATERIALS

MELANIN - POLYCARBONATE
LIGHT WEIGHT, IMPACT RESISTANT



ELECTRIC exclusively uses Bayer® brand Makrolon® raw Polycarbonate material. All of our Polycarbonate lenses are infused with health preserving MELANIN.

MELANIN - CR39
LIKE A BALANCE OF GLASS AND PC



ELECTRIC is proud to offer, MELANIN infused CR-39 lenses. An industry first that we have developed, exclusively with our lens supplier.

HAND POLISHED MINERAL GLASS
THIN & LIGHT WEIGHT AS POSSIBLE, EXCELLENT OPTICAL CLARITY



ELECTRIC'S glass lenses offer superior optical clarity, are the most scratch-resistant and have been manufactured as light weight as possible.

FRAME MATERIAL & BASE CURVE



6 BASE CURVE

Base curvature references the curvature of a lens. The curvature of the lens in turn effects the amount of wrap / curve a frame has. The lower the number, the more flat a frame will be.



8 BASE CURVE

Base curvature references the curvature of a lens. The curvature of the lens in turn effects the amount of wrap / curve a frame has. The higher the number, the more wrap / curve a frame will have. 8 base frames are more wrapped & are ideal for active settings.



GRYLAMID FRAME

High tensile strength and heat resistant grylamid retains shape for optimal fit. This material is extremely impact resistant while still being flexible, light weight and durable.



ACETATE FRAME

ELECTRIC exclusively uses Mazzucchelli® raw acetate for all of our hand made Italian acetate frames. This material is aesthetically pleasing, ideal for custom fitting & pliable when heated.



WIRE FRAME

Each of ELECTRIC'S wire frames utilize a high quality surgical grade stainless steel. This material is non corrosive, hypo allergenic, lightweight and durable.



TURKEY STOPNIK - BENGAL WIRE

CHASE STOPNIK - LEADSHOT

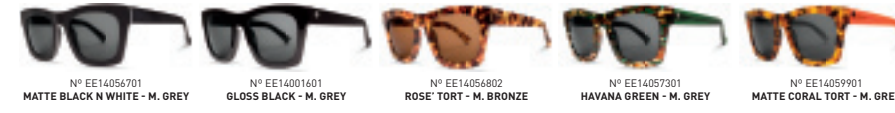
DANGER CAT Lx

NEW

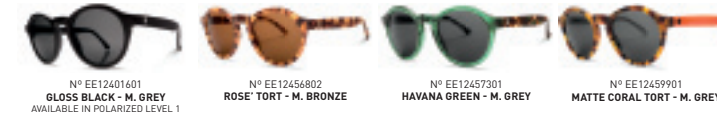


CRASHER

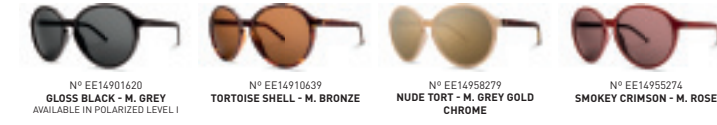
NEW



REPRISE



RIOT



DANGER CAT

NEW



ENCELIA



BENGAL



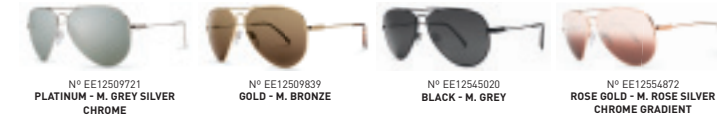
HUXLEY



AV2



AV1 XL



AV1



SHIVVER



LEADSHOT



40FIVE



DETROIT XL



HARDKNOX



TXOKO



BENGAL WIRE

NEW



SCRAMBLER

NEW



LEADFOOT

NEW



BLAST SHIELD

NEW



BLACK TOP



ROAD GLACIER

NEW



LA TXOKO



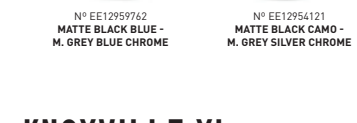
MAINSTAY



SWINGARM



KNOXVILLE XL



KNOXVILLE XL



KNOXVILLE



KNOXVILLE UNION





CHASE STOPNIK - CARROWAY

SCOTTY STOPNIK - OW01



WATCHES



FW03 

Simple, elegant & classically versatile, the FW03 brings clean lines and sophistication to any occasion.

MOVEMENT:

3 hand Japanese quartz with date. Custom brass hands and branded second hand.

CASE:

40mm surgical stainless steel. Protective raised bezel. Domed mineral crystal, anatomically positioned pull crown. 20ATM / 200 meters / 600 ft.

BAND:

20mm. Offered in custom Italian tanned leather band with custom stainless steel closure, polyester nato style band with custom stainless steel hardware, or stainless steel solid link bracelet with double locking clasp.



N° EW0080010017 ALL GOLD N° EW0080010047 STEEL / GREY TORT N° EW0080010048 GOLD / TORT N° EW0080010050 ALL BLACK / TORT N° EW0080050090 ROSE GOLD/OXBLOOD TORT N° EW0080050024 GOLD / SS



N° EW0080050055 ALL BLACK / BRASS N° EW0080050056 GREY / TORT N° EW0080050058 GOLD TORT / BLACK N° EW0080020014 BLACK / GOLD



FW03 MINI 

Simple, elegant, and classically versatile, the FW03 mini carries on the spirit of the FW03 in a smaller package. Designed for a more feminine touch, the FW03 mini's colors and bands have a jewelry like feel, perfect for stacking or bold enough to stand on its own.

MOVEMENT:

3 hand Japanese quartz with date. Custom brass hands and branded second hand.

CASE:

26mm surgical stainless steel. Protective raised bezel. Domed mineral crystal, anatomically positioned pull crown. 20ATM / 200 meters / 600 ft.

BAND:

13mm. Offered in an imported leather band with custom stainless steel closure, polyester nato style band with custom stainless steel hardware, or stainless steel solid link bracelet with double locking clasp.



N° EW0170010017 ALL GOLD N° EW0170010059 ROSE GOLD / GREY N° EW0170010060 STEEL N° EW0170010087 MIDNIGHT/LAVENDER N° EW0170010091 ALL BLACK/CRYSTAL N° EW0170010092 ALL ROSE/CRYSTAL



N° EW0170050061 ALL BLACK / GOLD N° EW0170050062 GOLD / TAN N° EW0170050082 ROSE GOLD/OXBLOOD N° EW0170050091 ALL BLACK/CRYSTAL N° EW0170050093 GUN METAL/ROSE GOLD/CRYSTAL N° EW0170070001 BLACK N° EW0170070089 GOLD/WHITE N° EW0170070087 MIDNIGHT/LAVENDER



N° EW0160050033
BLACK/TAN

N° EW0160070005
ALL BLACK

CARROWAY AUTO

Continuing the Carroway's tradition of nostalgic sophistication, the Automatic's premium upgrades take a favorite and make it a classic. Without the need for a battery, and it's sweeping seconds hand, the watch has machine like precision—while the exhibition backing gives you a look under the hood.

MOVEMENT:

3 hand slim Japanese automatic with date. Domed dial with custom brass hands and branded second hand.

CASE:

40mm multi-piece surgical stainless steel with exhibition caseback. Domed mineral crystal with AR coating. 10ATM / 100 meters / 300 ft.

BAND:

20mm. Offered in a custom Italian tanned leather band with custom stainless steel closure or polyester nato style strap with custom hardware.



N° EW0130050033
BLACK/TAN

N° EW0130050005
ALL BLACK

N° EW0130050034
CREAM/BROWN

N° EW0130050082
ROSE GOLD/OXBLOOD

N° EW0130070001
BLACK

N° EW0130070081
SILVER/OLIVE

CARROWAY

With timeless craft and a sleek profile, the Carroway carries a sense of nostalgic sophistication.

MOVEMENT:

3 hand slim Japanese quartz with date. Domed dial with custom brass hands and branded second hand.

CASE:

40mm multi-piece surgical stainless steel. Domed mineral crystal. 10ATM / 100 meters / 300 ft.

BAND:

20mm. Offered in a custom Italian tanned leather band with custom stainless steel closure or polyester nato style strap with custom hardware.





OW01

100 M

Less is more in the field. With a sculpted minimal case and machined lines, the officer watch gives you exactly what you need without any of the frills that hold you back.

MOVEMENT:

3 hand Japanese quartz with date. Custom brass hands and branded second hand.

CASE:

40mm single piece surgical stainless steel. Mineral crystal, anatomically positioned pull crown. 10ATM / 100 meters / 300 ft.

BAND:

20mm. Offered in a nylon nato style band with custom steel hardware, imported leather band, or with stainless steel solid link bracelet with double locking clasp.





FW01 

A daily driver for the geographically curious. A modern take on a classic field watch. Details and textures that reflect innovations found in today's best outdoor equipment, tactical accessories and custom vehicle styling.

MOVEMENT:
3 hand Japanese quartz with date. Custom brass hands with branded second hand.

CASE:
40mm surgical stainless steel. Protective raised bezel. Domed mineral crystal, anatomically positioned pull crown. 20ATM / 200 meters / 600 ft.

BAND:
20mm. Offered in a leather, or polyester nato style band with custom hardware or stainless steel solid link bracelet with double locking clasp.



N° EW0010010001 **BLACK** N° EW0010010002 **WHITE** N° EW0010010005 **ALL BLACK** N° EW0010020001 **BLACK** N° EW0010020003 **WHITE / OLIVE** N° EW0010020005 **ALL BLACK**



N° EW0010020038 **BLACK / CAMO** N° EW0010020040 **BLACK / BROWN** N° EW0010050083 **ALL BLACK / KHAKI**



FW02 

A heavy duty timepiece for the casual trekker, the FW02 incorporates sophisticated construction techniques & functional details with time proven classic aesthetics.

MOVEMENT:
6 hand Japanese quartz chronograph with date. Custom brass hands.

CASE:
44mm surgical stainless steel. Protective raised uni-directional rotating bezel. Domed mineral crystal. Pull crown 20ATM / 200 meters / 600 ft.

BAND:
21mm. Offered in a woven polyester band, custom molded PU band, leather band, or stainless steel solid link bracelet with double locking clasp.



N° EW0020010001 **BLACK SS** N° EW0020010005 **ALL BLACK SS** N° EW0020010051 **WHITE/BLACK** N° EW0020030001 **BLACK PU** N° EW0020030005 **ALL BLACK PU** N° EW0020030006 **ALL BLACK / COPPER**



N° EW0020020001 **BLACK POLY** N° EW0020020005 **ALL BLACK POLY** N° EW0020020015 **WHITE / ROYAL** N° EW0020070051 **WHITE/BLACK** N° EW00200050083 **ALL BLACK / KHAKI** N° EW00200050084 **GUN METAL / KHAKI**



N° EW0040040001
BLACK

N° EW0040040005
ALL BLACK

N° EW0040040006
ALL BLACK / COPPER

N° EW0040040014
BLACK / GOLD

DW01 SWISS

300 M

Only the finest attention to detail, accuracy, quality and the time honored tradition of watch making can be called Swiss made. The components of this expression of the DW01 are on par with the world's finest, creating the perfect mix of quality, styling and value.

MOVEMENT:

6 hand Swiss quartz chronograph. Custom brass hands.

CASE:

44.5mm surgical stainless steel. Protective raised uni-directional rotating bezel. Mineral crystal, screw crown. 30ATM / 300 meters / 900 ft.

BAND:

22mm. Swiss watch includes two interchangeable bands. A custom molded PU band with custom branded stainless steel first link and a stainless steel solid link bracelet with double locking clasp.



N° EW0070010020
BLACK / ORANGE SS

N° EW0070030014
BLACK / GOLD

N° EW0070030020
BLACK / ORANGE PU

N° EW0070030080
ALL BLACK/MULTI

DW02

300 M

Precision is vital. The DW02 with aluminum bezel insert allows for exact timekeeping and improved wearability. This classic bezel treatment captures the essence of traditional dive watch construction.

MOVEMENT:

5 hand Japanese quartz chronograph with date. Custom brass hands.

CASE:

44.5mm surgical stainless steel. Protective raised uni-directional rotating bezel. Mineral crystal, screw crown. 30ATM / 300 meters / 900 ft.

BAND:

22mm. Offered in a custom molded PU band, or stainless steel solid link bracelet with double locking clasp.



N° EW0030010001
BLACK SS

N° EW0030010013
BLACK STAINLESS

N° EW0030010014
BLACK / GOLD

N° EW0030010017
ALL GOLD

N° EW0030030001
BLACK PU

N° EW0030030005
ALL BLACK

DW01

300 M

2016 leagues under the sea, the DW01 captures the best of past & future aquatic design inspiration and combines it with a classic dive watch soul.

MOVEMENT:

6 hand Japanese quartz chronograph with date. Custom brass hands.

CASE:

44.5mm surgical stainless steel. Protective raised uni-directional rotating bezel. Mineral crystal, screw crown. 30 ATM / 300 meters / 900 ft.

BAND:

22mm. Offered in a custom molded PU band, or stainless steel solid link bracelet with double locking clasp.



DANE GUDAUSKAS - ED01



PRIME

100 M

Look to the past to see the future. With a nod to the 80's in its geometric sleekness, and constructed from new age high tech materials, the Prime is digitized for the modern era.

MOVEMENT:

Digital module with dual time, calendar, alarm, countdown timer, chronograph with 10 lap recall, and light functions.

CASE:

44mm Polycarbonate case with multi-piece bezel and hardened mineral crystal. Water resistant up to 10ATM / 100 meters / 300 ft.

BAND:

22mm molded silicone with Grilamid buckle or polyester velcro band with stainless steel buckle.



N° EW0200090073 RED
 N° EW0200090014 BLACK/GOLD
 N° EW0200090094 ALL BLACK/RED
 N° EW0200090095 GREY/RED
 N° EW0200090005 ALL BLACK PU
 N° EW0200090096 LIGHT GREY/MULTI



N° EW0200090021 NUKUS
 N° EW0200090097 OLIVE CAMO
 N° EW0200070005 ALL BLACK NATO
 N° EW0200070081 SILVER OLIVE





ED01

100 M

Digital ease. The ED01's retro look is thin, light, & tough enough to give you all the info you need in any situation.

MOVEMENT:

Digital module with dual time, calendar, alarm, countdown timer, chronograph with 10 lap recall and light functions.

CASE:

40mm Polycarbonate case with raised bezel, hardened acrylic crystal. 10ATM/100 meters/300 ft.

BAND:

22mm. Offered in a polyester band with custom stainless steel buckle and velcro closure or custom molded PU band with Grilamid closure.



BASIC ANALOG WATCH ANATOMY

BAND

ATTACHES TO CASE AND KEEPS WATCH ON THE WRIST.

CASE

CENTRAL STRUCTURE UPON WHICH THE WATCH IS BUILT. THE CASE HOUSES THE MOVEMENT & DIAL.

BEZEL

RING AROUND THE CRYSTAL SERVES AS ALTERNATIVE TIME KEEPING AND PROTECTS THE CRYSTAL.

DIAL

A GRAPHICAL REFERENCE REGISTERING TIME AND COMMUNICATES THE INFORMATION THE WATCH CONTAINS.



MOVEMENT

THE MOVEMENT IS THE BRAIN OF THE WATCH LOCATED JUST BENEATH THE DIAL OUT OF SIGHT, AND MOVES THE HANDS TO KEEP THE TIME.

CROWN

CONTROLS THE POSITIONING OF MAIN HANDS AND DATE. GASKETS AND/OR SCREW DOWN MECHANISMS SECURE AND PROVIDE WATERPROOF SEALS.

PUSHER

CONTROLS SECONDARY FUNCTIONS. SUCH AS THE CHRONOGRAPH.

DATE WINDOW

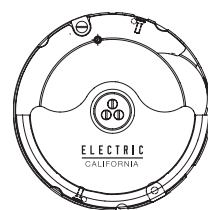
SMALL WINDOW IN THE MAIN DIAL REVEALING THE DATE.

SUB DIAL

SMALLER DIALS DISPLAYING SECONDARY INFORMATION SUCH AS ELAPSED SECONDS, MINUTES, HOURS, 24-HR, OR THE DATE.

MOVEMENT

The movement is the brain of the watch. It is the mechanical entity that keeps accurate time. A movement should be evaluated by the functions it provides, how it provides those functions, and the quality of manufacturing. Electric utilizes the most accurate and most durable Japanese and Swiss analog movements on the market. In digital watches the brain is called a module and can be programmed for a wide range of functions.



AUTOMATIC

An automatic movement is powered by pure mechanics from a spring that is wound by using the motion of the wrist. No battery is needed. To ensure these precise instruments run at top form, annual maintenance at a watch professional is suggested - like getting an oil change for your car.

ANALOG QUARTZ

Analog movements use rotating hands on a dial with numbers and or other markers to display the time and other information. Quartz movements use the vibrations of a tiny quartz crystal powered by a battery to maintain timing precision and are known for being extremely accurate and low maintenance.

3 HAND DATE

Displays the most basic of information in - hours, minutes, seconds and date. Driven by an analog quartz movement. Featured in the OW01, FW01, FW03 and Carroway.



CHRONOGRAPH

A chronograph movement provides stop-watch function measuring intervals of time. Sub dials measure partial seconds, minutes, hours, and/or 24 hour time. A chronograph has an independent sweep second hand on the main dial; it can be started, stopped, and returned to zero by successive pressure on the pushers. We proudly use industry leading Miyota and Ronda chronograph movements. FW02, DW02, and DW01 models utilize a Japanese Miyota movement. DW01S utilizes a Swiss Ronda chronograph movement.



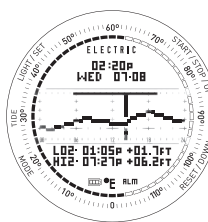
SIMPLE TIDE

Displays basic time information & measures the tidal cycle based on the average of time of 12 hours 25 minutes and 14 seconds between major tide events (high to high or low to low.) The DW03 utilizes a Swiss analog quartz tide movement. The ED01-T & FW02-DT utilize a digital simple tide module.



DIGITAL

Digital watches have a brain called a module and can be programmed for a wide range of functions. The time and information is displayed in number format on a LCD screen. Most common features are time, calendar, stopwatch, timer & light functions - found in ED01 & FW02-D. More complex features can include tide cycle and moon phase data - found in ED01-T & FW02-DT. Extremely robust functions such as TDT, Pre-programmed Tide, Temperature and Depth, can be found in the Seeker.



BASIC DEFINITIONS

300 SERIES STAINLESS STEEL

316 Stainless steel: surgical stainless steel prevents specific forms of corrosion. 316 is often used for building nuclear reprocessing plants. It is generally used in stainless steel watches and marine applications, as well as exclusively in the fabrication of reactor pressure vessels for boiling water reactors, due to its high resistance to corrosion. 316 SS allows for precision machining and is used in electric's cases, crowns, pushers, case backs and band hardware.

304 Stainless steel: grade 304 is the standard "18/8" stainless; it is the most versatile and most widely used stainless steel, available in a wider range of products, forms and finishes than any other. It has excellent forming and welding characteristics. Electric uses 304 ss in our stainless steel bands.

ANODIZED / ANODIZATION

Is a process applied to aluminium that creates a coating allowing a wide range of colors and increased corrosion and wear resistance.

ATM

Abbreviation for the scientific unit of measurement in Atmospheres. An ATM unit is a calculation of standard sea level pressure. 1 ATM is equivalent to 0.0193 PSI. The higher the number the more water resistant a watch is rated.

BEZEL

Ring around the crystal that serves as protection. Various watch styles utilize this space to engrave or print extra graphic time keeping indices. Electric's FW02 and DW01 feature a custom etched unidirectional rotating bezel with a pvd titanium carbide plating. DW02 and DW03 feature a custom anodized aluminium bezel insert.

CAPSA PIN

A multi-part steel pin system composed of a central pin with collar fittings. This high end attachment holds the bracelet links together and provides fluid and smooth bracelet wear.

CHEMICAL ETCHING

The process of using strong acid or mordant to cut into the unprotected parts of a metal surface to create a design or pattern. FW02, DW01 and DW02 models use this etching process to achieve the etched numbers and indices in the bezel.

CRYSTAL

This is the clear lens that covers and protects the dial and is housed by the bezel. Mineral crystal is heat-treated creating a hardness that is strong, highly durable and scratch resistant. Acrylic crystal is a hard plastic that is impact resistant and allows shallow for scratches to be buffed out.

JEWELS

Jewels serve two purposes in a watch. First, they are implemented to reduced friction and in turn, increase accuracy. Friction in the wheel train bearings and the escapement causes slight variations in the impulses applied to the balance wheel, causing variations in the rate of timekeeping. The low friction of jewel surfaces reduces these variations. Secondly, jewels can increase the life of the bearings. In un-jeweled bearings, the pivots of the watch's wheels rotate in holes in the plates supporting the movement. The sideways force applied by the driving gear causes more pressure and friction on one side of the hole. In some of the wheels, the rotating shaft can eventually wear away the hole until it is oval shaped, and the watch stops.

POLYURETHANE (PU)

Polyurethane is soft and comfortable on the skin, flexible and highly water resistant. The material is non-absorbant and quick drying, making it ideal for use around the water. Due to these properties this material is used in a variety of water specific products like boating and diving equipment.

SILICONE

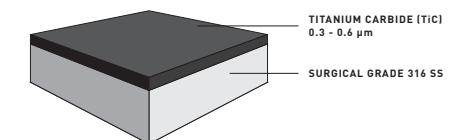
A soft molded synthetic material used for watch bands. It is extremely comfortable, completely waterproof, hypo allergenic, and very flexible. Silicone is commonly used in a variety of industries including medical and surgical devices, kitchenware, sports and performance gear and boating and diving equipment.

TDT TECHNOLOGY

Combining pre-programmed tide, depth & temperature - TDT brings easy access to all the information you need on or in the water. Pre-programmed tide predictions for 175 global beaches with unlimited future tide data viewing. Depth sensor with hands-free dive mode, automatic dive log with 99 entries and programmable dive alarm and air and water Temperature sensor.

TITANIUM CARBIDE

Is an extremely hard (mohs 9-9.5) Refractory ceramic material, similar to tungsten carbide. It is commercially used in tool bits. Titanium carbide is also used as a surface coating on some watches to increase hardness and change the surface color. Electric uses titanium carbide in its pvd coating process for all Black coatings, mainly seen on the bezel.



PVD

Pvd is the process in which we "color" metal. It is a way of bonding metal to metal creating a coating that protects and adds durability but is not scratch proof. Electric uses titanium carbide (tic) or titanium nitride (tin) to achieve a range of color coatings including: Black, gold, copper, grey or blue.

BASIC DIGITAL WATCH ANATOMY

BAND

ATTACHES TO CASE AND KEEPS WATCH ON THE WRIST.

CASE

CENTRAL STRUCTURE UPON WHICH THE WATCH IS BUILT. THE CASE HOUSES THE MODULE & DISPLAY

BEZEL

AREA AROUND THE CRYSTAL SERVES AS PROTECTION.



MODULE

THE BRAIN OF THE WATCH KEEPS THE TIME AND CAN BE PROGRAMMED FOR A VARIETY OF FUNCTIONS.

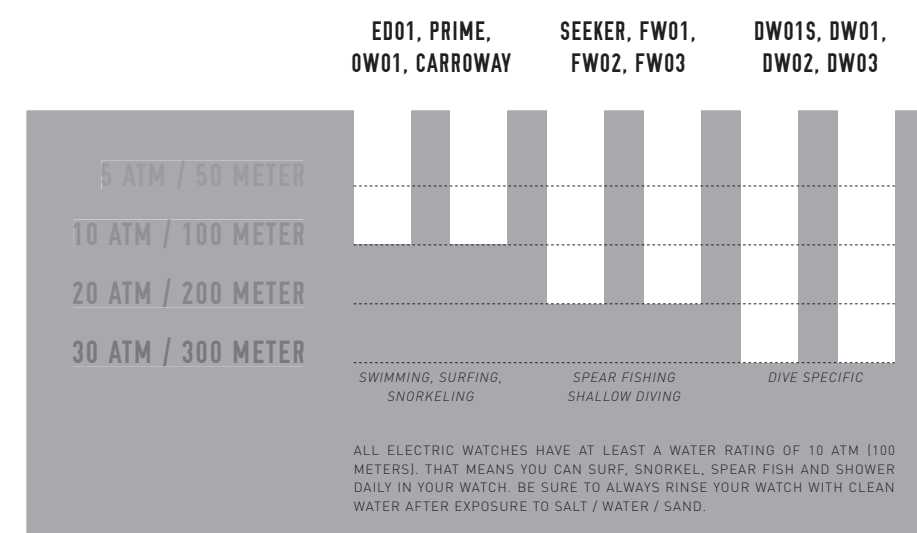
DISPLAY

LCD SCREEN DISPLAYS THE TIME, DATE AND ALL OTHER FUNCTIONS OF THE WATCH

PUSHER

CONTROLS FUNCTIONS. OF WATCH SUCH AS TIME SETTING, USING THE TIDE, TIMER OR CHRONOGRAPH.

WATER RATING: ATM





FW01

FW03 MINI



FW03



CARROWAY AUTO



CARROWAY



DW01



FW01



FW02



DW01 SWISS



DW01



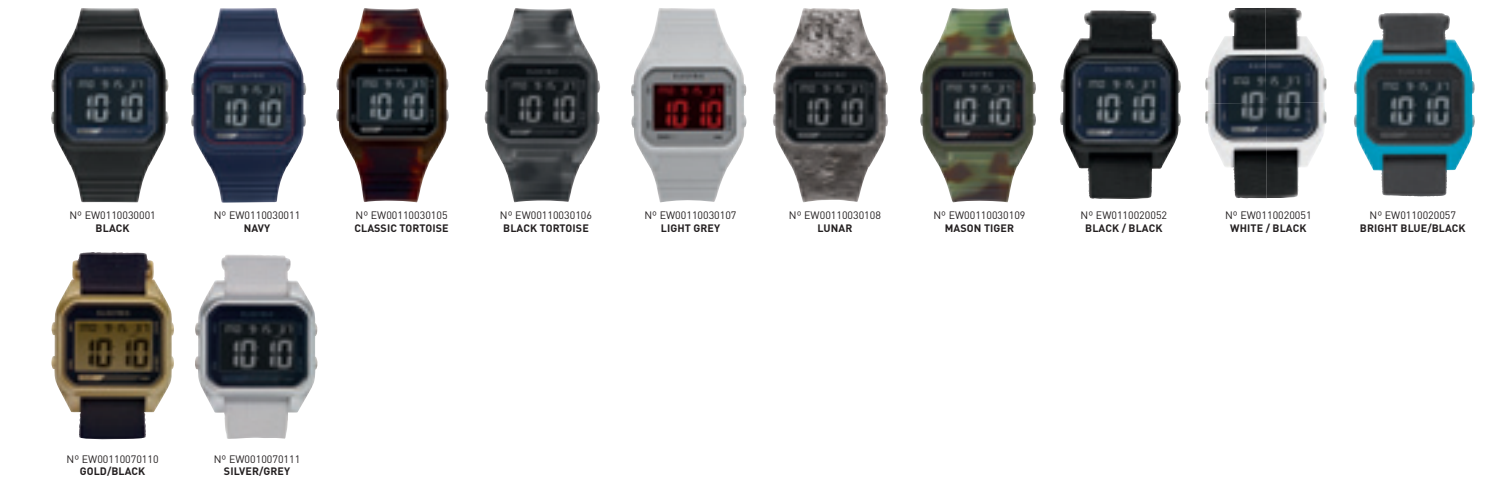
DW02



PRIME



ED01





CHASE STOPNIK - MUDSLINGER

ELECTRIC

SEASON 1 2016