I/S
eyewear
WINTER 12/13

KEVIN GRIFFIN

NIC HERINGA

I/S Eyewear – A New Chapter

I/S Eyewear started in 1997 as the only brand dedicated to snowboarding eyewear. Over the years we have had lots of good times, great team riders and amazing products.

While the sport and products evolve, so too has I/S. We remain an independent Canadian company, but now with a renewed dedication to producing the highest quality, best looking and best performing eyewear under any condition.

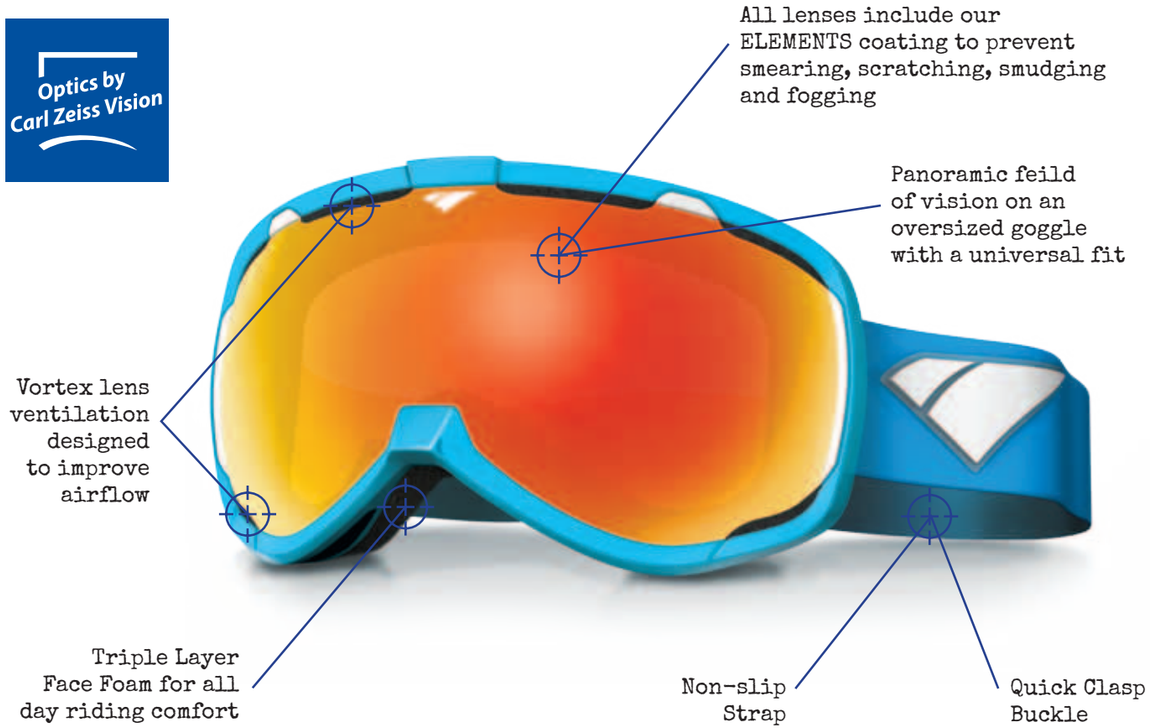
Welcome to the next chapter.

The I/S Crew

RIDER PHOTOS BY COLIN ADAIR
UNLESS OTHERWISE NOTED

TECHNICAL FEATURES

Optics by Carl Zeiss Vision



Bomber Slick – Cowichan

Left: Silver Mirror Smoke
Right: Multi-Layer Orange Mirror Smoke
Bonus: Harsh Weather Yellow

Bomber Slick – RAD

Lens: Pink Mirror Bronze
Bonus: RAD AirHole Face Mask
Harsh Weather Rose

Bomber Slick – Plaid

Left: Silver Mirror Smoke
Right: Blue Mirror Smoke
Bonus: Harsh Weather Yellow

Bomber Slick – Acidwash

Left: Silver Mirror Smoke
Right: Multi-Layer Orange Mirror Smoke
Bonus: Harsh Weather Rose

THE BOMBER SLICK SERIES

Bomber Icon – Black

Left: Amber
Center: Silver Mirror Smoke
Right: Multi-Layer Orange Mirror Smoke
Bonus: Harsh Weather Rose

Bomber Icon- Green

Left: Silver Mirror Smoke
Right: Multi-Layer Orange Mirror Smoke
Bonus: Harsh Weather Yellow

Bomber Icon- White

Left: Amber
Center: Silver Mirror Smoke
Right: Multi-Layer Orange Mirror Smoke
Bonus: Harsh Weather Yellow

Bomber Icon- Cyan

Left: Multi-Layer Orange Mirror Smoke
Right: Blue Mirror Smoke
Bonus: Harsh Weather Rose

Bomber Icon- Red

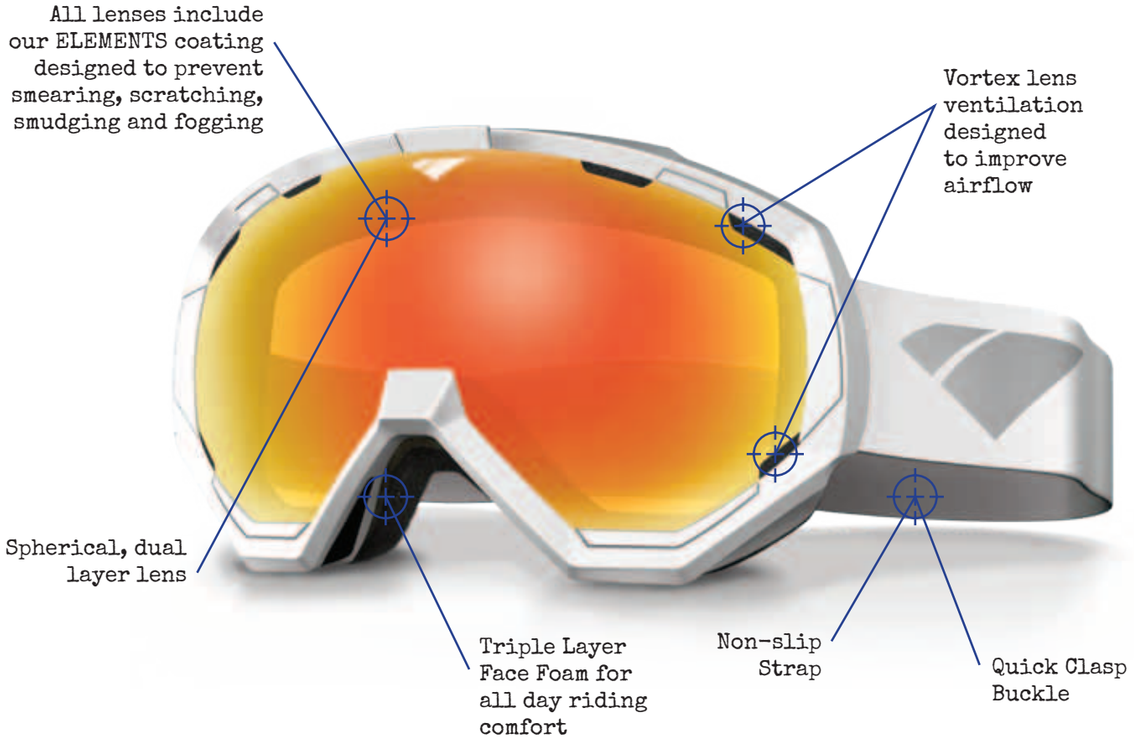
Left: Silver Mirror Smoke
Right: Multi-Layer Orange Mirror Smoke
Bonus: Harsh Weather Rose

Bomber Stealth – Matte Black

Left: Silver Mirror Smoke
Right: Blue Mirror Smoke
Bonus: Harsh Weather Yellow

THE BOMBER ICON & STEALTH SERIES

TECHNICAL FEATURES



Forma Slick- Acid Wash

Left: Silver Mirror Violet
Right: Gold Mirror Rose
Bonus: Harsh Weather Rose

Forma Slick - VIVO

Lens: Silver Mirror Violet
Bonus: VIVO Beanie
Harsh Weather Rose

+

Forma Slick - PartySnake

Left: Silver Mirror Violet
Right: Blue Mirror Violet
Bonus: Harsh Weather Yellow

Forma Stealth - Black

Left: Silver Mirror Violet
Right: Blue Mirror Violet
Bonus: Harsh Weather Yellow

Forma Stealth - White

Left: Silver Mirror Violet
Right: Blue Mirror Violet
Bonus: Harsh Weather Rose

Forma Stealth - Charcoal

Left: Silver Mirror Violet
Right: Gold Mirror Rose
Bonus: Harsh Weather Yellow

THE FORMA 1.5 SLICK & STEALTH SERIES

Forma Icon – Black

Left: Amber
Center: Silver Mirror Violet
Right: Gold Mirror Rose
Bonus: Harsh Weather Rose

Forma Icon – Purple

Left: Silver Mirror Violet
Right: Gold Mirror Rose
Bonus: Harsh Weather Yellow

Forma Icon – White

Left: Amber
Center: Silver Mirror Violet
Right: Gold Mirror Rose
Bonus: Harsh Weather Yellow

Forma Icon – Cyan

Left: Silver Mirror Violet
Right: Emerald Mirror Violet
Bonus: Harsh Weather Rose

Forma Icon – Green

Left: Silver Mirror Violet
Right: Emerald Mirror Violet
Bonus: Harsh Weather Yellow

Forma Crystal – Red

Left: Silver Mirror Violet
Right: Ruby Mirror Violet
Bonus: Harsh Weather Rose

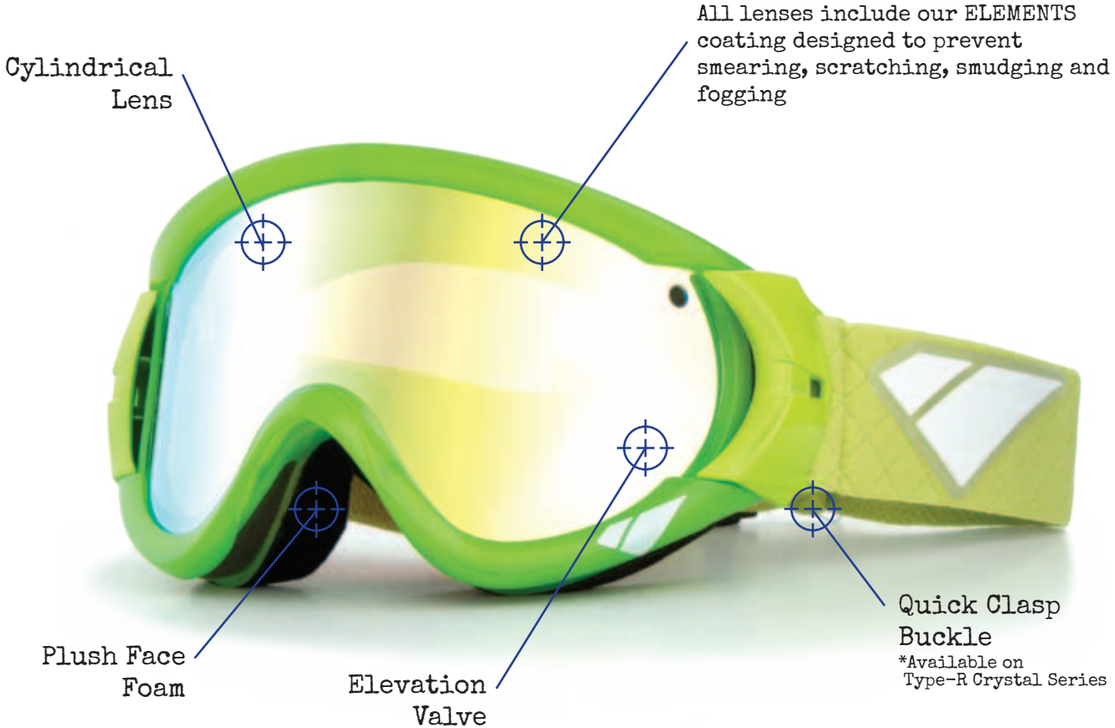
THE FORMA 1.5

ICON & CRYSTAL SERIES

THE TYPE-R

GILLIAN ANDREWSHENKO

TECHNICAL FEATURES



Type-R Crystal - Green

Left: Silver Mirror Amber
Right: Emerald Mirror Violet

Type-R Crystal - Red

Left: Gold Mirror Rose
Right: Ruby Mirror Amber

Type-R Crystal - Blue

Left: Silver Mirror Amber
Right: Blue Mirror Violet

Type-R Stealth - Black

Left: Emerald Mirror Violet
Right: Gold Mirror Rose

Type-R Stealth - White

Left: Emerald Mirror Violet
Right: Gold Mirror Rose

Type-R Stealth - Charcoal

Left: Emerald Mirror Violet
Right: Gold Mirror Rose

THE TYPE-R CRYSTAL & STEALTH SERIES

Type-R Icon - Green

Left: Blue Mirror Violet
Right: Gold Mirror Rose

Type-R Icon - Cyan

Left: Blue Mirror Violet
Right: Gold Mirror Rose

Type-R Icon - Red

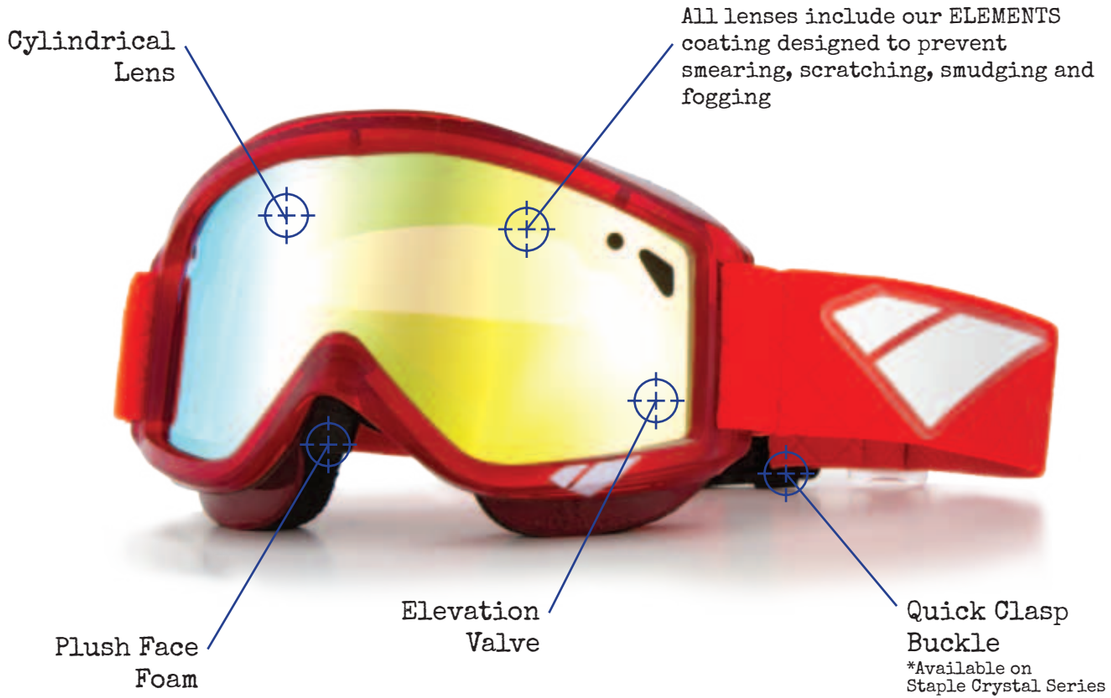
Left: Silver Mirror Amber
Right: Ruby Mirror Amber

Type-R Icon - Orange

Left: Emerald Mirror Violet
Right: Gold Mirror Rose

THE TYPE-R ICON SERIES

TECHNICAL FEATURES



Staple Crystal – Green

Left: Silver Mirror Amber
Right: Emerald Mirror Violet

Staple Crystal – Red

Left: Ruby Mirror Amber
Right: Gold Mirror Rose

Staple Crystal – Blue

Left: Silver Mirror Amber
Right: Emerald Mirror Violet

Staple Stealth – Black

Left: Silver Mirror Amber
Center: Emerald Mirror Violet
Right: Gold Mirror Rose
Also Available with Amber Lens

Staple Stealth – Charcoal

Left: Silver Mirror Amber
Center: Emerald Mirror Violet
Right: Gold Mirror Rose
Also Available with Amber Lens

Staple Stealth – White

Left: Silver Mirror Amber
Center: Emerald Mirror Violet
Right: Gold Mirror Rose
Also Available with Amber Lens

THE STAPLE CRYSTAL & STEALTH SERIES

Staple Icon – Cyan

Left: Amber
Center: Blue Mirror Violet
Right: Gold Mirror Rose

Staple Icon – Green

Left: Amber
Center: Blue Mirror Violet
Right: Gold Mirror Rose

Staple Icon – Red

Left: Amber
Center: Silver Mirror Amber
Right: Ruby Mirror Violet

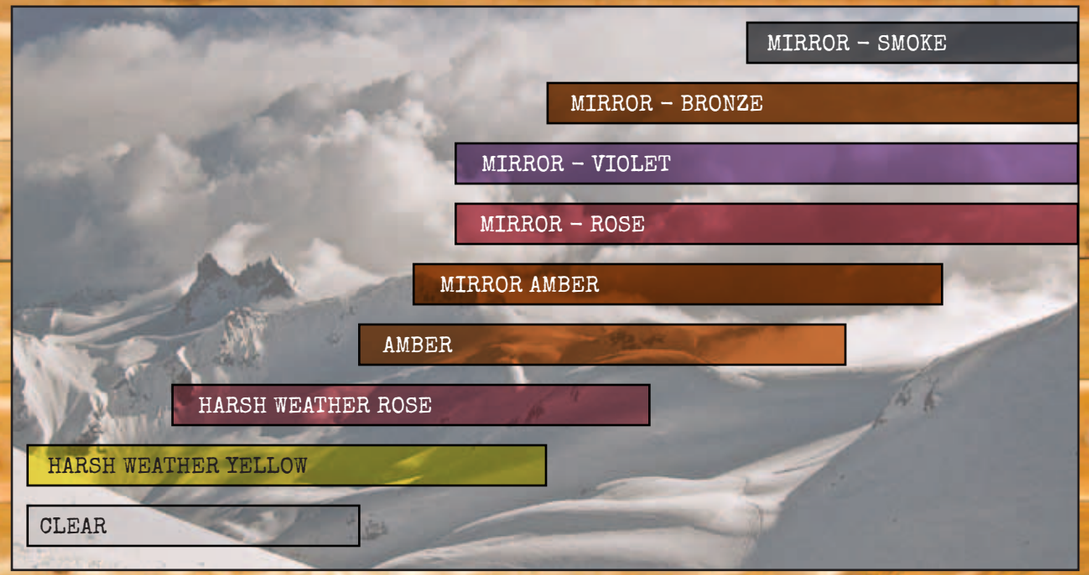
Staple Icon – Orange

Left: Amber
Center: Emerald Mirror Violet
Right: Gold Mirror Rose

Staple – PartySnake

Left: Black with Emerald Mirror Violet
Center: White with Ruby Mirror Amber
Right: White with Emerald Mirror Violet

THE STAPLE ICON & SLICK SERIES



CHRIS LARSON
PHOTO
JOEL FRASER

KALE STEPHENS

TADASHI FUSE
PHOTO
DICE-K

Ath. Heather | Black | Blue | Charcoal

BASEBALL PULLOVER

Black

BASEBALL ZIP

Ath. Heather | Black | Blue | Charcoal

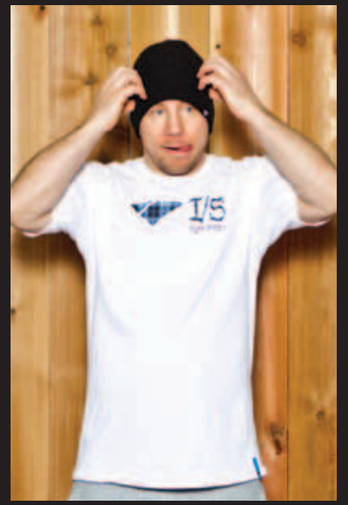
ACID WASH PULLOVER

White | Black | Charcoal | Red

BASEBALL

White | Black | Ath. Heather

ACID WASH



White | Ath. Heather

PLAID

White | Black | Violet | Cyan

CLASSIC

HOODS

TEES

BASEBALL SNAP BACK

SIGNATURE BEANIE

HEADWEAR

SIZE:

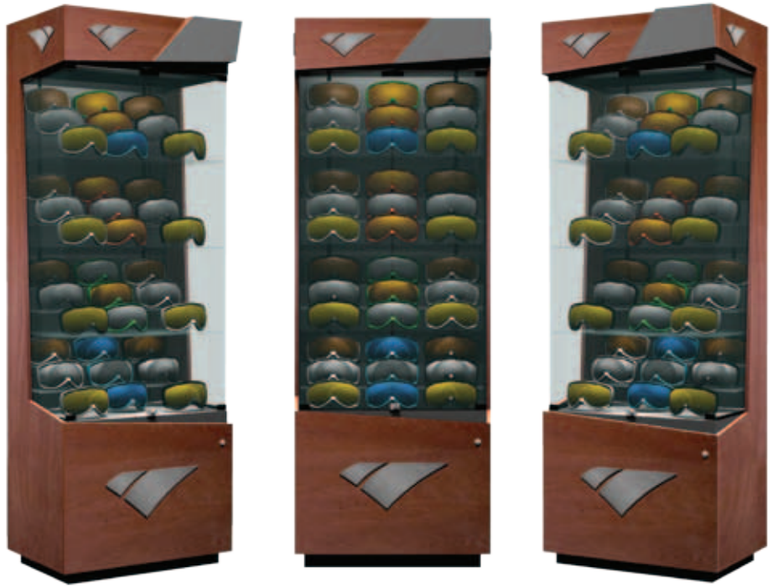
30” x 18” x 84”

76cm x 45cm x 213cm

FEATURES:

- 3 Adjustable glass shelves
- locking glass doors
- LED top lighting
- locking lower cabinet
- viewing mirror
- includes a variety of POP inserts for maximum impact
- capacity: 50 goggles or 60 sunglasses

* NEW COUNTER/WALL MOUNT DISPLAY COMING SOON



RETAIL DISPLAY

SUNGLASS OVERVIEW

MONT ROYAL

black / white smoke silver flash lens

cyan/=white smoke silver flash lens

PALMBAY

tortoise bronze silver flash lens

black smoke silver flash lens

white bronze silver flash lens

JAGER

crystal blue multi flash lens

black smoke lens

white smoke purple flash lens

crystal smoke silver flash lens

GOOSE

white multi flash lens

crystal blue multi flash lens

black gold flash lens

black / kelly green multi flash lens

crystal gold flash lens

MARNIER

black smoke flash lens

crystal teal multi flash lens

tortoise / brown bronze lens

black / clear smoke gradient lens

KETEL

white G15 gold flash lens

dark olive kriscross gold flash lens

tortoise bronze lens

black smoke lens

dark brown stripe bronze lens

BELVEDERE

partysnake / I.S. collaboration matte rubber black multi flash lens

crystal teal multi flash lens

crystal purple multi flash lens

crystal gold flash lens

white G15 multi flash lens

black gold flash lens

yellow yellow flash lens

teal multi flash lens

PATRONE

black smoke polarized lens

dark brown stripe brown polarized lens

white gold flash lens

crystal smoke silver flash lens

COMING IN 2012

The Captain

The Tecate

The Walker

The Jameson

CHRIS LARSON
PHOTO
JOEL FRASER

KALE STEPHENS/GILLIAN ANDREWSHENKO/KEVIN GRIFFIN

I/S

eyewear

www.iseyewear.com