

VINCERO

VINCERO UNVEILS GAME-CHANGING PERFORMANCE EYEWEAR COLLECTION

San Diego, CA - Vincero Collective, the trailblazing name in Modern Performance Accessories, proudly announces the launch of its Performance Eyewear Collection, debuting at the **2024 PGA Show in Orlando**. This collection marks a significant milestone in the realm of sporting eyewear.

Crafted for both professional athletes and casual golfers alike, this collection prioritizes fit & functionality without compromising on aesthetics.

"At Vincero, our commitment to innovation and style is unwavering," says Co-founder and CEO, Tim Nybo. "In our industry, eyewear has been made in the same way with the same materials for way too long. Our vision is to deliver innovative pieces that perform in golf, just as good as they look off-course."

What sets Vincero's Performance Eyewear Collection apart is its revolutionary fit technology, engineered to optimize comfort and stability during high-intensity activities. The designs also feature VXT™ lenses specifically designed to enhance clarity on the golf course.

Designing and manufacturing with Sustainability in mind was also a focus for this collection, utilizing Hexetate material. Vincero was the first accessories brand to be Climate Neutral™ certified in 2018, and has fully embraced a commitment to reduce environmental impact without compromising quality or style.

Visitors to the 2024 PGA Show will have the exclusive opportunity to experience firsthand the fusion of style, innovation, and sustainability that defines Vincero Collective's Performance Eyewear Collection at **Booth #5580**.

Catapult has been announced as the exclusive sales partner for Vincero, managing the distribution and sales of the NEW Performance Eyewear Collection and existing consumer sought-after products. With the nation's only direct sales force and cutting-edge sales technology solutions, Catapult is advantageously positioned to support Vincero in growing awareness and sales in the complex green grass and resort wholesale marketplace.

For more information or media inquiries, email wholesale@vincerocollective.com or visit www.vincerocollective.com.