

URBAN DECAY





OUR STORY OPENS IN THE MID-‘90S, WHEN PINK, RED AND BEIGE ENSLAVED THE PRESTIGE BEAUTY MARKET. HEAVEN FORBID YOU WANTED PURPLE

or green nails, because you’d either have to whip out a marker, or risk life and limb with that back alley drugstore junk. Flying in the face of this monopoly, Sandy Lerner (cofounder of Cisco Systems) made a bold decision: if the cosmetic industry’s “big boys” couldn’t satisfy her alternative makeup tastes, she’d satisfy them herself.

Fatefully, Sandy’s business manager, David Soward, introduced her to fellow visionary **WENDE ZOMNIR**. A creative businesswoman (and **MAKEUP ADDICT** almost since birth), Wende also recognized the color void and determined a shake-up was in order. Over high tea, the two forged a pact that led to renegade nail polish mixing sessions in Wende’s Laguna Beach bungalow. Sandy, David and Wende unleashed **URBAN DECAY** in January of 1996 with a line of 10 lipsticks and 12 nail enamels. Inspired by seedier facets of the urban landscape, they bore groundbreaking names like **ROACH, SMOG, RUST, OIL SLICK** and **ACID RAIN**. The first magazine ad queried “**DOES PINK MAKE YOU PUKE?!**” fueling the revolution as cosmetics industry executives scrambled to keep up.

Today, Wende steers Urban Decay’s ongoing growth as Chief Creative Officer/ Founding Partner along with **TIM WARNER** (Chief Executive Officer). Tim (aka “The Zen Master”) perfectly counterpoints the frenzy of activity in the office with his quiet, penetrating approach to running a beauty business. And although they push the teams at headquarters and on the sales floor to new heights, they do occasionally still leave time for old school UD pranks and hijinks.

Our **EVER-EXPANDING GLOBAL PRESENCE** proves what Wende and Sandy always knew—makeup wearers everywhere crave alternatives, hence our longevity well past the death of ‘90s grunge. In the US, hundreds of UD products now fill **PURPLE** shelves at Sephora, Ulta and Macy’s, as well as the virtual pages of beauty.com. Growing numbers of retailers in Canada, the UK, France, Italy, Spain, Singapore and the Middle East stock our line too. And although **UD FANS** around the world might approach our products in **WILDLY DIFFERENT** ways, we’ve noticed they share an **INDEPENDENT SPIRIT** that unites them.



MIX MASTER

BACK IN THE EARLY DAYS, WENDE MIXED NAIL POLISH AND ASSEMBLED PRESS KITS IN HER LAGUNA BEACH BUNGALOW.



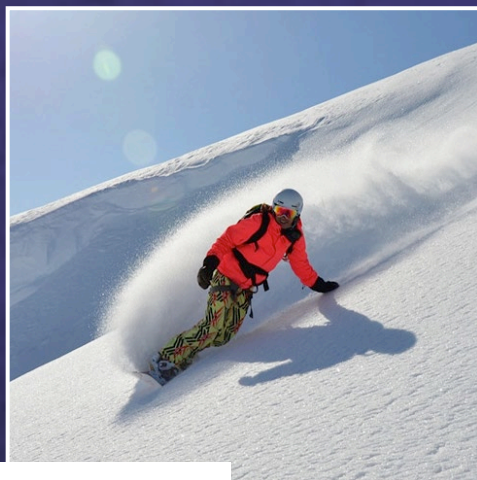
THE NAKED EFFECT

WENDE ASKED HER TEAM WHICH FOUR SHADOWS THEY'D WANT IF THEY WERE STRANDED ON A DESERT ISLAND. THE RESULT? THE NAKED PALETTE.



MAKEUP JUNKIE

WENDE HAILS FROM TEXAS, THE BIRTHPLACE OF MAKEUP JUNKIES. (SHE EVEN COMPETED IN THE PAGEANT CIRCUIT!)

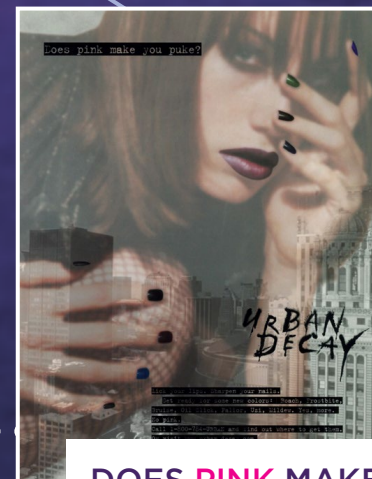


PUT TO THE TEST

WENDE ROAD-TESTS EVERY PRODUCT WE MAKE—SNOWBOARDING, SURFING AND DOING HOT YOGA IN FULL MAKEUP.

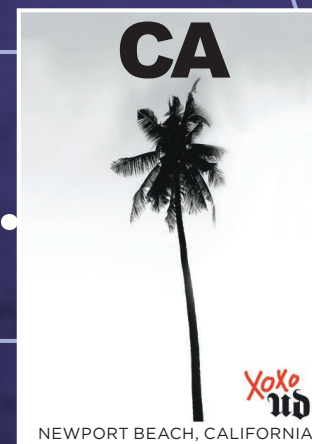


"MAKEUP IS ABOUT SELF-EXPRESSION. IT'S NOT ABOUT COVERING YOUR FLAWS, BUT SHOWING THE WORLD WHO YOU ARE."
- WENDE ZOMNIR



DOES PINK MAKE YOU PUKE?

UD LAUNCHED IN THE MID-'90S, CHALLENGING THE PINK AND BEIGE STATUS QUO WITH GROUND-BREAKING SHADES LIKE SMOG, RUST, OIL SLICK AND ACID RAIN.



NEWPORT BEACH, CALIFORNIA



EYESHADOW EVOLUTION

WHEN WENDE TALKS ABOUT URBAN DECAY, SHE OFTEN SAYS, "NOTHING IS EVER DONE." JUST ONE OF MANY EXAMPLES? THE WAY OUR EYESHADOW HAS CHANGED OVER THE YEARS. INSPIRED BY NYC SUBWAY TOKENS, OUR POP-OUT COMPACT IS THE EPITOME OF BEAUTY WITH AN EDGE.

1997: THE ORIGINAL



1997: POTHOLES COLLECTION



2000: THE MANHOLE



2004: VINTAGE SUBWAY TOKEN



TODAY: REVAMPED SUBWAY TOKEN



UD XX VICE LTD RELOADED

A PALETTE 20 YEARS IN THE MAKING.



THE SKINNY:

When we launched our super-exclusive Vice Ltd palette last year, beauty junkies everywhere went NUTS. Now we're upping the ante with the ultimate sequel to celebrate our twentieth anniversary. Urban Decay launches UD XX Vice Ltd Reloaded. This ultra limited-edition collection features 20 (XX) addictive shades of Eyeshadow that span our entire 20 (XX) year history. From vintage shades that go WAY back (like Gash, Acid Rain and UV-B) to must-haves from our current collection, it's all here. We even included a few new shades and several cult favorites from past palettes. Experiment with color, go for a little smoke or play it neutral. Need to apply on the run? The gorgeous, jewel-inlaid case comes loaded with a huge mirror and a double-ended brush.

HYPE:

For our twentieth anniversary, we wanted to go all out. So we're having a yearlong blowout filled with limited-edition launches of our most iconic products. Our Vice Ltd palette was one of our most popular palettes yet—and this sequel pulls out all the stops! With a carefully crafted mix of new shades and old favorites, Vice Ltd Reloaded is the perfect representation of 20 years of UD. We included three totally NEW shades, five vintage shades, five exclusives from past palettes (like Vice, Vice Ltd and Book of Shadows Vol II), and seven bestsellers from our collection of singles. The kind of palette anybody can use, UD XX Vice Ltd Reloaded offers something for everyone. And this is the first time several of these shades have been available in our revamped shadow formula!

NICE PACKAGE:

For this must-have reboot, we brought back our iconic Vice Ltd case—only this time we drenched the palette in black and topped it off with a purple jeweled UD icon. Press the button to unveil the gorgeous eye candy inside, along with an oversized mirror and an exclusive double-ended brush.

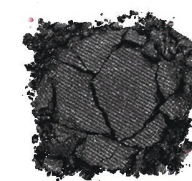
BREAK IT DOWN:

Each Eyeshadow in this limited-edition palette features our Pigment Infusion System™, the proprietary blend of ingredients that gives every shade its velvety texture, rich color, serious staying power and blendability.

The **UD XX Vice Ltd Reloaded Palette** (SGD \$88) is exclusively available from 16 June at all Sephora stores.



SUSPEND
greige-brown
matte



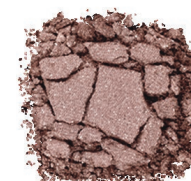
OIL SLICK
black matte with
silver micro-
glitter



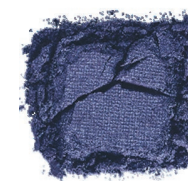
ROADSTRIP
iridescent white
with blue-violet
shift



GASH
metallic
brick red



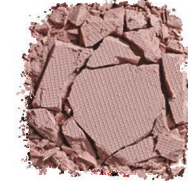
MIDNIGHT COWBOY
pink champagne
shimmer with silver
glitter



501
deep metallic
blue with copper
micro-glitter



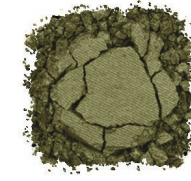
SHALLOW
pale taupe-silver
satin



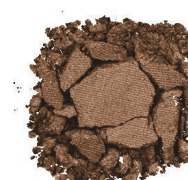
LACED
pinky-taupe
matte



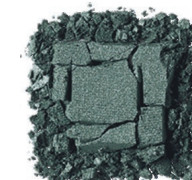
HOT PANTS
pearly medium
pink



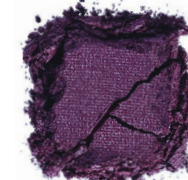
MILDEW
deep metallic green
shimmer



SMOG
deep coppery
bronze shimmer



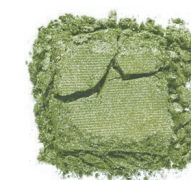
MISDEMEANOR
deep olive green
matte with green
micro-shimmer



FREAKSHOW
bright purple
satin



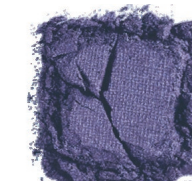
ASPHYXIA
hyacinth shimmer
with blue shif



ACID RAIN
pale yellow-green
shimmer with
green shift



MOONFLOWER
metallic rose-
gold with gold
micro-shimmer



UV-B
bright blue with
violet shift



GOLDMINE
bright metallic
gold




TWICE BAKED
rich brown satin
with gold
micro-glitter



ANONYMOUS
pale peachy cream
matte





“ **MAKEUP** IS ABOUT
self-expression.
IT’S NOT ABOUT
COVERING YOUR *flaws*,
BUT SHOWING THE
world **WHO YOU ARE.** ”

WENDE ZOMNIR

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