

Alex Parnas

Urbano Design



“ I saw an opportunity to take advantage of a booming sector of the mobile products industry. ”

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| COUNTRY | Chile |
| INDUSTRY | Consumer Goods & Services |
| YEAR SELECTED | 2014 |
| PARTNER | Víctor Vargas Selman |
| WEBSITE | www.urbanodesign.com |

COMPANY SNAPSHOT

Though its products are designed to protect, Urbano Design is breaking the mold of the mobile accessories industry. In the early 2000s, Latin Americans looking to personalize their electronic devices were limited to a few bland color options. Victor Vargas and Alex Parnas transformed this market with Urbano by combining function and fast fashion, quickly replicating catwalk trends and popular graphic designs to add aesthetic appeal to the latest tech accessories. Through its fully integrated supply chain, Urbano produces smartphone cases, laptop and tablet sleeves, headphones, and chargers that reach its 14 kiosks across Chile, Peru, and Argentina, as well as Latin America's largest retail outlets, in as little as 20 days.