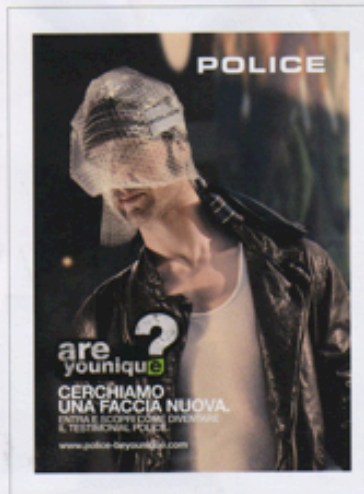


WHAT'S ON IN EUROPE

## Police alert



De Rigo's famous eyewear label Police has organised a competition to find the new face for its Be YOUUnique 2010 advertising campaign. The campaign hopes to attract the interest of young boys and girls who, like the Police lifestyle express a certain individuality and special personality.

To take part, the public can register online at [www.police-beyouunique.com](http://www.police-beyouunique.com) and download an image of themselves explaining their individual winning attributes. Ten candidates will be selected from the users' votes every two weeks, so that there will eventually be 70 finalists. A final casting will take place in September and the winner will then be asked to take part in the shoot for the new BE YOUUnique campaign 2010, which will take place in the autumn.

## Mix and match

Hong Kong based eyewear innovation company OKIA has launched a new eyewear collection that enables customers to mix and match a variety of temple patterns within a single frame to suit their mood and personality.

The patented *Slide Friendly System Technology* allows ultra-quick conversion from formal eyewear style to casual, and back. The interchangeable temple uses patented HD acetate, a concept and technology created by OKIA which, says the company, brings a new world of colour and pattern for fashion and lifestyle products. Three collections for men, women and teenagers are offered by the company.

