



Eyezone Magazine

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COLOUR YOUR DAILY LIFE! DISCOVER THE "HAPPY FRAMES" COLLECTION BY OKIA

An explosion of a thousand colours was set to send shockwaves through Mido 2015: it's called "Happy Frames" and it's all about creativity, boldness, fun and passion! These are the ingredients of the new irresistible eyewear concept developed by a group of odd designers through to the application of OKIA's patented HDA® Technology: a young, sparkling collection for strong personalities who love to experience strong emotions.

Every single frame from the "Happy Frames" collection, that officially debuted at the Milan exhibition, stands out for its lively inspiration. "Happy Frames" breaks through the most conventional eyewear concepts to create a joyful look matching different daily life styles, patterns and colours: dot patterns, houndstooth patterns, animal prints, colour contrasts and brilliant glitter effects are just some of the proposed decorations. Different cocktails name the frames to complete the cheerful spirit of the collection.

"Happy Frames" features an extreme focus on details combined with high technology, for a truly contemporary look. Its undisputed star is the extraordinary HDA® Technology, the well-known patented technology that allows the transformation of textures and colours into crisp high definition which shows depth, offering a new world of outstanding patterns.

A sparkling three-dimensional effect is also shown on the frames thanks to CSB (Crazy Sparkling Beauty) technique. An advanced application of the patented HDA® Technology, CSB combines acetate with shining materials and allows random or controlled patterns with an extraordinary non-delaminated effect.

"Happy Frames" is not just a collection. "Happy Frames" defines an identity that loves to have fun, play with colours and shapes and experiment with extremes, without any tradeoffs in terms of quality and fashion. So...let your style out!