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**nouvelle collection de lunettes femmes 20 20 40 =HD 270° par OKIA**

## **OKIA LAUNCHES BRIGHTLY PATTERNED WOMEN'S COLLECTION, 20 30 40 = HD 270°**

OKIA introduces **20 30 40 = HD 270°**, an incredible new eyewear concept for women. Utilizing the company's state-of-the-art **HD 270° Technology**, 20 30 40 = HD 270° is designed specifically for women of different ages.

The collection takes its inspiration from a garment that has become the number one item of clothing and an integral part of every woman's wardrobe – **fashionable leggings**. Loved by women of all ages, this fashion accessory is the most popular women's fashion trend of our day. The patterning of leggings is incredibly diverse, making it a versatile, stylish item of clothing.

With this inspiration, OKIA uses amazing HDA™ patterns as the focus of this feminine collection for women in their 20s, 30s and 40s. **All three sides of the temples are decorated** to ensure that the frame is flattering from all angles, highlighting the beauty of the individual wearer and giving them a truly unique and fashionable look.

OKIA targets the designs at three main groups of women: **Youth, Bloom, and Feminine**. For each group, the company proposes special patterns and designs with incredible moods. For the 25 to 30 age group, OKIA proposes "Youth", with designs that are joyful, energetic and delightful. For the 30 to 35 age group, each frame in the "Bloom" range has been created to embody fantasy and sexy glamour. And finally, for the 35 to 40 year olds, "Feminine", a selection of grand designs that are both elegant, opulent and a bit wild.



Be inspired by beautiful HDA™ patterns, 20 30 40 = HD 270° has arrived!