

WEB TECH

Okia Site Illustrates Potential of HD Acetate



Product: Okia, the Hong Kong-based eyewear company, has launched a new, innovative website devoted to its patented HDA technology original acetate, which features graphics, bright colors and strong visual impact for frame development and product design.

Top Line: In order to clearly show and communicate the numerous facets of the technology, www.hdacetate.com features the latest HDA frames images, offering designers and users various tools to discover Okia's collections and events, marketing materials, design concepts and

videos.

Close Up: The new website combines a modern design with an intuitive navigation to enable the viewer enjoy the latest news from HDA collections in a simple and immediate way.

Vital Stats: A second step in the evolution and improvement of the new website will include the launch of an interactive function named Design Your Own, which will allow customers, designers and media to create their favorite HDA frame.

www.hdacetate.com