

Lu dans la presse le 16/11/2011 16:43

Two of Okia's products win the 13th Hong Kong Eyewear Design Competition

Another world-wide recognition has been achieved by OKIA: two of its products - All Day Breakfast and Show Big - have been awarded at the 13th Hong Kong Eyewear Design Competition, organized by HKTDC.

The first winner, All Day Breakfast gained the 2nd runner-up award for the "Corporate Group" category. These eyeglasses, as their name indicates, are inspired by the idea of an "all day breakfast" : a breakfast you can have at any time of the day, consisting of a wide range of ingredients, recipes and food combinations in order to satisfy your unpredictable appetite. In the same way, the design of All Day Breakfast emphasizes the limitless possibilities of match these eyeglasses are able to offer. The frame, in fact, is composed of different original pieces that can be mixed together in several ways to create countless and ever changing looks.



The second winner product, named Show Big, received The Champion, The Creativity and The Made-to-Sell awards for the "Individual Group" category. Three great awards for a really special magnifying glass designed to remind ourselves of the curiosity and the desire for knowledge we used to have when we were kids : an amazing tool to access and discover the secret beauty of the unknown world.



Both OKIA's products were on display at Hong Kong Optical Fair, one of the Asia leading optical events.