



STORIES

Ovvo Optics

Margareta Augustyn

Words editorial staff
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Margareta Augustyn, Ovvo Optics Marketing Director, reflects on the past, present, and future of the brand she co-founded in 2010

Can you summarize the main moments of Ovvo Optics' journey?

We founded Ovvo Optics in the uS in November 2010, but our journey began earlier. The first two pivotal moments for Ovvo are credited to my uncle, a metallurgical engineer. In the 1980s he invented the Ovvo hinge, inspired by the popular clip-on earrings of the time. This was followed by the creation of our proprietary material: a fusion of surgical steel and titanium. To achieve this, he found and purchased machines used for manufacturing military and spacecraft components – equipment we still use today. After we founded Ovvo and took over production, our most exciting breakthrough was the implementation of Diamond-like Carbon (DLC) technology into eyewear. We are proud to be the only eyewear company utilizing DLC coating. We spent over a year perfecting the process, going through approximately 1,000 pairs of glasses before succeeding. The result is our DLC collection – scratch-resistant frames. Won multiple accolades, including the Red Dot Award.

Technology, research into materials, design and durability are pillars of this brand. What would you add to these components?

Product quality and customer service. for us, each frame has a soul that our production team curates and genuinely strives to perfect. Since all components (except nose pads) are manufactured in-house at our factory in Poland, we can oversee the process closely. Some of our employees have worked with us for a long time, and they often bring new ideas to the table. We are now building a new factory next to the old one, which will become a state-of-the-art research and technology hub. Customer service is also crucial for us: the opticians and optical businesses we work with are our everyday partners.

How did your collaboration with Oskar Zieta come about?

We were looking for a display that would showcase the durability of the Ovvo frame. Oskar's design and the material he works with met our requirements: the display can securely hold an Ovvo frame suspended by a 20kg Olympic weight. We admire Oskar's talent and attention to detail. While designing our displays, he ensured that all the angles and curvatures mimic those of our logo. Since the beginning, Oskar has both designed and manufactured our displays.

Concerning new products, what did you recently release?

We release new products every 2-3 months. We had a large release in September and smaller ones later in the season.

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