

NOUVEAU COLLECTION

March 1st, 2017

OVVO Nouveau Collection is a capsule collection of four beautiful frames inspired by the work of Czech painter Alfons Mucha.

Launching this January, the four styles capture OVVO's renowned technical expertise, while paying homage to the stylistic details found in Mucha's work. A juxtaposition of old and new, the collection highlights OVVO's innovative, intricate design while celebrating the Art Nouveau movement of the early 1900s.



The collection consists of three sunglasses and one ophthalmic frame, rendered in shades of gold, chrome, black, brown and violet. Every pair is handmade in Europe, using a signature surgical steel titanium composite that is incredibly lightweight and comfortable while maintaining superior durability. The designs, meantime, reference Mucha's paintings of women, with distinctive cutouts that mirror the "whiplash curves" of his time period. From Mucha's detailed expression of curly hair to his elegant portrayal of a woman's face and body, the new frames offer a subtle nod to one of OVVO's favorite artists and inspirations.

A family-owned company since 1980, OVVO is known for pushing the boundaries of innovation and design. The Nouveau Collection features OVVO's patented screw-less hinge and precise attention to detail, while bringing in new inspiration from Mucha's legacy of work. At once classically artistic and forward-thinking, this is a collection that celebrates good design, femininity and confidence.

ABOUT OVVO

As one of the most innovative brands in the eyewear market today, OVVO Optics is a trailblazer in the industry, combining high-quality, European craftsmanship, with modern, technical design. OVVO uses the best materials, including steel and titanium sourced from Sweden, and laser-cut in Germany. The glasses are then assembled in Poland, with a meticulous production process that's been refined over decades.