

NONCONFORMIST

January 15th, 2018

As a partner of OVVO, you're probably already familiar with our patented screw-less hinges and our super durable frames, or the fact that we're family owned and operated and collaborate with some of the world's leading designers.

But many of our partners are not familiar with our recent partnership with Elliott Sailors, a model who made fashion history through her revolutionary approach to gender in fashion. Her nonconformity transcended gender earned Elliott major contracts posing for elite fashion houses in both menswear and womenswear.

In our recent campaign Elliott models OVVO frames from both the mens and womens collections. We are proud to support her in her statement of nonconformity and recognition of beauty in all people, regardless of gender or orientation. It is our hope that this campaign helps break boundaries and continue a discussion around acceptance and inclusion.



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.