



BEAUTY & DYNAMISM

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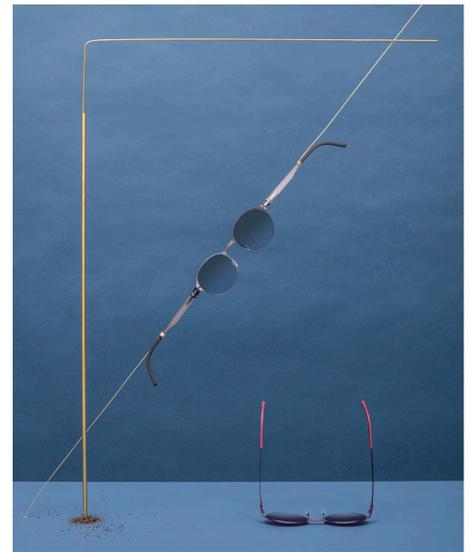
We are proud to unveil our latest project: the series "Beauty & Dynamism", an exclusive photography collaboration with young artist Ernest Winczyk. Released as a set of still-life images, the collaboration showcases the intrinsic beauty and dynamism of OVVO's handcrafted frames when placed in a modern, artistic context.

Working solely with string, rods and select OVVO frames, Winczyk's series of photographs depict the glasses in a new and novel way. The goal: to show that technical precision and sophistication can go hand in hand, while specifically highlighting the unique features and properties of OVVO's latest offerings.

From the bold angles and soft curves, to the vibrant color palette and mixed materials, the artistic influence is easy to see throughout this photographic collaboration. The photos showcase OVVO's inspired, forward-thinking design, and also speak to the idea of "balance", where form and function work together to create a uniquely designed, yet utilitarian product.

The Polish-based Winczyk not only shares OVVO's European roots, but also their appreciation for pairing down materials into their simplest, most useful form. To wit: the company's signature screwless hinge, and composite surgical stainless steel and titanium material, are beautifully rendered through Winczyk's gaze, while the flexibility and resilience of the frames is given a renewed focus. The series was recently nominated by KTR Creativity (Warsaw, Poland) in the category "Best Advertising Photography".

OVVO is proud to manufacture eyewear that tells a story and has a purpose, from first conception, to the final fitting on the customer.



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.

For more information, please visit ovvooptics.com and follow [@ovvooptics](https://www.facebook.com/ovvooptics) on Facebook and Instagram.