



## GOLD & HUE COLLECTION

July 12<sup>th</sup>, 2018

OVVO is proud to present its new Gold & Hue Collection, launching this summer with a distinctive style for both men and women. The technical precision of European manufacturing and the luxury of pure gold combine to create a frame that offers the wearer an exquisite piece of handmade eyewear. A sweep of color along the browline adds a striking, stylish finish.

Each pair of glasses in this collection is produced in Europe and crafted from the finest materials, including genuine 14kt gold. OVVO's meticulous assembly process utilizes a single vacuum chamber that "vaporizes" pure gold into fine particles, that are then delicately cast onto the frame. The process results in a beautiful gold plating that is virtually flawless, elegant, and resilient to fading over time.

A leader in technological innovation, OVVO's design team fuses the gold with a surgical steel and titanium composite, for exceptional durability. Every pair of frames features OVVO's patented screwless hinge, for flexible, lightweight construction, and comfortable everyday wear.

Accessible luxury at its finest, the frames are set in 14kt gold with four colors per style. The women's style is offered in sea foam, crimson, powder gray and boysenberry. The men's style comes in black, deep sea, taupe and raisin. Each pair of frames feature a contemporary take on retro-inspired silhouettes: the women's style is smart yet sultry, with a 50s-inspired cat-eye silhouette and subtle flair. The men's style is a bookish and luxurious take on the classic rectangular frame, with exaggerated lines and angles inspired by the masculine, aerodynamic look of a Ferrari or Lamborghini sports car.

## **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](https://ovvooptics.com) and follow [@ovvooptics](#) on Facebook and Instagram.