Today, OVVO Optics launched an all-new campaign inspired by the thread of a modern narrative. In this release, OVVO tells the story of a relationship in a future-forward age.

As technology rapidly accelerates, the flexibility that binds us together adapts and grows stronger. The collections from OVVO utilize modern materials in classic designs that seek to capture and convey this evolution of human connection. By engineering flexibility and balance into each design, OVVO achieves a harmonious blend of instinct and innovation – bridging the gap between the biological and the technological.
The imagery fuses avant garde fashion and artistic photography with stylized aesthetic overtones. While the subjects translate a subtlety of emotion and intimacy through soft touch and movement.

OVVO Optics’ presents this perspective in a continued passion for breakthrough innovation and leading design.

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