



GOLD & HUE 2020 RELEASES

March 30th, 2020

OVVO is proud to welcome four new styles to its captivating Gold & Hue Collection this season. The new designs combine the technical precision of European manufacturing with the luxury of pure gold to create an exquisite piece of handmade eyewear.

Each pair of glasses in the Gold & Hue 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, which are then delicately flecked onto the frame. The process results in a beautiful gold plating that is virtually flawless, elegant, and resistant to fading over time. The new frames offer the choice of a glossy golden lustre or an elegant matte finish (a new option for the collection). Sophisticated or subtle – the decision is up to the wearer.

OVVO launches three new styles for women this season and one new style for men. Each pair features a contemporary take on retro-inspired silhouettes – think 70s flair mixed with angular, avant-garde designs, well-balanced between playful and elegant. A sweep of color along the browline adds a striking finish.

With a 14kt gold-plate, the women's styles are regal and confident, at once delicate and bold, while the men's silhouette is smart and bookish, merging modern looks with old school appeal.

Choose from a classic black and gold colorway, or update your look with light pops of pastels and delicate earth tones throughout. Like everything OVVO's design team touches, the frames are finished to the highest standards of production and craftsmanship, applying the principles of thoughtful design and technological innovation to a pair of glasses that are as expressive as the person who puts them on.

ABOUT OVVO

Founded in 2011, OVVO Optics creates high-performance, technologically advanced eyewear that meets the highest standards of durability, style, and comfort. Family-owned and operated, each pair is hand-crafted in Europe, implementing patented innovations and award-winning design in 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.