



OVVO ADDS SIX NEW STYLES TO SURGICAL STEEL & TITANIUM COLLECTION

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OVVO Optics brings color and clarity to the forefront this month, with the release of six new silhouettes to its Surgical Steel & Titanium Collection.

Drawing inspiration from modernism and industrial design, the new styles showcase OVVO's unconventional eyewear ethos, with a mixture of colors, materials, and both hard and soft elements, to create six incredibly unique pairs of glasses.

The new frames are at once bold and nuanced, with both sweeping flourishes and more subtle accents that highlight OVVO's impeccable attention to detail. Highlights include color-blocking on the temples and a contrast-color bridge, along with OVVO's signature screwless hinge, that provides flexibility without creating any extra weight on the face. Set in a palette of rich earth tones and fresh, tropical-inspired hues, the new frames bring a touch of warmth and relaxed elegance to OVVO's European-born craftsmanship.

The latest releases include four brand-new silhouettes along with two updated versions of popular styles in OVVO's existing collection:

Style 3989 features a narrow, sculpted silhouette, with bold color-blocking and rounded edges accenting a petite metal frame. The frame is available in four color offerings: fern/cream, taupe/peach, slate blue/flamingo, and fuschia.

Style 3993 is a large men's frame that features a classic rectangular shape and a thin strip of color that extends across the browline down towards the temples. The matte frame is flattering for a variety of face shapes, and easy to wear and pair. This style is available in sailor blue, graphite, and coal.

OVVO is also introducing two new unisex styles to its collection. Style 3991 offers a contemporary, bookish look, with a large square frame that swaps traditional acetate for OVVO's screwless hinge and stylish metalwork. The frame is available in raisin (a dark plum color), crow (nearly black), and sailor blue/powder blue.

Style 3992, meantime, is OVVO's latest take on the semi-rimless P3 style. The unisex frame features a thin strip of color along the top of the lenses and across the bridge, with the color extending down toward the temple tips. The frame is available in black matte, raisin, sailor blue, and platinum.

Style 3988 is a larger version of OVVO's best-selling 3909 style, with sweeping curves and a winged brow complemented by stylish color blocking, and a flirty, oversized silhouette. The frame is available in four jewel-toned color combinations: cyan/platinum, strawberry/14kt gold, pomegranate/light gold, and cream/light gold.

Style 3990 is a larger version of the brand's popular 3908 style, with a strong, modern shape that retains a youthful, athletic aesthetic thanks to four fresh color combos: black matte/cobalt, black/bronze, deep olive/titanium, and midnight/red.

Every pair of frames is designed in the U.S. and produced by hand in OVVO's European studio. OVVO's time-honored design approach extends beyond the look of the frames, to respect the way they fit as well. Each of the new frames is set in a surgical steel and titanium composite that offers incredible durability, while maintaining lightness and comfort – even for all-day wear. Designed with practicality and wearability in mind, the material is hypoallergenic and won't irritate the skin. The frames can also be easily rinsed and disinfected using regular soap and water – an important consideration as we adjust to the new normal under current health and safety regulations.

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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.

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