



# OVVO FEMME FATALE RELEASE

March 26<sup>th</sup>, 2021

Add a little glamour and intrigue to your look this spring with OVVO's new Femme Fatale release, part of the brand's Surgical Steel and Titanium Collection. Inspired by the allure of film noir, the new sub-collection features two original silhouettes that are at once striking and seductive.

Never one to play by the rules, OVVO pushes the boundaries of eyewear design with two bold, provocative takes on the classic round frame. The new iterations deconstruct the traditional silhouette, and re-work it with technical upgrades and inventive design touches to create a piece of wearable art.

The "Femme" frame takes the familiar round shape and updates it with detailed edge work along the perimeter to create a reverse half-rim design. Subtle two-tone color-blocking (available in black/gold, cyan/black and lilac/strawberry) adds a hint of mystique. The look is light and luxurious, reminiscent of fine jewelry that's still suitable for everyday wear.

The "Fatale" frame takes its cues from cinema, with an open, stacked bridge inspired by the opening and closing of window shutters in a noir thriller. The rest of the frame is equally cinematic, playing up shape and proportions to dramatic effect. The delicate round lenses are set on a sculptural base, with angular cuts and deep edging.

The platinum/strawberry colorway is modern and feminine, while the black/gold combo is refined and mysterious. Inspired by old movies, both frames are as fit for daily wear as they are for a red carpet event.

OVVO's Femme Fatale collection conveys confidence, sophistication and style, fit for a fearless woman who isn't afraid to make a statement with her eyewear. Like all of OVVO's hand-crafted pieces, these frames feature the brand's signature screwless hinge and durable surgical-steel and titanium construction, which deliver durability and longevity to these beautiful pieces.

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#### **ABOUT OVVO**

Founded in 2011, OVVO Optics creates high-performance, technologically advanced eyewear that meet 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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