

# OVVO OPTICS ELEVATES DLC COLLECTION WITH NEW MATERIALS AND STYLES

September 15<sup>th</sup>, 2021

Today, OVVO Optics expands their award-winning portfolio of frames with five all-new styles. High-tech, masculine, and sporty, these new styles infuse carbon fiber and acetate elements into the Diamond-like Carbon (DLC) collection. This collection combines all of OVVO's highest-performance materials in a single frame: surgical steel and titanium, DLC technology, Italian acetate, and the most durable carbon fiber type in the world.



## **Surgical Steel & Titanium**

A staple of OVVO's innovative collections, OVVO's patented surgical steel & titanium technology is constructed from a military grade surgical steel and titanium composite consisting of 70% steel and 30% titanium. This hypoallergenic metal first discovered in spacecraft development offers remarkable durability, lightness, flex memory, and heat resistance.

## **Diamond-like Carbon**

Used in high-performance industries from auto racing to aeronautics, Diamond-like Carbon is synthesized by decomposing hydrocarbon gases to stack individual atoms in a carbon film that is thinner than paper, harder than diamond, and stronger than steel. **To date, OVVO remains as the one and only eyewear brand using DLC.**

## **Acetate**

The acetate in these new frames has been produced by the worldwide leader in quality acetate: Mazzucchelli 1849. Made in Italy for over two centuries, the company has perfected the craft of acetate production over six generations of master artisans.

## **Carbon Fiber**

The carbon fiber elements are constructed from eight layers of prepreg carbon fiber – the most durable carbon fiber in existence.

These five, striking new styles intertwine innovative engineering and unparalleled materials to elevate the DLC line like never before. Feather-light, ultra durable, resistant, and resilient, they were engineered to perform and impress unlike any other frame on the market.

## **Media Contact**

Margareta Augustyn  
Phone: 201 920 8200  
margareta.augustyn@ovvooptics.com

## **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.

For more information, please visit [ovvooptics.com](http://ovvooptics.com) and follow [@ovvooptics](https://www.facebook.com/ovvooptics) on Facebook and Instagram.