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NEWS

1. A truly original press kit

Creativity, inspiration and innovation: these are the elements that describe at best the new surprising press kit designed by **OKIA** for Silmo 2011. The press kit was made of several camera shaped acetate pieces whose HDA decorations show different countries' views: the colourful species from the water world of Hawaii, the local balloon festival in France, the stars in the New South Wales sky, the wonderful flowers of the Netherlands and the beautiful animals in the Amazon forest. Patterns and gradient colours are realized on the camera through the application of both HDA Technology and BMT technique, that allows ultra-sharp cutting for all patterns and gives them a strong metallic touch.

2. Pink Floyd to wear

Allison presents a new collection of temples to combine to Try Star glasses and saunglasses, a project

conceived by the agency Liberi Pensatori in collaboration with record label EMI. Starting from October twelve new

