



OKIA PRESENTS 2011 HDA BOOK AT MIDO

A WORLD OF COLORFUL INSPIRATION TO BE DISCOVERED

On the occasion of Mido 2011 Okia is proud to present an original brochure compiled to illustrate the development and inspiration that lie behind HDA™ Technology and its huge potential for creativity in the eyewear sector.

Inspiration can come from anything, including the environment and everything that surrounds us. At any time and wherever we may be, our daily lives are full of inspiring images and ideas, although sometimes we don't realize they are there. But if we pause for a moment and take a careful look at our surroundings, a universe of extraordinary possibilities immediately opens up before us. The only limitation is our imagination!

Just like a journey through your everyday life, Okia's little HDA™ Book records and relates various moments from the morning at home to arriving at work. By observing every single detail, we took inspiration from different times of the day to create amusing and incredibly intricate HDA™ drawings in extraordinary colors.

When you move the cover on the bed you'll discover lace stockings in HDA™. Or, when you open the closet, you will see a handbag in HDA™! On the way to work you will find a token in HDA™, and when you arrive at work, you will discover a VIP card in HDA™ in your briefcase and an HDA™ cookie under the keyboard! Each piece of acetate features a particular HDA™ effect to emphasize the incredible variety and the enormous potential offered by Okia's HDA™ Technology.

To find out more about the surprising opportunities offered by HDA™ Technology by Okia and the effects (also three-dimensional) it can create, come and see us at our stand at Mido: Pav. 24, R29 S30! We will be pleased to give you more information and show you our revolutionary achievements.

Publicato il 01-03-2011

 ARCHIVE  LIST  PRINT  SEND  MOBILE