



OKIA: HD AND MODERN FASHION TRENDS

NEW PATTERNS INSPIRED BY CURRENT THEMES: BLOSSOMING FLOWERS, MATERIALS AND PLAYFUL PATTERN

Okia has patented HD Acetate, an exclusive technology that creates colors and patterns on sheets of acetate and gives textures and colors extreme definition and depth.

To respond to the current fashion trends, Okia's research and development unit has created a wide range of motifs and patterns inspired by the three themes of the moment: Blossoming Flowers, Materials and Playful Pattern.

Floral prints are one of the key fashion motifs. It is a trend that never dies because it epitomizes the spirit of femininity. HD technology can be used to create multicolor designs inspired by the beauty of nature: flowers, trees and so on.

To demonstrate the infinite possibilities of HD technology, Okia has also created the 100% Material Pattern line, a range that reproduces on acetate the texture and motifs inspired by raw materials. Natural fibers and traditional materials can be reproduced on the frames. HD brings textures to life. Thanks to Okia's experience, colors and styles can be mixed and combined to create new alternatives to the traditional way of working with raw materials.

The third look that Okia has created is in line with the new season's trends: Playful Pattern. These textures and models have been created to add a touch of fun and creativity to traditional looks. The theme will be enjoyed especially by children because they can choose their favorite frame from a vast series of models that are colorful and fun.

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