



OKIA PRODUCT WINS HONG KONG EYEWEAR COMPETITION

LASHES – FLY MODEL CAME FIRST IN DESIGN CATEGORY AT THE 12TH EDITION OF THE COMPETITION

Okia has received another worldwide award: Lashes – Fly model was selected as the winner of the Winning Design category in the Open Group of the 12th edition of the Hong Kong Eyewear Design Competition organized by Hong Kong Trade Development Council (HKTDC). The product also received two other special awards: Grand Award and The Greatest Creativity Award.

The Lashes – Fly model is currently on show at the Hong Kong Optical Fair, one of Asia's major events in this sector.

Once again, Okia, the renowned Hong Kong-based optical manufacturing company, has confirmed the high value of its

products and the success of its constant research into technology and innovation.

Created by Bobo Lai, Lashes – Fly is designed for nature lovers who rarely wear makeup. The model takes its inspiration from woman's eyelashes and the image of a butterfly.

Women will always be attentive to beauty and this is demonstrated by the fact that nowadays wearing makeup is a daily routine. The eyes are the most important feature for attracting the attention and women frequently wear false eyelashes to emphasize and enhance them.

But Lashes – Fly has been created for lovers of natural look who do not particularly enjoy wearing makeup. Inspired by eyelashes, the frame design is also reminiscent of a butterfly in flight to allow everyone to confidently express their personality and emphasize their profile.

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