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OKIA présentent ses différents modèles de lunettes à la 14ème compétition de design en lunetterie

14th Hong Kong Eyewear Design Competition: OKIA SWEEPS THE CHAMPION, FIRST RUNNER-UP AND SECOND RUNNER-UP PRIZES IN THE PROFESSIONAL GROUP SECTION

A new sensational world-wide recognition has been achieved by OKIA: three of its products have been awarded at the **14th Hong Kong Eyewear Design Competition**, organized by the Hong Kong Travel Development Council (HKTDC) and the Hong Kong Optical Manufacturers Association. A really extraordinary goal, as for the first time OKIA has won all prizes in the Professional Group section: champion, first runner-up and second runner-up.

The Champion piece, "**Mag Type**", is inspired by the appearance of a vintage typewriter and its distinctive sound. Infusing modern elements into the classic typewriter concept, this revolutionary frame uses no screws, is interchangeable and features a spring-hinge function.

"**Choi Lan Kang Fa**" gained the 1st Runner-up award and his designer, Brian Chan, obtained also "The Latest Look" award. This frame represents a unique mix between a Western fashion icon – the cat eye – and a traditional Chinese decorative technique called "cloisonné". The perfect combination between different cultures and times, this style expresses a magical feeling.

The last winner product, named "**Catch**", received the 2nd Runner-Up award. Thanks to a special design structure inspired by paper clips, it is possible to change this frame's temples in a really simple and fast way. Fashionable colours and a bridge design reminiscent of the 40s and 50s' vintage styles define this light and flexible creation.

Three clever products that confirm OKIA's ongoing research in technology and innovation and its strong creative inspiration.

"Mag Type", "Choi Lan Kang Fa" and "Catch" – as all winning and finalist pieces of the competition – were on display at the Hong Kong Optical Fair that was held last week.



