

le press kit OKIA pour les opticiens

20 octobre 2010 par créateurs de lunettes

LIVE WITH HD COLOURS!

Colours and nature are the key of the new OKIA HD press kit

OKIA is ready to surprise Silmo visitors with its new amazing HD press kit. Inspired to the world of nature, the press kit is a little flowerpot housing a series of colourful and original acetates pieces that represent leaves, birds and flowers: everyone is urged to freely invent and realize his own **HD plant**, following his imagination and his personal taste. The plant thus created becomes an exclusive decoration for houses or offices, while the single pieces of acetate can be used as wire wrappers.

Once again OKIA chooses to play with its partners and clients in order to show **how HD Technology is incredible and versatile**: people are invited to discover and explore individually the unlimited possibilities offered by the patented technology in terms of colours, patterns and textures. The innovative HD plant is an exciting experience to understand the connection between HD Technology and our environment: we live in a world made of infinite colours and OKIA is able to create over 14000 of them on acetate per year, satisfying the most demanding customers and literally revolutionizing the eyewear market.

A double layer of thin HD acetate is applied to realize the different pieces, so that they all show different patterns on the front and back side. Moreover, a vivid three dimensional effect is shown on the "tomato" acetate piece through the application of a curved surface. A wide range of gradient colours and marvellous decorations obtained through the use of the **BMT technique** make the press kit a funny and intriguing object offering the possibility to better understand and experience the sensational HD Technology in an amusing and unconventional way.

