

## Rudy Project and Shamir collaborate on Rx eyewear collection



**San Clemente, CA**—Rudy Project and Shamir recently announced they would collaborate on prescription sports solutions. The companies say the union between the two brands will bring a suite of features and benefits to Rx sport and fashion sunwear.

By combining Rudy Project's Italian frames, which incorporate lightweight materials such as Kynnetium and fully-adjustable temple arms and nose pieces, with Shamir's recently launched Attitude III progressive and single-vision sun lenses, the companies will create a new sport and fashion sunwear line unlike anything seen in the industry before. This Rx solution will be edged at Shamir's new edging facility located in Los Angeles.

"Capitalizing on the knowledge of our lens designs and edging expertise, we have taken optics, precision, and aesthetics of finished eyewear to a new level," says Nir Shmuel, vice president of operations of Shamir. "Each job processed at Shamir's edging facility is analyzed based on the Shamir design, the patient's Rx and the intricacies of the frame to ensure that the final product provides superior optics and unmatched cosmetics."

## Okia releases sand-inspired collection



**Hong Kong**—Okia recently debuted its latest collection, **Shiny Mineral**, which allows wearers to take a little bit of the beach with them year-round, even after summer fades into fall.

The collection was inspired by "the idea and feeling of gold sand," according to the company.

Created with the company's patented HDA Technology, **Shiny Mineral** takes the lightness, softness, and subtle tone from its oceanside inspiration and trans-

fers it on the acetate base.

The new frames' temples feature refined wavy patterns with shades of gold and pink that are available in a solid version or with a transparent effect.

According to Okia, "An exceptional eyewear piece made of a perfect balance between creativity and high technology, **Shiny Mineral** shows how HDA Technology can satisfy any customer's request, giving expression to any kind of inspirational idea."