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Eyewear. "Knowing the key people running Hassans for many years, we feel that with their extensive knowledge and enthusiasm, we will be able to expand our business together in the Middle East."

Mr. Matteo De Stefani, General Manager, Hassans Fz.Co. says, "We are proud to announce this long-term partnership with Dita Eyewear. The design, the outstanding quality and the strong identity of the brand make Dita Eyewear one of the most requested fashion luxury brands in the market."

Charlize Theron Sports Salvatore Ferragamo Sunglasses



Actress Charlize Theron, best known for her roles in Hollywood films, was recently spotted wearing a pair of seductively black Salvatore Ferragamo Mini-Gancini Temple Sunglasses.

This Mini-Gancini Temple sunglasses is butterfly shaped with horsebit detail on temples. The variegated acetate perfectly suits with the brand's logo script and the gradient lenses provide 100 per cent UVA/UVB protection.

Licensing Agreement Between Marcolin And Catherine Deneuve



Marcolin Group and Mlle Catherine Deneuve announced the renewal of their licensing agreement for the design, production and worldwide distribution of Catherine Deneuve Lunettes optical frames and sunglasses.

Giovanni Zoppas, CEO of Marcolin Group, affirmed: "We are really pleased for the renewal of this license. Mlle Catherine Deneuve is a worldwide epitomous of timeless elegance, something our company is proud to represent with these products".

Changing The EyeWear Scene With HDA[®] Technology By OKIA



OKIA Optical Co. Ltd, a Hong Kong based company has patented a technology called High Definition Acetate (HDA[®]). This technology helps to

realise patterns on acetate sheets so that colours and textures can be transformed into a high definition product with a lot of depth.

This technology makes it possible to obtain a wide range of specific colours, gradients and patterns within one frame. Thus, HDA[®] technology patented by OKIA, is opening up completely new possibilities for eyewear design.

Adlens[®] Presents Sundials At VEE 2014



Adlens[®], the global leader in variable focus eye wear, has officially presented its new product, Adlens Sundials[™] at VEE, the international fashion and medical eye-care event that takes place in New York.

Adlens Sundials are built on the Alvarez lens technology. Each lens is comprised of two wave-shaped plates that can glide across one another altering the power of each lens. The instantly adjustable sun wear, featuring stylish dark lenses with UVA/UVB protection, can correct over 90 per cent of spherical errors

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