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## Okia Launches DIY Eyewear Design

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For the first time, optical frames and sunglasses can be customised with any kind of photo, thanks to Okia's patented HDA Technology.

According to the company, that means customers can have their favourite photo printed on a pair of glasses and be sure that no one else will wear the same. Additionally, the temples of Okia's 'Tailor Made' glasses can be decorated with the customer's name or any other word, both inside and out.

Okia says its latest project has been first inspired by the fashion industry. "Nowadays, people pay attention to the styling of their clothing, but they also consider whether the glasses they put on match with the clothes they are wearing. Eyewear is a key fashion accessory," said Jacky Lam, General Manager at Okia. "At the beginning, we only offered a selection of popular and trendy patterns. Now, we want everyone to be their own designer with our HDA Technology."