

fort succes de la marque OKIA au Mido 2011

29 avril 2011 par créateurs de lunettes

INCREDIBLE SUCCESS FOR OKIA AT MIDO 2011

Colour, creativity and passion: these are the key ingredients of the extraordinary success registered at Mido by OKIA, the innovative Hong Kong-based company already widely renowned in the international eyewear market for its original and always surprising products.

The **Live Painting Performance**, held at OKIA booth from the beginning of the fair until Saturday noon, drew an **ongoing crowd of visitors and optics specialists** from the world of press and design, thus proving to be a really interesting and successful initiative. Pucky, Kenny Wong and A Yip, the three professional illustrators that were asked to translate their own stories and ideas into illustrations, realized an authentic masterpiece on the booth wall. That was a curious and unconventional way to explain and live show the potential synergy between any kind of art and HDA™ Technology.

In the same way, the **personal HDA™ collections** developed and presented by the illustrators left the audience of the **Press Conference** literally breathless thanks to the sensational graphics and patterns of the frames. Through the HDA™ x Illustrators project, OKIA succeeded in intriguing not only trade representatives but also artists and designers from other market fields. The Press Conference showed an enthusiastic public the latest achievements and numerous recognitions of the patented HDA™ Technology, as well as its endless and revolutionary applications in design and eyewear industry.

An important news about the Technology was also disclosed during the Conference: **an Italian patent has been indeed recently granted to HDA™ Technology**, in addition to its existing patents in Hong Kong and China. The Italian patent marks another important recognition for OKIA and its innovative contribution to the eyewear industry.

Mido 2011 ended with very positive results and a lot of confirmations from both the Italian and the international market thanks to the unbelievable and unmatched opportunities offered by HDA™ Technology.