

3 mars 2011 par créateurs de lunettes

## OKIA INTRODUCES HDA™ BOOK 2011: COME AND SEE OUR WORLD OF COLOURFUL INSPIRATION!

OKIA is proud to present a trend brochure for Mido 2011, designed to show the evolution and inspiration behind HDA™ Technology as well as its vast creative potential in eyewear.

Inspiration can come from anywhere, including the environment and all that we find around us. Our daily lives are filled with inspirational images and ideas, in every moment and wherever we are, but this can sometimes get overlooked. When you take a moment to look at everything around you in more detail, you can open up all kinds of extraordinary possibilities. The only limitation is your imagination!

Like a journey through your day, OKIA's HDA™ Book records moments from home in the morning through to the workplace, in fact, the entire day's events. Looking at every detail, we have drawn inspiration from many different moments in this day, creating exciting HDA™ designs that are incredibly intricate and colourful.

Pulling back the blanket on the bed, you find an HDA™ lace stocking. Or as you open the wardrobe, you see an HDA™ handbag! On the way to work you find an HDA™ chip. And, when you arrive at work, you find an HDA™ VIP card in your cardholder and an HDA™ Cookie under the keyboard! Every piece of HDA™ Acetate features a different HDA™ effect, highlighting the incredible variety and far-reaching potential of OKIA's HDA™ Technology.

