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collection QOINS de OKIA Optical

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QOINS: WHEN EYEWEAR BECOMES A COLLECTIBLE TREASURE

In view of the forthcoming 2010 edition of Silmo, OKIA has just launched a new extraordinary and highly refined frame for its top quality men collection **Qoins**.

The innovative QNO 1006A model carries on the design concept of "timeless classic" - one of the main features of the collection - applying it to the new theme of the **vintage lighter**: thanks to an original design and to the sensational effects allowed by HD technology, the frame deeply recalls the touch and feeling of a lighter, thus becoming a perfect expression of the Qoins philosophy with its inspiration deriving from vintage products and retro classical design.

Both end-pieces and hinges of the frame oddly recall a gasoline lighter and the hinge is designed just like the flint wheel that we usually see on lighters. The vintage eyeshape of the new style is completed by end tips with the Qoins logo realized through the **BMT technique** that allows ultra-shape incisions.

A lighter is very small in size but its production process can be very complicated and its working mechanism is extremely intricate though it can seem simple: in the same way, behind the Qoins collection there is an ongoing research on **design and precious details** aiming at strong men with an individualist taste that demand the best quality together with elegance. The sense of exclusivity and luxury created by a refined and linear design combined with a classic colour make the frame not simply an exceptional eyewear model but first of all a **desirable and collectible object**, exactly like vintage lighters with their history and memories. That is just the most true meaning of the Qoins collection: Qoins is sober, Qoins is unique, Qoins is full of emotions. In one word, Qoins is collectible.

