

SS25 BRAND PRESENTATION



MODDO

Vibrancy

MODO believes that great eyewear is not just meant to complement, but also celebrate each wearer's individual style.

Despite differences in style and materials, all MODO frames are lightweight and unified in the concept with which they are designed. Innovation, quality, design and craftsmanship are the pillars behind every frame. Together, they make up the vibrant world of MODO, where materials, colors and shapes tell a shared story of individuality – no matter which frame you choose.



Where we're from

New York

Progressive spirit

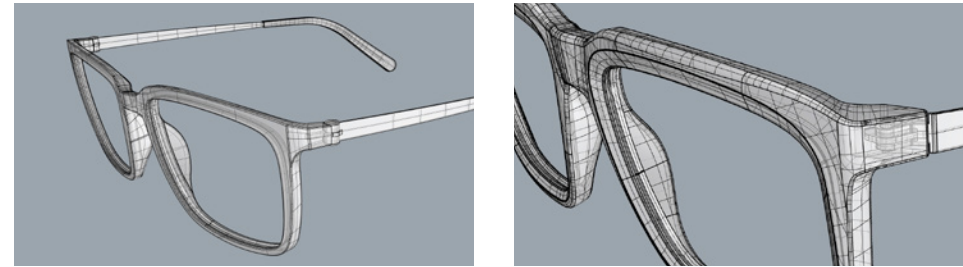
Milano

Design heritage

Stockholm

Attention to detail

Our innovations



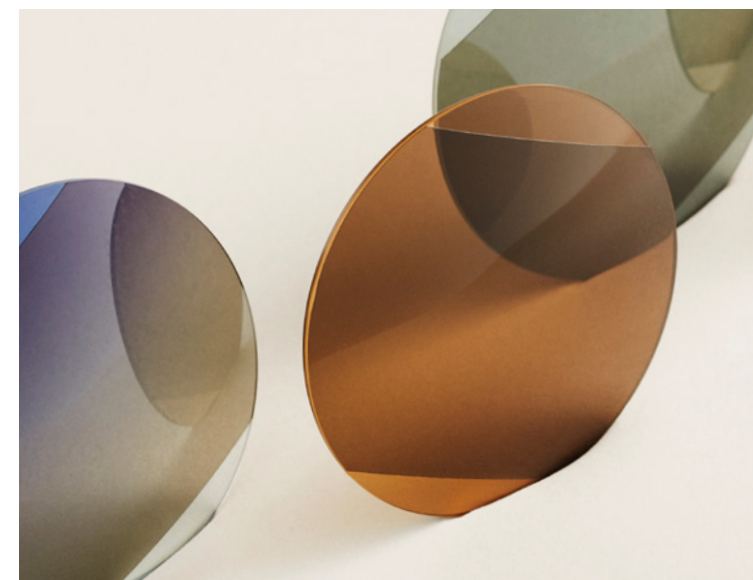
Hinges

The hinges are the only moving part of our frames. From our screwless hinges to other innovative designs, we're always searching for new solutions.



Layers

Layering is everything. Whether we layer different thicknesses of acetate or melt multiple materials together, we do it to reveal exciting new dimensions in our frames.



Expressive

Thick or thin, subtle or bold, smooth or textured – let your frame do the talking. With MODO frames, you can express yourself your own way.

Lightness

Delivering light eyewear is our passion. No matter which frame you prefer – metal or plastic, discreet and thin or bold and chunky – our frames are always light.

Our materials

BETA-TITANIUM

Lightweight, durable and flexible, beta-titanium can be used to create frames that are both thin and strong – and extremely comfortable. It's our material of choice for high-quality metal frames that last.

ACETATE

A classic eyewear material, for frames that are durable and lightweight – and available in many different shapes, styles, colors and effects. Whether thin or chunky, acetate frames are timeless – and will never weigh you down.

MEMORY PLASTIC

Lightweight, durable and incredibly flexible, memory plastic frames can be twisted or bent and will return to their original shape. Can be used to create frames in different shapes and styles – from slim and subtle to thick-rimmed and bold.

HD ACETATE

High-density acetate offers the same vast colour and style variety as regular acetate. But this innovative material is denser – and can be used to create frames that are ultra-thin and ultra-light, yet still strong and durable.

*Buy a frame
help a child see*



Through to our program **Buy a Frame, Help a Child See**, we help a child see with each frame purchased. We've helped **2 million children** so far and that number keeps growing.



Through sponsoring **Vision Centers**, we address **80%** of eyecare needs and support economic growth in the communities which they serve.



*2 million children
helped so far!*

Our product range



Paper-Thin Collection

A titanium chassis with an inlay of TR90 or acetate offers the ultimate in lightweight comfort and versatile design. Ultra-thin frames in a range of styles and colors.

Legacy Collection

These vintage-inspired frames celebrate our heritage and artisanal approach to design. Created with the most advanced technologies, they're made from high density acetate or titanium, for supremely lightweight comfort and durability.





Titanium Collection

Beta-titanium frames in both metallic shades and bold colors. For lightweight comfort, durability, flexibility – and a look that's minimalist and contemporary.



Three.3 Rimless Collection

Ultra-light and sophisticated in construction and detailing. These frames celebrate individual style, with customizable components, colors and design options.



R 1000 Collection

With memory plastic, titanium temples and innovative screwless hinges, our R 1000 frames are super light and flexible.

3D Lab Collection

A 3D printed front joined to flexible Beta-titanium temples. This innovative technology gives each frame a distinguished look and feel.

Conquer the sun

All our sunglasses are fitted with polarized lenses to shield your eyes – and crafted in the latest styles to showcase your personality. They're all about style, combined with the most advanced sun protection.



Advanced sun protection

HCD

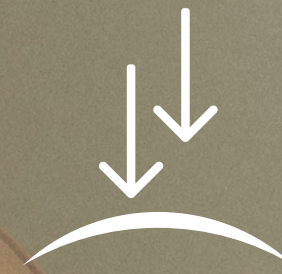
High Chromatic Definition

High Chromatic Definition (HCD) polarized lenses with an anti-reflective coating reduce glare and deliver superior color clarity.



Polarized lenses

Polarized lenses filter light, reduce glare and improve overall visual clarity and definition. They also protect your eyes from harmful UV rays.



Impact resistant

Our nylon lenses are more resistant to impacts and stress – and more flexible and versatile than polycarbonate, plastic or glass lenses.



Dust and Water-repelling

The oleophobic coating repels dust and dirt, while the hydrophobic coating repels water and oils. Together, they protect lenses from scratches, smudges and fingerprints.

High Chromatic Definition

HCD POLARIZED

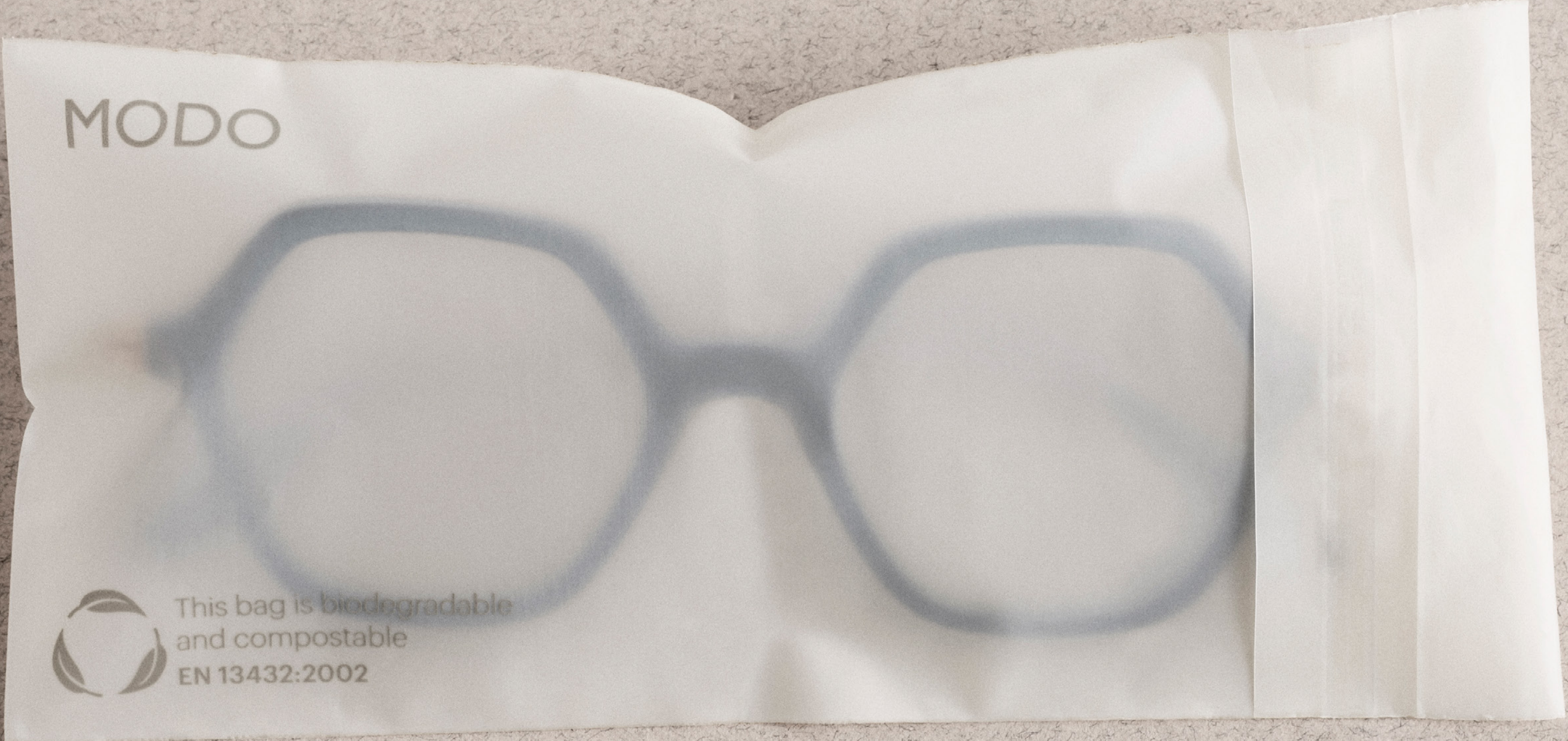
Polarized



Packaging



Reducing plastic



MODO's transport bags are made from cornstarch and are biodegradable and compostable!

Brand films

Long brand film and shorter clips
for specific products.

[CLICK TO VIEW BRAND FILM](#)

Brochure

148 x 210 mm: 8 pages, available in English, French and Spanish



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VIBRANCY BY MODO LYLWLAH

MODO

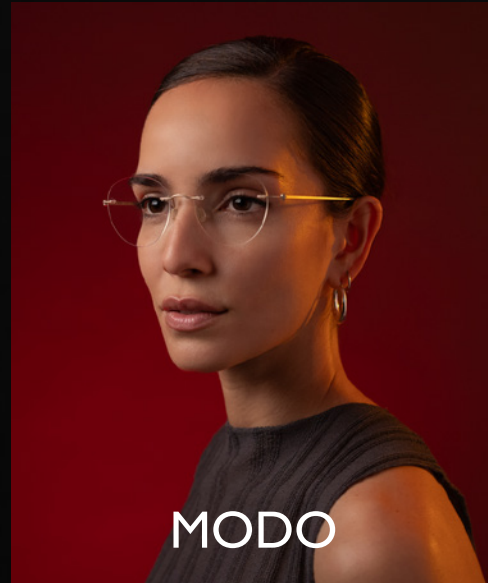


BUY A FRAME HELP A CHILD SEE
More than 2 million children help

Counter cards

20 x 24 cm: Three cards with double-sided printing

1.



2.



3.



Posters

70 x 100 cm: Two posters with double-sided printing

1.



2.



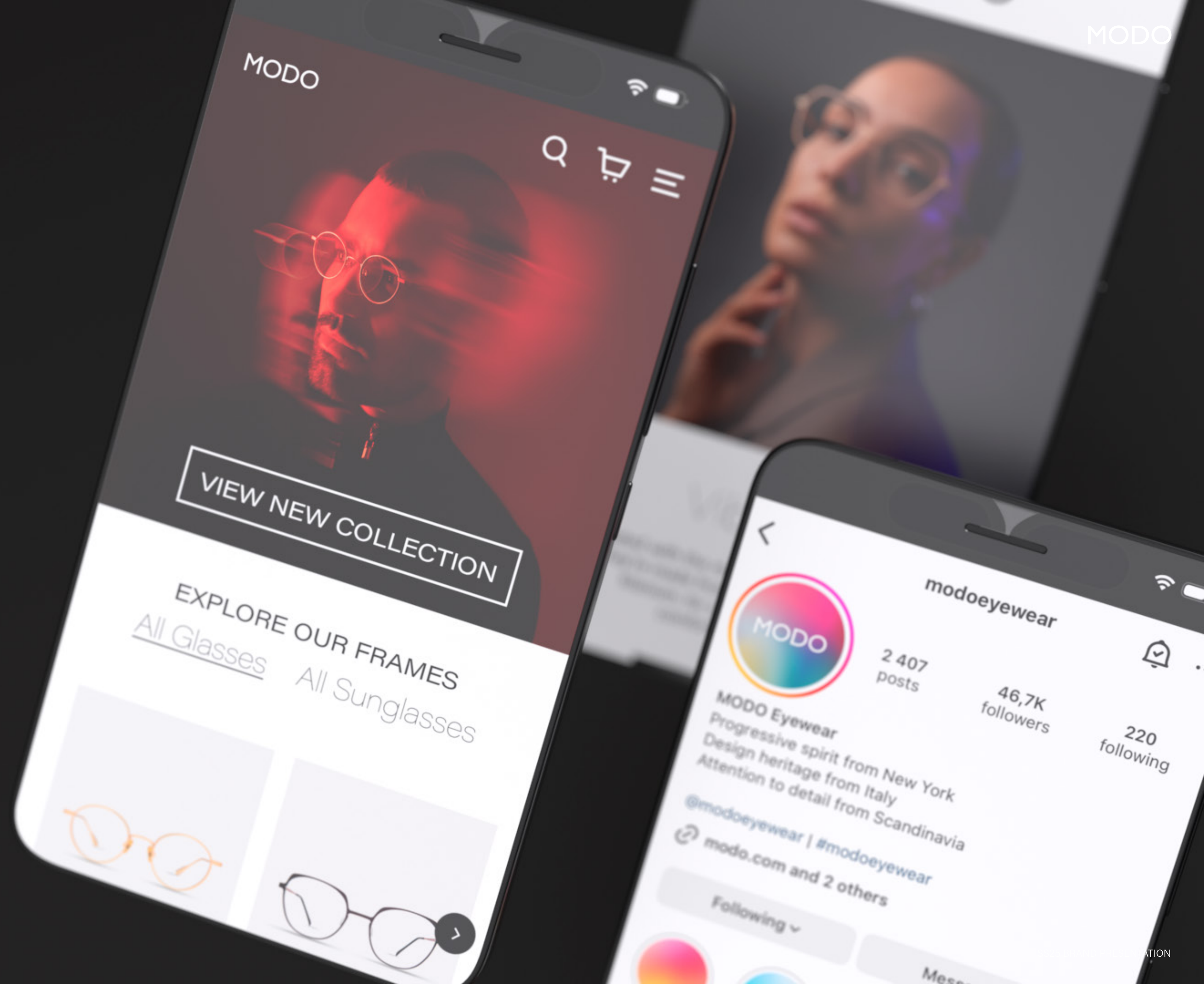
Printed ads

Custom spreads and one-page ads for magazines

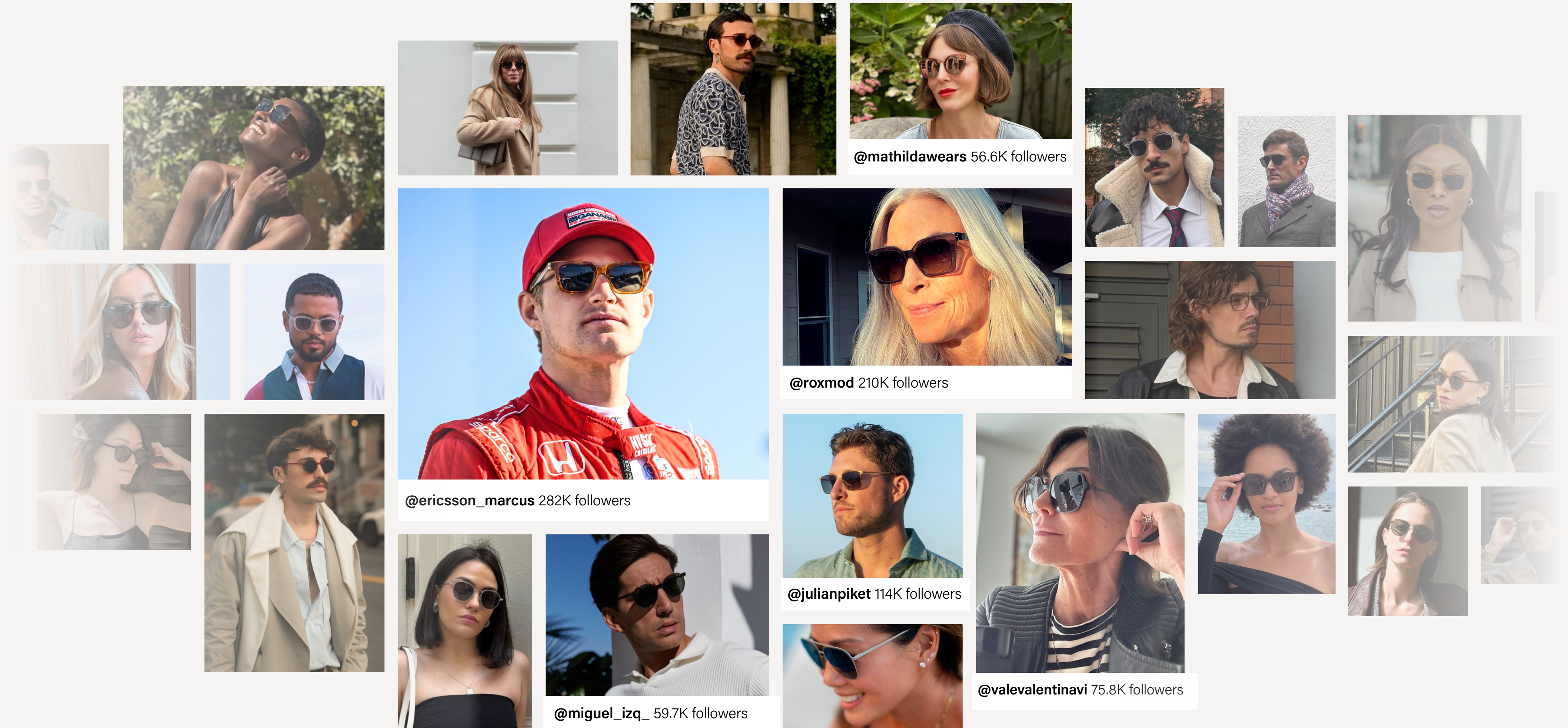


Campaigns in digital channels

- Newsletters
- Website – modo.com
- Social Media – Instagram, Facebook and LinkedIn



Influencer marketing



Displays and in-store design

Versatile, colorful and easy to use – our displays are created to fit both small and big spaces. To get the full picture, check out our display catalogue!

[VIEW MODO DISPLAY CATALOGUE](#)





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