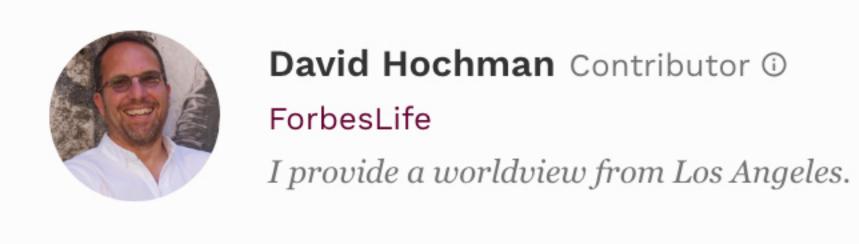
Forbes

OVVO Makes Eyewear That's Built To Last For Centuries





The best eyeglasses are the ones you never have to think about. For

stylish, and heroically unbreakable even if you, say, get hit in the face with my friend DeMille's killer tennis serve. For all these reasons, I'm using this space to write a quick love letter to OVVO optics.

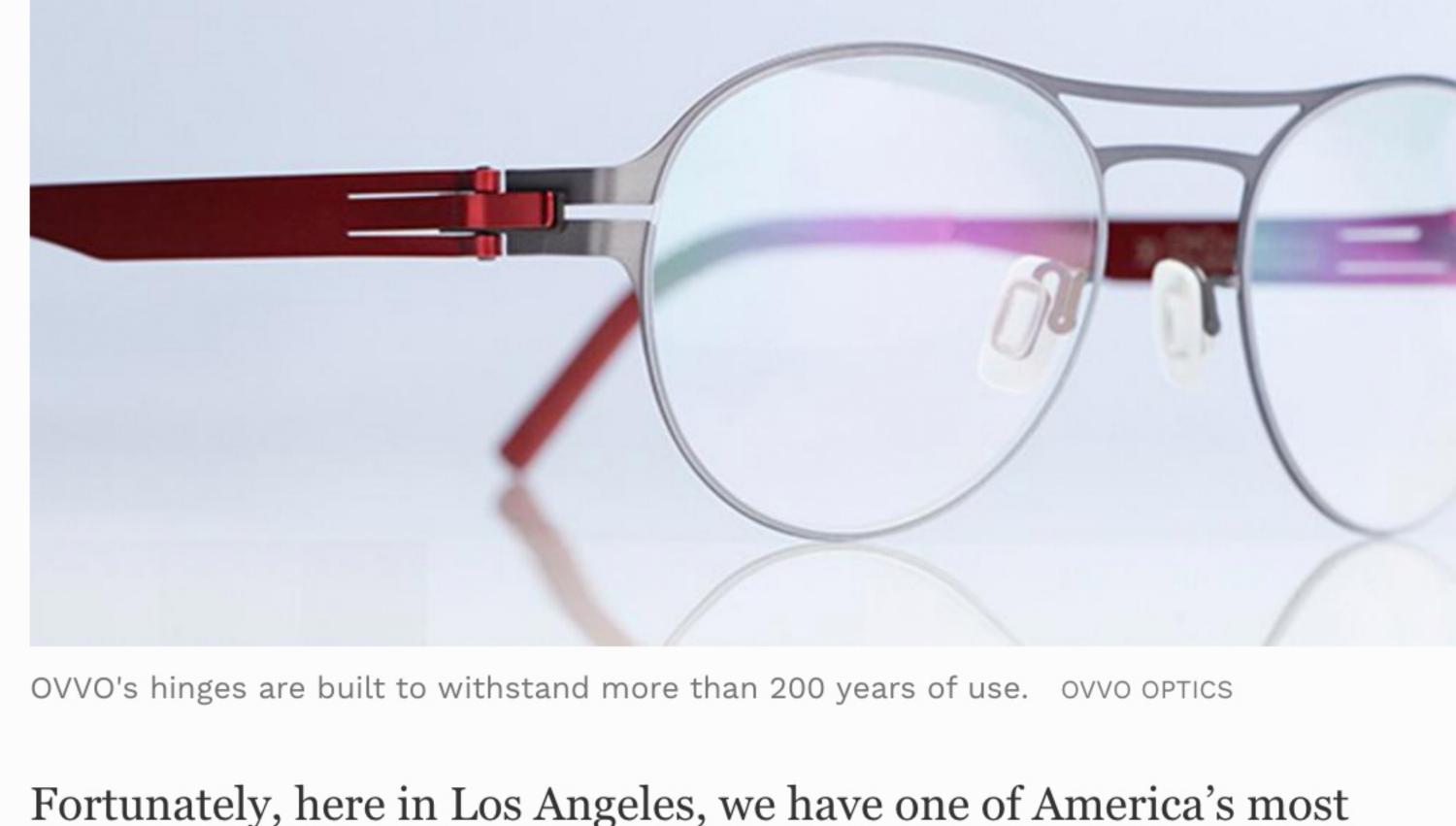
A year ago, my dependable old Mykita frames needed replacement

me, that means frames and lenses that are lightweight, effortlessly

accident in the morning, sweating on them through workouts, or bumping face first into the refrigerator door when my son pushes ahead of me to grab his lunch.

and I searched high and low for something that could endure the

daily workout I give my glasses, whether that's dropping them by



Fortunately, here in Los Angeles, we have one of America

comprehensive optical stores—and in a location you might not expect: The Venice Beach boardwalk. Steps from the Pacific and all those colorful Venice Beach characters, Good See Co. claims to have the largest selection of sunglasses and frames in the country with more than 200 eyewear brands and over 70,000 items in stock. It's an extraordinary place. The shop, run by Reza Karimi (a charismatic and fashionable character himself), has been a neighborhood institution for more than 35 years. I never shop anywhere else for glasses.

During the height of the pandemic, I walked into Good See — double masked and armed with sanitizer — to get Reza's opinion on a

told Reza what I needed (basically, zero maintenance frames that look great and survive anything) he pointed me immediately to OVVO.

Me: OVVO?

Reza: OVVO.

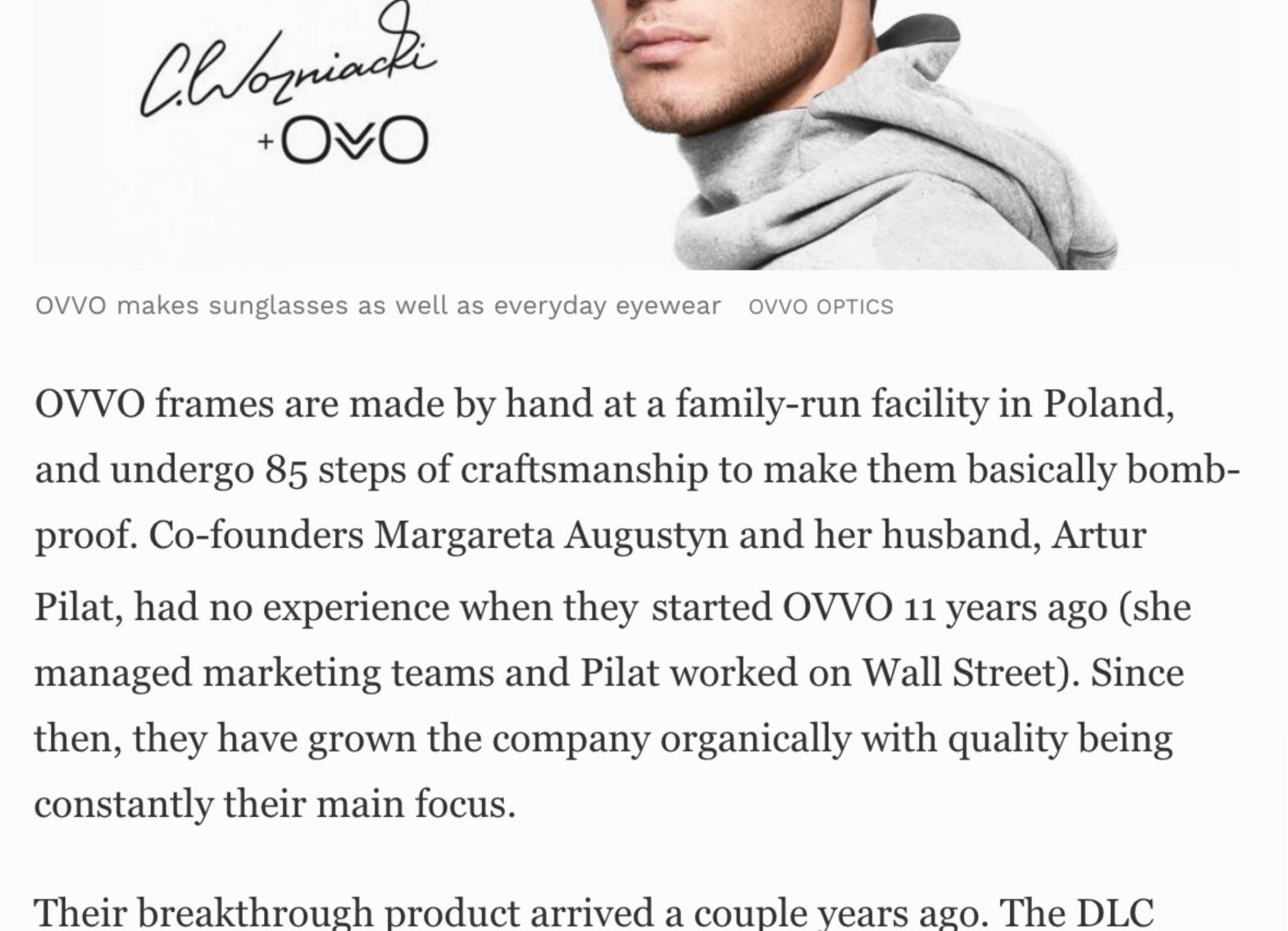
Me: I never heard of them.

replacement for my beloved Mykitas and thought I'd walk out with a

pair of frames by Tom Ford, Salt, Gucci or maybe Maybach. When I

Reza: Give them a try.

Me: Ooooooh, I get it.



Collection uses nanotechnology innovations to create a diamond-like carbon coating for durability that is so resistant to scratches that OVVO includes a nail and scratch plate with each frame so you can try to scratch the aeronautics-grade metal yourself. Trust me. It's impossible.

The coating is used in high-performance industries from auto racing to aeronautics and by some high-end luxury products, including Rolex. OVVO says it is the only company in the world using this

recognized and awarded by Red Dot, Good Design, and IDA.

Reza started telling me about the lab-synthesized processes that decompose hydrocarbon gases and stack individual atoms in a carbon film that is thinner than paper and harder than diamond, but I just sorta stared at myself with the amazing-looking OVVOs.

coating for eyewear, which helps explain why The DLC collection was

The frames, 70% steel and 30% titanium, weigh scarcely 0.6 ounces, and use a titanium composite screwless hinge, that can withstand 90 pounds of force if you pull on it. My teenage son weighs much more than that. That hings also sustains 300,000 rotations, which equals around 205 years of use. Would they withstand a tennis ball to the

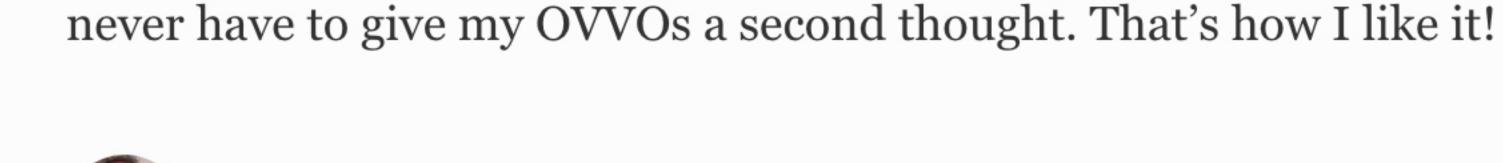
head? "What do you think? Of course!" Reza said. Boom. I was sold.

Sometimes, product hype give way to disappointment and regret but

after more than a year—and more than few bumps (and serves to the

face)—my OVVOs are in the same shape they were in when I walked

out of Good See. I love the strength, I love the look and I love how I



David Hochman