

FALL/WINTER 2023 - 8th edition



# Affordable Luxury

Understanding and anticipating the needs of our customers, offering a huge range of quality products of high aesthetics, at affordable prices

## OJO REVERSED ANGLE LENSES

COMBINE LUXURY, CUTTING EDGE TECHNOLOGY AND HIGH AESTHETICS



## OJO SCREWLESS SUNGLASSES

0% SCREWS BUT... 100% DESIGN

OJO SIGNATURE  
EXPRESSION LENSES  
NO MORE REFLECTIONS

## PROMOTING VOLUNTEERISM

STEP BY STEP SUPPORTING  
CHILDREN & THOSE IN NEED

Christmas edition

# eMAGAZINE

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Combine quality, technology & high aesthetics at affordable prices



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# Note

We are almost at the end of a year that was certainly full of unforeseen events that forced us to review personal and professional needs that we previously took for granted.

We invite all of you to see with optimism the future and be grateful for what we have. So let's start respecting and helping each other, regardless of our differences. And what is more, let's start *"Treat others the way we want to be treaded"*.

We would like to wish you Merry Christmas & Happy Holidays to all of you and a Happy New Year, always with health and positive thinking. This Christmas may it light a smile on all of our faces and warm our hearts.

*BJB team*





# Affordable Luxury

**OJO... a Cypriot brand name, for 13 years now has been bringing us products that we always had in our wish-list... close to our desired budget, combining excellent quality with price, redefining the term "luxury" in sunglasses and optics.**

OJO, from the beginning of its operations until today and despite its growth and development in various countries, with over 40 stores in Cyprus, Greece, Malta, South Africa, Saudi Arabia and Lebanon, has managed to remain faithful to its ideas and philosophy, which is none other than "the right to eyesight belongs to everyone". At the same time, it has managed to evolve year by year and offer not only products that follow the latest fashion trends, but also excellent quality combined with competitive prices.

## **Innovation, high aesthetics and luxury**

OJO's main innovation all these years is the way that it designs and manufactures eyewear, using the latest technologies and frame materials in both sunglasses and optical lenses. Some of these materials are "Carbon Fiber", an extremely durable, lightweight and flexible material used in Formula 1, the hypoallergenic material "Acetate" combined with a handcrafted production process, TR-90 which is an incredibly durable, flexible, lightweight and comfortable to wear material, but also others, such as the Bio-acetate S70 material, used in the production of its bio-degradable sunglasses series and also the OJO Smart Glasses with Bluetooth 5.2 technology, etc.

When it comes to optical lenses, OJO in addition to its standard OJO Signature lenses with all coatings and filters, also offers other state-of-the-art types of lenses, such as the OJO Signature Expression Lenses without any reflections, the OJO UV 420 Blue Block



lenses with anti-reflection filter of digital blue light integrated into their material, as well as the new OJO Signature 3D multifocal lenses, which offer a unique visual experience to the users.

### **Luxury combined with an affordable price**

The differentiation of OJO lies in the fact that, in its stores as well as in its online store, it only promotes its own brand, so that it controls 100% of the quality, the quantity, the designs, the variety of models and colors, the promotion and the price of the final products. In all OJO product ranges and without any exception, there is direct cooperation with the production factories and any additional profit of any intermediary of the commission, it is beneficial only for the customer of OJO.

OJO's many years of experience in the field of optics, has given the ability to understand and anticipate the needs of its customers, offering a huge range of quality products of high aesthetics, at affordable prices.

Thus, it has managed to establish sunglasses and optics as a necessary accessories rather than luxury items, offering to its customers the possibility to own more than one pair of glasses, enjoying more fashion and the ability to see a more beautiful world through their OJOs, always combined with the 1+1 Free OJO offer, which has become almost synonymous with its brand name.

## **EXPERIENCE LUXURY & Embrace Style**





## OJO REVERSED ANGLE SUNGLASSES

**Combine luxury, cutting edge technology and high aesthetics, with the new OJO sunglasses series with reversed angle lenses @ Affordable Luxury...**

OJO, known for applying innovative technologies combined with high aesthetics and luxury, presents... the future, in a new OJO-visual experience. This time, with the new series of OJO sunglasses with reversed angle lenses, which came to make us see the world... with a different perspective!

This new series of OJO glasses, breaks the conventions of the classic curved lenses that we have known until now, with a special technology of reversed lenses, which bend slightly inwards, like an extension of the human eye itself. In this way, it allows our eyes and our brain to form a greater perception of the world and what we see!

### HIGH AESTHETICS & LUXURY

Without a doubt, this new line of OJO sunglasses combines absolute innovation with a particularly new aesthetic, which we have never seen before. OJO reversed angle lenses, curve inward, following the course of the shape of our face, giving a dynamic appearance of luxury, thus magnetizing all eyes with their dynamic style and character. At the same time, combined with their uniqueness and specificity, they offer a modern style, which is really different from what we are used to.

### SHARP & ACCURATE VISION

The specific OJO series with reversed lenses, not only offers high aesthetics and elegance. In addition to the new innovative appearance that stands out, it provides the user with perfect vision, giving high visual clarity, without distortions and reflections due to its design. It is also worth noting that they are manufactured entirely digitally with 3D technology, without any human intervention. Thus, each side of the lens is perfectly adjusted to the correct degree of concavity with extreme precision, resulting in quality lenses that meet the highest optical standards.

OJO's many years of experience in the field of optics has enabled it to understand and anticipate the needs of its customers, offering a huge range of quality products of high aesthetics, luxury and technology at affordable prices, always in combination with 1+1 Free offer, which has become almost synonymous with its name.

The new OJO collection of Reverse angle sunglasses is available in various styles, such as classic long narrow and square frames, gradient gray and gradient green lens colors.



# OJO SIGNATURE EXPRESSION LENSES

## Experience Clear Vision without Reflections

OJO, well known for implementing the latest technologies in glasses and optical lenses, is once again a step ahead, introducing the OJO Signature Expression Lenses with the latest anti-reflective coating technology.

### What is the anti-reflective coating on OJO Signature Expression Lenses?

Antireflection coating, also called AR (Antireflection), is a thin multi-layer coating on the optical lens, which eliminates reflections from both the front and back surfaces of the lens.

This new series of optical lenses with anti-reflective coating makes them almost invisible while offering absolute clarity and comfort. It is ideal for optical glasses users who are looking for completely transparent lenses, with almost zero reflections, offering an excellent aesthetic natural result.

### Recommended for:

- People who are in front of a camera, such as journalists, presenters, youtubers, etc.
- People who spend several hours on the road.
- People whose work requires them to be focused on delicate work, such as doctors, designers, technicians.

### How exactly do OJO Signature Expression Lenses work?

The anti-reflective coatings on the surface of the lens consist of microscopic layers of metal oxides, where each layer affects different wavelengths of light. A normal lens

only allows some light to pass through it, as the rest is reflected by the lens itself. On the other hand, a lens with an anti-reflective coating improves visual acuity and the ability to perceive objects, as it allows a greater spectrum of light to pass through. This makes them ideal for driving, reading as well as extensive computer use.

### Advantages of anti-reflective coating

- Makes your glasses (and your eyes) look beautiful. Anti-reflective lenses look almost invisible without all those reflections on them.
- Better clearer vision. The anti-reflective coating optimizes vision and enhances visual acuity.
- Reduces eye strain. Fewer reflections on the lenses help the eye operation and make seeing through them more relaxing.

### Where can this filter be applied?

This specific anti-reflective filter can be applied to all optical lenses, i.e. monofocal or multifocal lenses, spherical and all available thinnings. In this way, the user can enjoy a visual experience, with clarity and comfort.

OJO Signature Expression Lenses are ideal for all optical lenses wearers. You can find out more in our stores by our specialized OJO opticians and OJO stylists. You can find them in all OJO optical stores, with the well known OJO offer 1+1 FREE.



# OJO SCREW-LESS SUNGLASSES

Another OJO innovation... 0% SCREWS BUT... 100% DESIGN

OJO, once again, is one step ahead and is presenting a new OJO sunglasses series... without screws! This new - screw-less - technology, is a fantastic choice for those looking for comfortable and durable glasses combined with an elegant and modern design.

These new OJO screw-less frames feature a unique hinge system that allows their arms to rotate smoothly when opening and closing, making them incredibly easy to fit, hugging your face, ensuring a great fit and feel. At the same time, they have great elasticity, which allows them to maintain their shape and position, always returning to their original form.

OJO, along with offering high-quality products, is also known for choosing the most suitable materials in the design of its OJO glasses. So, in this particular case, OJO has chosen to use steel, one of the most durable and "smart" metals in the world, which has unique properties and characteristics!

## **Extremely light and flexible**

Steel is an extremely light and flexible metal, which makes optical frames made from it extremely comfortable to wear. At the same time, they offer even more flexibility compared to traditional frames, which are often limited to 90 degrees opening. Thus, you can do even more while wearing your glasses.

## **Stainless steel... for even longer life!**

As this particular metal does not oxidize, it makes it an excellent choice with great durability and product life. Combined with the absence of screws, they make it ideal for people with intense lifestyles and activities.

With their elegant and modern design, these new OJO glasses are ideal both for both formal looks and for your daily activities.

You can find them in all OJO stores, with the well-known OJO offer 1+1 FREE or buy them online from the OJO online store, trying them digitally on your face, through the OJO Virtual Try-on app!



# OJO CLIP-ON GLASSES

A technology that combines optical glasses and sunglasses!

OJO, known for the quality solutions it offers to each of its customers according to their needs and their lifestyle, has further developed its range of clip-on glasses. This is an ideal choice for optical glasses wearers who want to enjoy the sun without changing their frames or buying an extra pair.

## What are clip-on glasses?

Clip-ons, are a combination of optical glasses and sunglasses. , where on the frame optical lens are applied, but there is also the possibility to apply a sunglass lens, turning them at any time into a pair of sunglasses with corrective optics lenses, without affecting your vision.

## OJO Optical Lenses

The OJO optical lenses that are applied to the frame and has all the coatings, each of which its own function. OJO lenses have anti-reflective and anti-scratch coatings and are hydrophobic and anti-static.

At the same time, those who spend a lot of time in front of a screen have the option for a lens with an additional UV420 filter in its material, which protects against the harmful blue radiation emitted by these devices. The result is to work with safety and comfort, while they offer 100% safety from the sun's ultraviolet radiation.

## OJO sun lenses

The sunglasses lenses, protect eyes from harmful ultraviolet light, since they are equipped with 100% UVA & UVB filter (400nm). At the same time, it comes with polarized filter, which eliminates reflections.

The OJO clip on, as mentioned above, are eyeglasses that come with an accessory, which is the sunglasses lenses in the shape of the front frame, which is easily fitted on with a magnet to the optical frame. At OJO you can find 2 types of magnetic clips:

### With magnetic sun lenses

In this category, the sun lenses are applied directly to the frame with the help of magnets and can then be removed.

### With magnetic sun lenses and fixing clip

Here, the sun lenses can be lifted up and fixed with a clip and magnet on the optical frame, with the option of removing it completely if desired.

OJO's experienced team of Opticians as well as its experienced staff are at your disposal for a free vision check, offering quality and stylish solutions tailored to your needs.



# 3 HOT TRENDS FOR FALL/WINTER 2023 IN SUNGLASSES

As we slowly approach winter, we often wonder what the new trends in sunglasses will be for us this season. Sunglasses are definitely an essential accessory, not only for spring and summer, but also for the winter months, as protection is essential all year round. At the same time, this particular accessory, in addition to protection, also gives us style, highlighting our personality. This year's trends are many and can satisfy all tastes, as there is always a huge range of options for all styles at OJO.



## SUNGLASSES IN A RETRO MOOD & GRADIENT LENSES

The fashion of previous decades is returning, with large frames, square, oval and cat-eye with warm earth tones, combining gradient lenses, that is, lenses whose color opens downwards. These lenses can offer a distinct classic note to your appearance, emphasizing your eyes and at the same time attracting attention to the entire face.

Beside being the coolest thing to wear this fall and winter, they offer great comfort as we can choose how dark we want to see through them.

## COLORED LENSES

We may be used to black and brown being the most common shades, but in this period colored lenses are the ultimate proposal for a modern yet retro style combined with a metal frame. This year international designers are also proposing bright colors, with an emphasis on yellow, green, blue, purple and red. A 70s trend, which has made a strong comeback this year.

Apart from being unique in style, these brightly colored glasses promise to unleash your happy side and lift your spirits.



## SPORT SUNGLASSES

Sports sunglasses have become extremely popular in the last year and for many they are now a "must" element of their wardrobe.

This winter you will find many options in these in OJO stores, both modern and dynamic, as well as simpler "wrap-around" glasses.

Good OJO news... you can find a variety of OJO sport glasses instore and online as well!



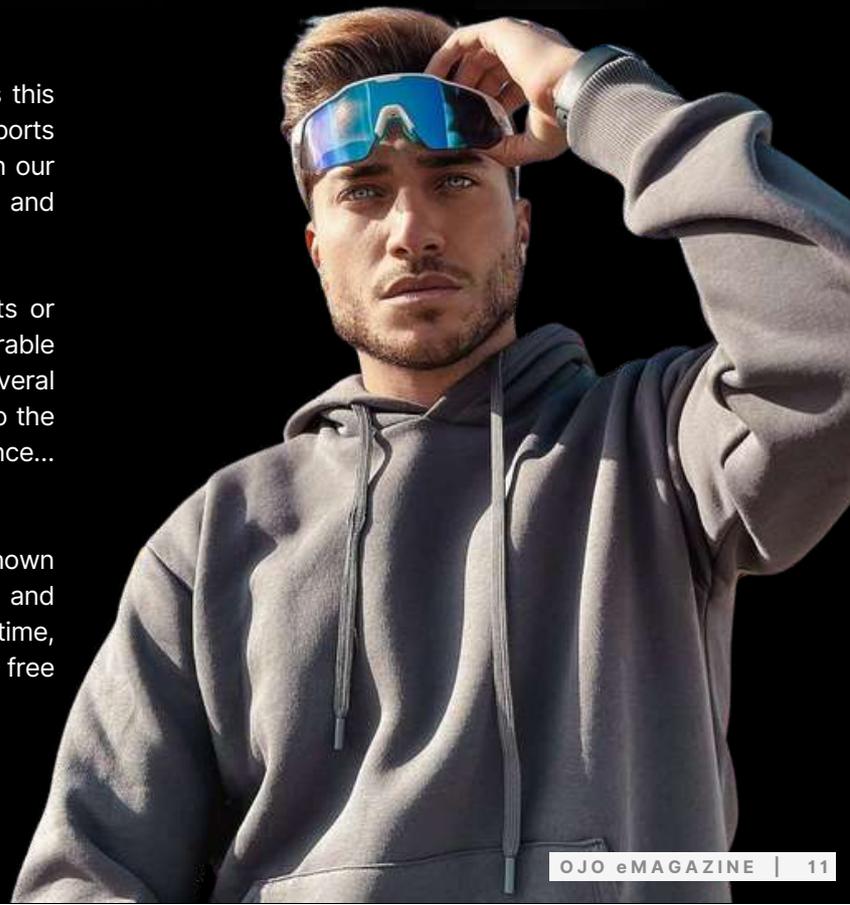
# SPORT SUNGLASSES COLLECTION

## Defy Limits & Embrace Style

OJO, known for its wide range of glasses, presents this year one of its largest collections in terms of Sports Sunglasses. Discover them both in our stores and in our online store and find the ones that suit your taste and needs.

This particular series is ideal for any kind of sports or outdoor activity, as it is made of an extremely durable lightweight material with memory, TR90, while in several of them, there is the possibility to add your points to the inner frame they have, simply by the whole experience... even more magical.

You can find them in all OJO stores, with the well-known OJO offer 1+1 FREE, combining an optical frame and optical lenses for the price of either. At the same time, you can get them through the OJO online store with free home delivery to your home.





# CONTACT LENSES

## Advantages and disadvantages

Contact lenses, or simply contacts, are thin lenses placed directly on the surface of the eyes in order to correct myopia, hyperopia or astigmatism. It is the corrective optical medium which, if used correctly, guarantees better vision compared to optical glasses. The most common type of lenses are the soft contact lenses.

As with any type of vision correction device, there are advantages and disadvantages. The experienced OJO opticians team lists below what they are their advantages and disadvantages.

### Advantages of Contact Lenses

- **Wider Field of View:** This is one of the biggest advantages of contact lenses. By wearing them, you can see in a larger field of view compared to your glasses, as clear vision is not limited by the size of the frame.
- **Better Vision:** As the contact lens moves with your pupil, it always stays in the correct center unlike glasses with corrective lenses, which remain fixed in the frame.
- **Comfort:** If contact lenses are properly applied and maintained, without a doubt, the comfort they offer by not wearing glasses, is unsurpassed.
- **Convenience:** Suitable for people involved in sports or other activities where the use of optical glasses may hinder them. In this case, the contact lenses extend your peripheral vision and free you from the worry of breaking your glasses or injuring yourself.

### Disadvantages of Contact Lenses

- **Contact lenses require our fully commitment and only have disadvantages if they are not fitted correctly and used wrongly.**
- **Proper Cleaning:** What is needed is to always clean them properly. In cases where the correct cleaning instructions are not followed (and only then), infections can occur, such as conjunctivitis etc.
- **They take some time to get used to on your eyes:** Most of the time, new users need about a week or so to get used to them on their eyes.
- **Greater eye sensitivity:** In some cases, fitting contact lenses may be difficult when the user's eyes are irritated by allergies, if the user is working in an environment with strong dust or chemicals.



# OJO SUPPORTED THE CYPRUS ANTIRHEUMATIC ASSOCIATION



OJO, within the framework of its Corporate Social Responsibility Program, participated in the two Charity actions of the Cyprus Antirheumatic Association on October 12, 2023 and on October 15, 2023.

The Cyprus Antirheumatic Association is a charitable non-profit organization that has been operating since 1984, by supporting patients suffering from rheumatic and musculoskeletal diseases. Some of these diseases are Ankylosing Spondylitis, Spondyloarthritis, Osteoarthritis, Rheumatoid Arthritis, Scleroderma, Sjogren's Syndrome, Systemic Lupus Erythematosus, Psoriatic Arthritis and Fibromyalgia.

## October 12, 2023 - Wear Me Action

OJO wore the jerseys of the Cyprus Anti-Rheumatic Association, with the aim not only of its financial support but also of increasing the awareness of the society about its work and action. Thus, each member of the OJO Cyprus team put a small stone in the transmission of the above organization's messages by wearing their jersey...

*"For us, OJO, it means a lot to be part of such actions and to be able to contribute in our own way, bringing joy and smiles in difficult times, something that we all really need"*

## October 15, 2023 - I walk with people with Rheumatism

On October 15, 2023, OJO participated in the march of the Antirheumatic Association of Cyprus that took place in Larnaca, on the seafront promenade in Finikoudes at 11:00, showing that OJO is next to those in need.

The purpose of the above actions was to inform society regarding the dimensions of rheumatic diseases and their effects, as well as the importance of prevention and early diagnosis, as well as the financial support of the association.

As the founder of OJO, Nikos Mesolongitis, stated *"For us, it means a lot to be part of such actions and to be able to contribute in our own way, bringing joy and smiles in difficult times, something that we all really need"*

OJO, having proven its long-term support to various vulnerable groups as well as charitable organizations, promises to be on the side of the Antirheumatic Association of Cyprus and other organizations that need it.







# OJO AGAIN NEXT TO VOLUNTEER HIKER ALEXIS SOFOKLEOUS... IN NEW YORK!

Step by step New York for Hope for Children and abused children!



OJO, within the framework of its Corporate Social Responsibility program, remains on the side of the famous Cypriot volunteer hiker Alexis Sofokleous and in his effort to raise money for abused children, with the aim of their care and protection. A trip, this time to New York, full of hope, dedication and love for a better future for our children.

Alexis's goal this time was to walk 50 kilometers by November 13, for the non-profitable charity "Hope for Children CRC Policy Center", a Cyprus based organization, with a subsidiary foundation in the USA. The volunteer hiker and activist carries out this action under the auspices of the Consulate of Cyprus in New York, with the Consul General, Mr. Michael Firilla.

By his side this time, was his wife Ioanna, where on 6th of November 2023, they started the walk together from the Pan-Cypriot Association of America to the Primary School and the High School of the community of Agios Dimitrios in Astoria. Also, they has the opportunity to talk to students and teachers about the aim of the walk, the organization's work and its action. In the evening of the same day, the walk started again, this time from the intersection of Steinway Street and 30th Avenue and ending at the Astoria Hospital "Mount Sinai Hospital Center".

## Who is the non-profit organization Hope for Children

"Hope For Children CRC Policy Center", is an Independent, International Humanitarian Organization, based in Nicosia, Cyprus. It deals with humanitarian and development policy, regarding the defense and promotion of children's rights. Its vision is to contribute to the protection and promotion of the Rights of the child and to support the active participation of young people in society.

## Volunteer hiker Alexis Sofokleous & OJO

The relationship between OJO and Alexis Sofokleous is counting more than 2 years... a relationship that started in 2021, with OJO supporting the volunteer hiker in his various efforts both in Cyprus and Greece, but also abroad, for the financial support of various nonprofit organizations but also the transmission of the idea of volunteerism and charity.

Alexis Sofokleous is the first person to walk around the whole of Cyprus in 29 days, a distance of 740 km. He has walked over 50 routes for many charities.

You can follow this unique action through the page "Step by Step Cyprus" on Facebook with audio-visual and photographic material that the volunteer-hiker posts daily, as well as on the pages of the organization "Hope for Children" on Facebook.





**STEP BY STEP**  
New York

6-13 November 2023

15 HOPE For Children

Volunteer - Hiker  
**Alexis Sofocleous**

walks 150 km in New York  
for "Hope For Children"

Under the auspices of the Consulate General of Cyprus in New York





# WALKING FOR VALMAS CHARITY FOR CHILDREN AND YOUNG PEOPLE WITH DISABILITIES

ALEXIS SOPHOKLEOUS & OJO IN SNOWY FINLAND

## Who is the Finnish non-profit organization VAMLAS

This is an organization involved in training children and young people with disabilities for employment in various fields in Finland. It also provides housing services for students with disabilities in various apartments within Finland.



OJO, once again supports the volunteer hiker Alexis Sofokleous in his selfless effort to support various non-profit organizations both in Cyprus and worldwide.

This time the aim is to raise money but also to communicate the work of the Finnish organization VAMLAS which deals with young people and children with disabilities and special needs. VAMLAS promotes the equality and inclusion of disabled and chronically ill children, young people and their families in society, their engagement in hobbies, school, educational institutions and working life.

Alexis Sophokleous this time started his 20 km walk in snowy Helsinki on Friday, December 8, 2023. The purpose of his Charity walk was to raise money for children and young people with disabilities and chronic diseases and to raise awareness of the equality of children and of young people in our society.

The volunteer walker on Saturday, 9/12 started his journey from the Olympic Stadium of Helsinki and continued to the Sibelius Monument, the National Opera, the National Museum the Temppeliaukio Church, the Natural History Museum, Helsinki Art Museum (HAM), ending at Bulevardi Avenue.

The next day, the walk started from Helsinki Cathedral, following the Presidential Palace, Allas sea pool, Market square, National Theatre, Oodi Library and ending at Hakaniemi Market.

As stated by the Marketing team of the OJO company (Iliana Miliotou, Konstantinos Agathokleus and Christos Aspros) "We, as OJO, are extremely proud to be part of the story of the volunteer hiker Alexis Sofokleous and to be given the opportunity to help the society and those who need it".

The volunteer effort of Alexis Sophokleous can be seen through the page "Step by Step Cyprus" on Facebook with audio-visual and photographic material that the volunteer-hiker posts daily, as well as on the pages of the organization "VAMLAS" on the Internet.





# VAMLAS

VAMMAISTEN LASTEN JA NUORTEN TUKISÄÄTIÖ

**VAMLAS** ★  
**Step by Step Helsinki**  
9.-10.12.2023 klo 10-15

Lähde vapaaehtoisvaeltaja Alexis Sofocleouksen mukaan, kun hän askeltaa talvisen Helsingin katuja Vamlasin väreissä, lasten hyväksi.

Aloitus/lopetus la: Scandic Pasila/Hakaniemen tori  
Aloitus/lopetus su: Tuomiokirkko/Bulevardi

Lisätietoja:  
[www.vamlas.fi/stepbystephelsinki](http://www.vamlas.fi/stepbystephelsinki)





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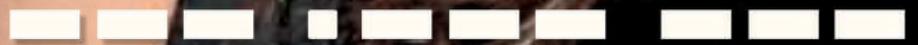
*Dreamed In Cyprus*



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FREE

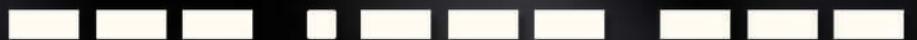


## JUST ADD COLOUR

We may be used to black and brown being the most common shades, but in this period colored lenses are the ultimate must for a modern yet retro style. This year international designers are also proposing bright colors, with an emphasis on yellow, green, blue, purple and red.

A 70s trend, which has made a strong comeback this year.

*Dreamed In Cyprus*





# YOUR OJO MOMENTS



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@island\_escapers



@panos\_balachoutis



@joanna\_jojox



@jeremylea007

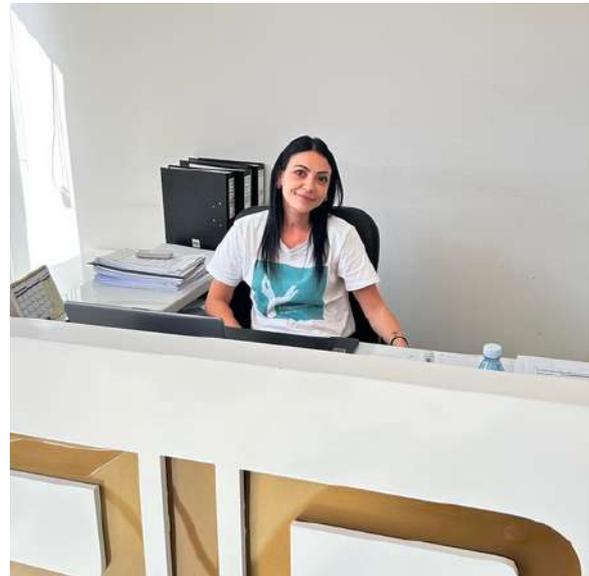


# OJO STORES MOMENTS





# OJO MOMENTS





# OJO MOMENTS





## Where to find us

### **Cyprus**

Nicosia  
Limassol  
Larnaca  
Paphos  
Famagusta

Greece  
Athens  
Thessaloniki  
Rhodes  
Patra  
Crete

Malta  
Sliema  
Valetta  
Mosta

### **South Africa**

Germiston

### **Saudi Arabia**

Jeddah

### **Lebanon**

Beruit

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