



An unforgettable party

At OJO Piraeus with Katerina Zarifi

Optical Glasses

Element of Fashion and Personality Expression

Society

Supporting the Rheumatoid Association of Cyprus

note

As winter arrives and the spirit of Christmas fills our hearts, we invite you to embark on a journey of warmth and magic together. This season marks the time to share joy, create memories, and discover beauty in our everyday lives.

In the holiday spirit, we encourage you to brighten your mood and elevate your style. Whether you're looking for the perfect eyewear to see the world from a fresh perspective or searching for the ideal gift for your loved ones, our collections are filled with choices that will inspire you.

Let's welcome this winter with warm hearts and sparkling eyes, letting the magic of Christmas remind us of the importance of love, giving, and hope.

Here's to a winter filled with light, joy, and dreams!

OJO Team



Contents

4 An unforgettable Party at OJO Piraeus with Katerina Zarifi

OJO Piraeus Welcomed Friends and Customers to a Night of Fashion, Fun, and Positive Energy! With the beloved Katerina Zarifi on the decks, the atmosphere was filled with music, laughter, and endless excitement.



7 Black Friday 2024: Thank You for Your Trust!

This year's Black Friday season at OJO was a unique experience we shared with you, filled with exclusive deals and countless options.



OJO Society

8
Supporting the Rheumatoid Association of Cyprus for the 2nd Consecutive Year!

ΑΡΘΡΑ

11
Why Do We Need to Wear Sunglasses in Autumn and Winter?

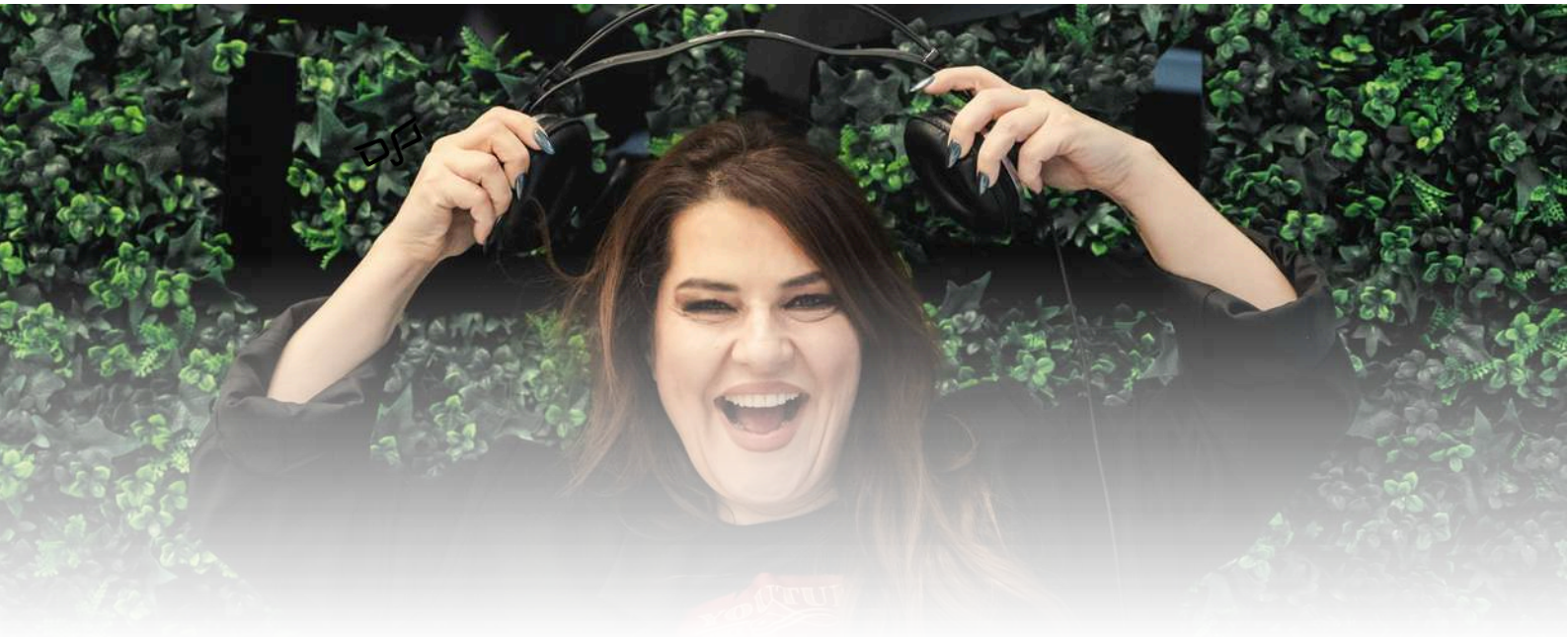
14
The Importance of Regular Eye Exams and the Benefits of Blue Block UV420 Lenses

15
Lens Coatings and Filters: What You Need to Know

16
Contact Lenses: Everything You Need to Know About Monthly, Daily, Toric, and Colored Lenses

17
Eyeglasses as a Fashion Element and a Means of Personal Expression

Merry
Christmas
and Happy
New Year



An Unforgettable Party at OJO Piraeus with Katerina Zarifi

OJO Piraeus Welcomed Friends and Customers to an Evening of Fashion, Fun, and Positive Energy! With the beloved Katerina Zarifi on the decks, the atmosphere was filled with music, laughter, and nonstop excitement.

From 6:00 PM to 9:00 PM, our guests enjoyed complimentary drinks and exquisite finger food, while the dancing and smiles never stopped. Katerina set the perfect scene for an unforgettable night, making OJO Piraeus the city's focal point for the day.

Guests also had the chance to meet Katerina up close, along with other well-known attendees, enjoying an event brimming with style and vibrancy. The store's elegance, combined with warm hospitality, created an experience that left the best impressions.



Discover the unique moments of the evening through the photos and video that follow. See how OJO Piraeus became the ultimate meeting point for fashion and entertainment enthusiasts.

Thank you all for joining us and making this night so special!



An Unforgettable Party at OJO Piraeus with Katerina Zarifi



An Unforgettable Party at OJO Piraeus with Katerina Zarifi





Black Friday 2024: Thank You for Your Trust!

This year's Black Friday season at OJO was a unique experience we shared with you, filled with exclusive deals and countless options, offering a 60% discount on everything.

Our goal was to bring "affordable luxury," a hallmark of our brand, to everyone.

The offer was available both in our physical stores and on our online shop, ensuring comfort and convenience for your shopping experience.

A Cutting-Edge Shopping Experience

For our beloved customers who are members of the Loyalty Program, we provided early access to the offers starting Monday, November 25. The official campaign launch took place on Friday, November 29, with the promotion lasting through Cyber Monday, December 2.



Your love and support were our greatest success. We sincerely thank you for making this year's Black Friday so special.

We look forward to welcoming you again in our stores and online shop, always offering products and services that exceed your expectations.





Supporting the Cyprus League Against Rheumatism

As part of its Corporate Social Responsibility Program, OJO once again actively participated in two significant charitable initiatives organized by the Cyprus League Against Rheumatism, demonstrating its tangible support for individuals facing rheumatic and musculoskeletal conditions.

October 12, 2023 – “Wear Me” Initiative

On October 12, OJO took part in the “Wear Me” campaign by providing the League’s t-shirts to its team members. These t-shirts were worn by all employees in the stores and offices as a gesture of solidarity and financial support for the campaign.

OJO team members were encouraged to share their photos on social media, emphasizing the message:

“October 12 – World Arthritis Day: Walking Together for a Better Quality of Life. With hashtags #συμπορευόμαστε #συρεκ #beojo #ojo and tagging the company’s Instagram page, @ojosunglasses, OJO highlighted the importance of raising awareness about rheumatic diseases.

October 15, 2023 – “Walking with Rheumatism Patients”

OJO had a strong presence at the walk organized by the Cyprus League Against Rheumatism, held on the Finikoudes promenade in Larnaca.

Side by side with rheumatism patients, OJO team members marched in solidarity, supporting their effort to promote awareness and social inclusion.

Cyprus League Against Rheumatism

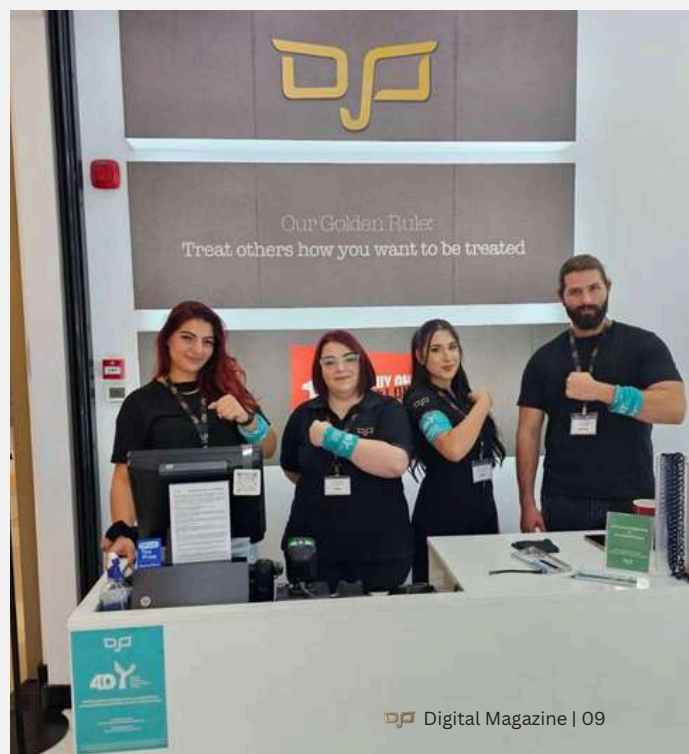
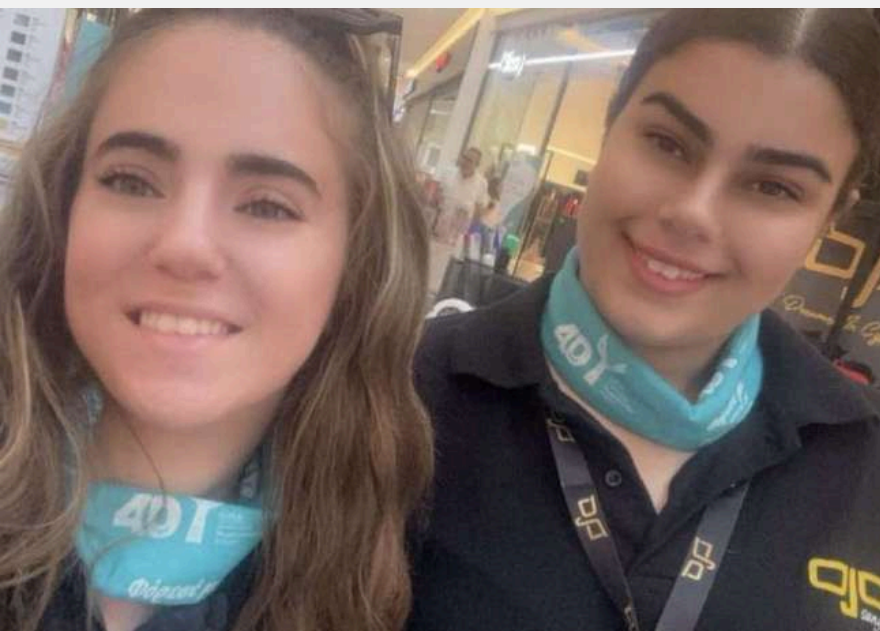
Founded in 1984, the Cyprus League Against Rheumatism is a charitable organization dedicated to improving the lives of people suffering from rheumatic and musculoskeletal conditions, such as Rheumatoid Arthritis, Scleroderma, and Fibromyalgia. The League promotes education, early diagnosis, better medical care, and social inclusion for rheumatism patients.

Our Mission: Walking Together

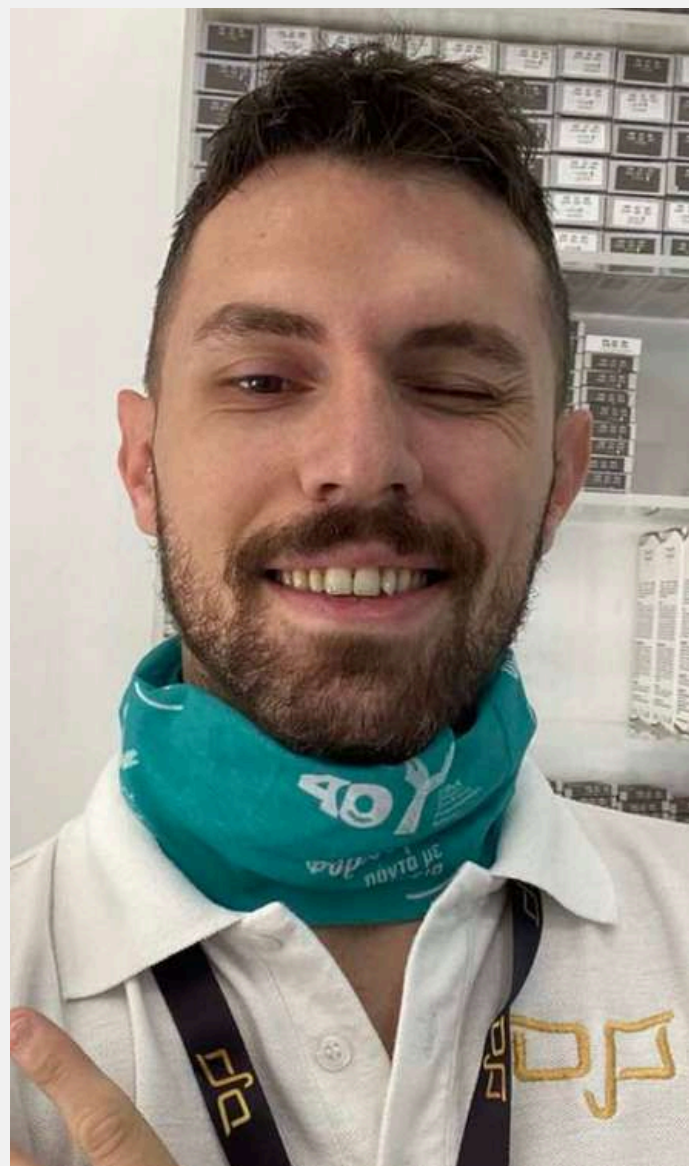
Through such initiatives, OJO aims to spread the message of solidarity and contribute to creating a world where everyone, regardless of challenges, has the opportunity for a better quality of life.



Supporting the Cyprus League Against Rheumatism



Supporting the Cyprus League Against Rheumatism





Why Do We Need to Wear Sunglasses in Autumn and Winter Seasons?

Although sunglasses are usually associated with summer, they are equally essential in autumn and winter. Cooler temperatures do not mean the sun's rays are any less harmful.

Below are 5 reasons why you should continue wearing sunglasses during the autumn months:

- **Protection from UV Radiation**

The sun's UV rays remain strong year-round, even in cooler temperatures. Prolonged exposure can lead to eye conditions like cataracts and macular degeneration, making sunglasses with UV protection essential.

- **Reduction of Solar Glare**

In autumn, the sun is lower in the sky, increasing glare, especially on wet surfaces like roads. Polarized sunglasses help reduce reflections, making activities like driving safer.

- **Shield Against Wind and Debris**

Autumn winds can carry dust and particles that irritate your eyes. Sunglasses act as a barrier, preventing irritation and protecting your sensitive eyes.

- **Adaptation to Light Changes**

The shifting light conditions in autumn can strain your eyes. Sunglasses, especially those with photochromic lenses, help maintain comfort by adjusting to varying brightness levels.

- **Wrinkle Prevention**

Wearing sunglasses reduces the squinting caused by exposure to sunlight without eye protection, helping to prevent the formation of wrinkles around the eyes.

- **For Style**

Let's not forget the style factor! Sunglasses are a year-round fashion accessory that can elevate and enhance your autumn look. Whether you're dressing for a casual outing or a more formal occasion, the right pair of sunglasses can complement your outfit while also providing essential eye protection.

The experienced team at OJO is always here to help you choose the perfect pair from our extensive collection. Additionally, you can digitally try on different styles of sunglasses through our online tool at www.ojosunglasses.com to find the style that suits you best.





Experience Luxury

From elegant designs to high-quality materials, OJO offers the perfect balance between price and luxury, allowing you to elevate your look without compromising on quality.

Whether you prefer classic designs or modern styles, OJO's eyewear options deliver luxury that is accessible to everyone.



Elevate Your Mood

A pair of sunglasses you love can lift your mood.

At OJO, you'll find a vast selection of sunglasses in various styles, colors, and designs, catering to every taste and occasion, allowing you to express yourself and enjoy life through the lens of OJO.



The Importance of Regular Eye Exams and the Benefits of Blue Block UV420 Lenses

Regular vision care and the use of specialized lenses, such as OJO Blue Block UV420 lenses, play a crucial role in maintaining eye health. Regular eye exams are essential as they can prevent or detect issues like glaucoma, cataracts, and macular degeneration early on, conditions that often have no noticeable symptoms in their initial stages.

Blue Block UV420 lenses have become increasingly popular due to the growing exposure to digital screens. These lenses filter harmful blue light emitted by screens, offering the following benefits:

- **Reduction of Eye Strain:**

Prolonged use of electronic devices can cause dryness, blurry vision, and fatigue. OJO Blue Block lenses reduce strain, making digital screen use more comfortable.

- **Improved Sleep Quality:**

Blue light can disrupt our circadian rhythm, leading to sleep issues. Wearing these lenses, especially in the evening, can help regulate sleep patterns.

- **Long-Term Vision Protection:**

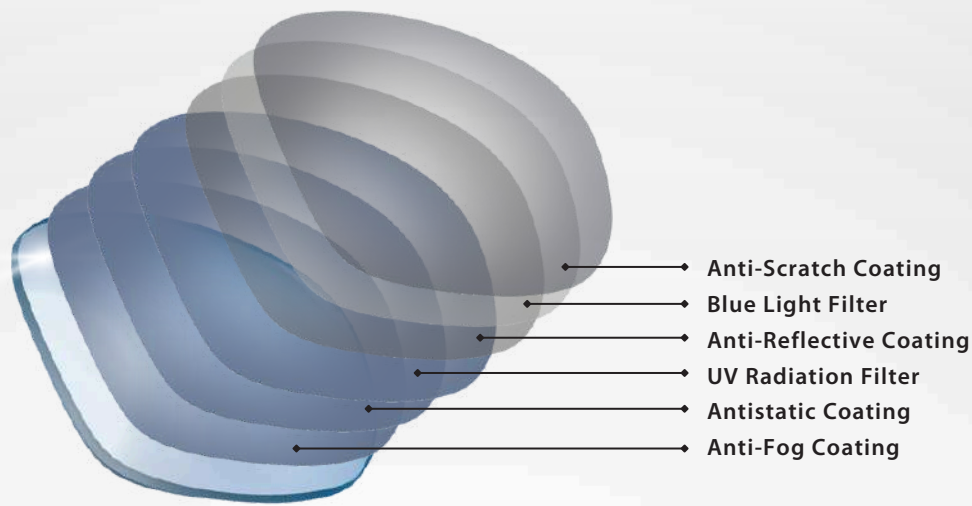
Chronic exposure to blue light is associated with an increased risk of long-term vision problems.

Prioritizing regular checkups and using advanced lens technology ensures better eye health and comfort in a digitally driven world.

Choosing the right lenses and regularly monitoring your vision can enhance your quality of life and safeguard your eyes in the long term.

OJO Optical Department





Lens Coatings and Filters: Everything You Need to Know

Lens coatings and filters play a vital role in enhancing the functionality and protection of optical lenses, making them indispensable for optimal vision and comfort. Here's what you should know:

Anti-Scratch Coating

Shields lenses from scratches, ensuring they remain clear and durable for extended use.

Anti-Reflective Coating

Reduces reflections and glare, improving visual clarity and minimizing eye fatigue, especially in bright or artificial lighting.

UV Radiation Filter

Safeguards your eyes from harmful UV rays, decreasing the risk of long-term damage such as cataracts or macular degeneration.

Blue Light Filter

Designed for those who spend long hours in front of screens, this coating alleviates digital eye strain and enhances comfort, even in non-prescription lenses.

Antistatic Coating

Prevents dust and particles from clinging to lenses, keeping them clean and reducing the need for frequent maintenance.

Anti-Fog Coating

Stops lenses from fogging in humid or cold environments, providing uninterrupted clarity in challenging conditions.

At OJO, every type of OJO optical lens is available with these advanced coatings, ensuring comprehensive protection and peak performance tailored to your lifestyle. Our experienced opticians are ready to help you choose the perfect combination of lenses and coatings to suit your needs.

Additionally, we offer free vision screenings and provide exceptional customer service to ensure your eye care experience is nothing short of outstanding.





Contact Lenses: What You Need to Know About Monthly, Daily, Toric, and Colored Lenses

OJO contact lenses provide ease, practicality, and comfort, making them a popular choice for those who prefer to avoid wearing glasses. There are various types of contact lenses, each tailored to different vision needs and lifestyles.

Below, we explore four main types of contact lenses: monthly, daily, toric, and colored.

Monthly Lenses

Monthly lenses are designed for up to 30 days of use with daily removal and cleaning. They deliver consistent vision quality throughout the month, are more cost-effective than daily lenses, and are ideal for those who need contact lenses every day.

Daily Lenses

Daily lenses are single-use, ensuring maximum hygiene and convenience. They require no cleaning and are perfect for people with sensitive eyes or those who wear lenses occasionally.

Toric Lenses

Toric contact lenses are specially designed for individuals with astigmatism. Available in monthly forms, they provide exceptional vision quality tailored to the preferences and needs of the wearer.

Colored Contact Lenses

Colored contact lenses are perfect for those looking to change their eye color or enhance their natural shade. These lenses are available as monthly options in a wide range of colors and can be either corrective

(for vision issues) or cosmetic (with no vision correction). They offer a fun and versatile way to refresh your look while maintaining comfort and quality. Whether you're preparing for a special occasion or simply want a change, colored lenses provide an easy way to express your style.

Choosing the right type of contact lenses depends on your individual needs. At OJO, our expert opticians and experienced staff are always available to guide you in selecting the ideal lenses, tailored to your preferences and lifestyle. With a commitment to quality and care, OJO ensures your eyes stay healthy and stylish.

OJO Optical Department



Optical Glasses as a Fashion Element and a Means of Personal Expression

Optical glasses are no longer just a tool for improving vision; they have evolved into a key fashion accessory that highlights individuality and style. From transparent frames that offer subtle elegance to bold colors and advanced materials, glasses have become a means to stand out and express yourself. In this article, we explore how materials, design, size, and color choices can help you select the perfect pair of glasses.

Transparent Frames: A Touch of Subtle Style

Optical glasses have transformed into one of the most stylish accessories, serving as an integral part of fashion and a reflection of personality. Transparent frames provide a modern, understated touch that complements any outfit. Their versatility allows them to seamlessly pair with both casual and formal looks, creating a minimal chic appearance.

Frame Materials: Options for Every Style

- **Metal Frames:** Known for their durability and sleekness, metal frames exude elegance and are ideal for professional settings.
- **Acetate Frames:** These frames offer comfort, flexibility, and a variety of colors, making them perfect for bold fashion statements.
- **High-Tech Materials (e.g., Titanium):** Combining lightweight design with exceptional durability, high-tech materials provide unparalleled comfort for extended wear.
- **Coated Metal Frames:** These frames resist corrosion, enhance durability, and improve the texture and appearance of the frame.

Design and Size: Achieving the Perfect Fit

The choice of design and frame size plays a significant role in the final look. Large, statement frames grab attention, while smaller, more discreet frames create a calmer, understated style.

The Shape of the Frame:

A Perfect Fit for Your Face. The shape of your glasses frame should complement your facial structure. Round frames soften angular faces, while square frames add definition to rounder faces.

Color: A Way to Express Yourself

The color of your frames is another way to showcase your personal style. Transparent frames bring a touch of elegant neutrality, while bold colors create a striking and daring look.

Optical Glasses as a Fashion Statement

Optical glasses have become much more than functional items; they are a style and identity statement, ready to enhance your personality with every look.

OJO: The Ultimate Style Experience in Optical Glasses

OJO stands as a leading choice in the eyewear industry, offering an extensive range of frames that blend comfort, quality, and style. With a focus on the latest trends and high-quality materials such as acetate, titanium, and metal frames, OJO ensures that every customer can find the perfect frame to match their preferences and needs.

OJO's optical glasses are not just functional accessories but true fashion statements that reflect your personality and style. With a wide selection of designs, sizes, and colors, OJO provides options that highlight individuality while ensuring comfort and elegance in every appearance.



Where to Find Us

Cyprus
Nicosia
Limassol
Larnaca
Paphos
Famagusta

Greece
Athens
Thessaloniki
Rhodes
Crete

Malta
Sliema
Mosta

South Africa
Germiston

Saudi Arabia
Jeddah

Lebanon
Beirut

OJO Headquarters
Michail Georgalla 6A, Engomi Industrial
Area, 2409 Nicosia - Cyprus
+357 22 369861

customerservice@ojosunglasses.com

www.ojosunglasses.com