

In the News



New Ice Cream Release from Plan B Eyewear

The whimsical new release within the Ice Cream collection captures a sense of playful femininity while showcasing exceptional design sensibilities. These 15 new models include stainless steel and acetate frames, showcasing decades of frame fashion.

Modified drop temples, oversized rounds, butterfly-esque shapes, cat-eyes and double brow bars provide call backs to definitive eyewear looks. To bring them into the current day and establish their own nature, these frames incorporate the most matte against the shiniest paint applications for a true depth of colour.

Beautiful finishes give them a velvety look and feel, evoking a touch of luxury. Expertly cut laser accoutrements use negative space against brilliant colour. A true wearable work of art.



Lasting Lightness Since 1990

Thirty years ago, MODO was founded in New York City. From the beginning, we offered eyewear that delivered on lightness and lasting quality. Our designs have always reflected the world around us — in architectural precision as well as contrasts and the balance of strength, structure, and light. Then and now, New York's dynamic spirit, our Italian design heritage, and Scandinavian minimalism were our touchstones.

Our new campaign celebrates our thirty-year heritage and the elements that are part of MODO: the contrasts of structure, texture and lightness. These contrasts also connect with Artipelag, the backdrop for our campaign. Set in Stockholm's archipelago, this art gallery brings together architecture and varying structures. The clean lines and combination of modern design and contrasting textures capture the essence of the MODO brand.

MODO's new Lasting lightness since 1990 campaign spans our entire concept and includes both printed and digital media.

**Mic-Made in Cadore:
A Sophisticated, Environmentally Responsible
Collection**

Drawing inspiration from nature goes hand in hand with environmental stewardship, an approach reflected in the choice of eco-friendly materials for both the frames and their packaging. Natura, one of the women's styles, is a combination frame featuring metal rims overlaid with a front made of latest-gen Mazzucchelli acetate. Elegant and on-trend, Pioggia is a sunglass style made entirely of steel. The interplay of negative and positive spaces makes this frame very lightweight.

MIC is distributed in Canada by Mood Eyewear

