



Brand presentation

MODO | 2020

MODO

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. Design with a purpose has also guided us. Our **Buy a Frame — Help a Child See** pledge has provided comprehensive eye care to over one million children in need through our partnership with **Seva Foundation**.



Collection overview

	<u>Paper-Thin concept</u>	<u>Innovation</u>	<u>Classic</u>
TITANIUM	Paper-Thin	R 1000 + Titanium Paper-Thin Rimless	Block Titanium
ACETATE	Paper-Thin Acetate	Metal Core Acetate	Super-Thin Acetate

Collections

Paper-Thin



Paper-Thin

Our Paper-Thin collection uses innovative, ultra-thin Beta-titanium and TR90 polyamide rims for the lightest optical frames in the world.





Simplicity is timeless

Each frame's slim silhouette and minimal construction combine design and function for beautiful results.

Paper-Thin Acetate



Paper-Thin Acetate

We add an acetate rim to titanium in this sleek collection of lightweight frames.





30 years of uniting innovation and design

These thin yet ultra-resilient designs offer a mix of exciting textures and vibrant hues.

Paper-Thin Rimless



Paper-Thin Rimless

With colorful Beta-titanium temples, chassis and bridge, these lightweight frames are our latest innovation that balance style and functional details.







R 1000
+ Titanium

R 1000 + Titanium

With memory plastic and innovative screwless hinges, our R 1000 + Titanium frames are super-light and flexible.





It's all in the details

Light, durable, and adaptable, R 1000 + Titanium balances technique and aesthetics.

Metal Core Acetate





Metal Core Acetate

This collection combines the style, color, and texture possibilities of acetate with the resilience of a stainless steel core.

Always in shape

Thanks to their unique inner strength, these frames always retain their shape.



Block Titanium



Block Titanium

Mono-block titanium material without soldering points offers a lightweight profile and minimalist aesthetic.





Precision, strength and the element of surprise

Defined by classic designs, this collection combines clean lines with a polished dual-coloring technique for a bold appearance.

Super-Thin Acetate



Super-Thin Acetate

This classic collection combines slim proportions and a unique hinge with precise metal-on-metal movement. Super-Thin Acetate merges lasting comfort and colorful design.





Sun



Sun

MODO's sun collection features minimalistic and lightweight designs with advanced sun lens innovation.





Sun

All sunglasses are fitted with High Chromatic Definition (HCD) polarized lenses with anti-reflective coating for unsurpassed color clarity and glare reduction. HCD lenses offer 100% UVA and UVB protection.



Step into
the light



Marketing material

Brand films

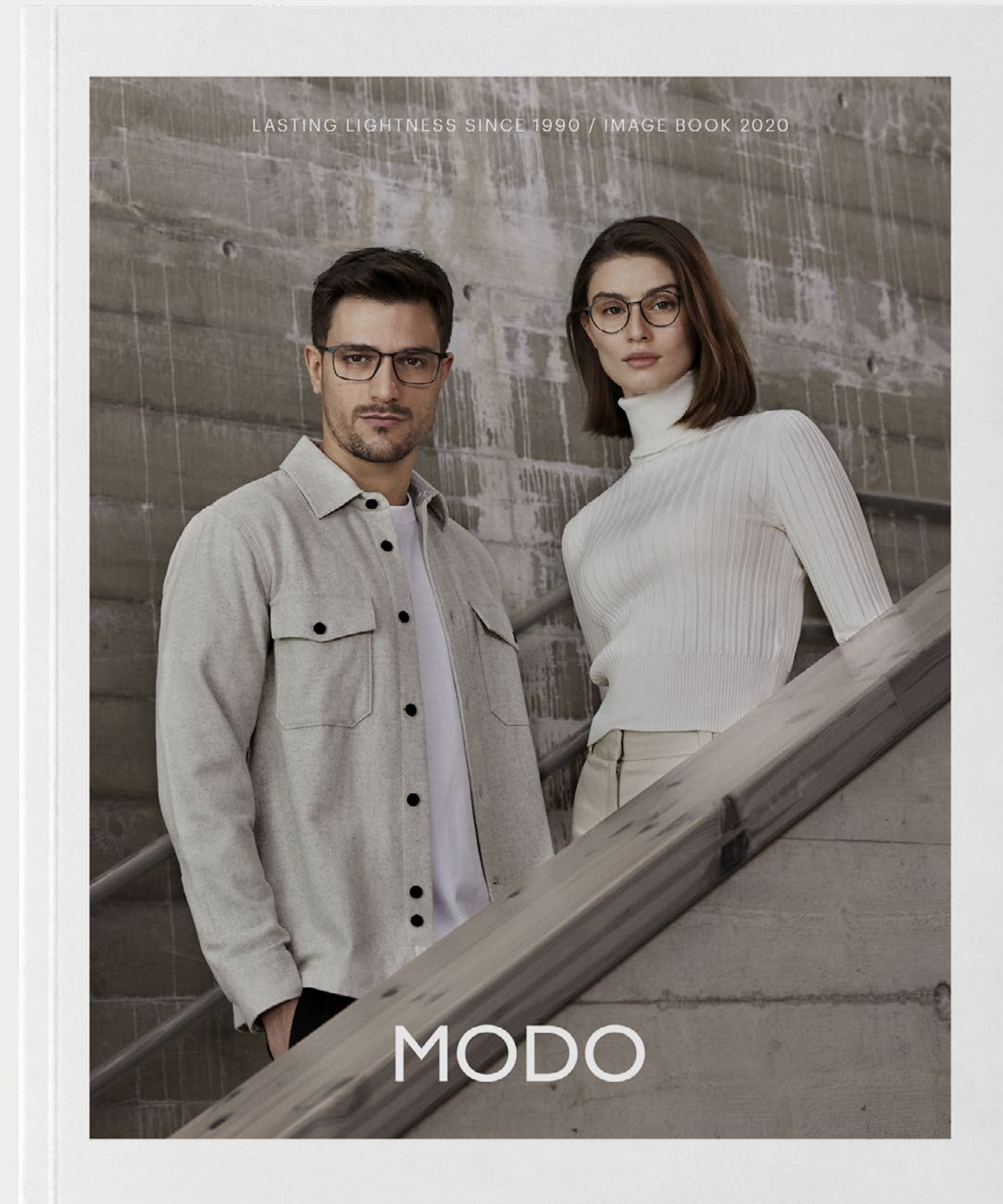
One long version and several shorter edits.

[CLICK HERE TO VIEW BRAND FILM](#)



SS20 image book

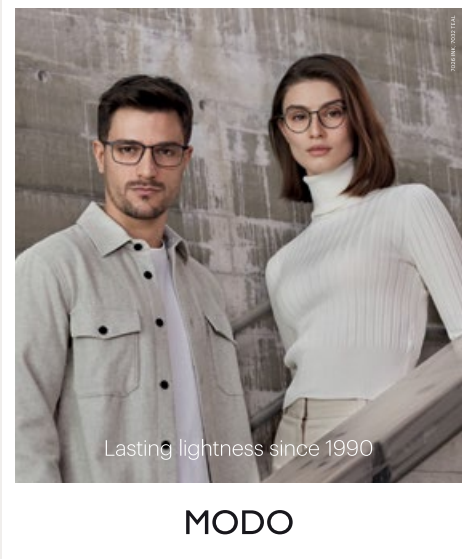
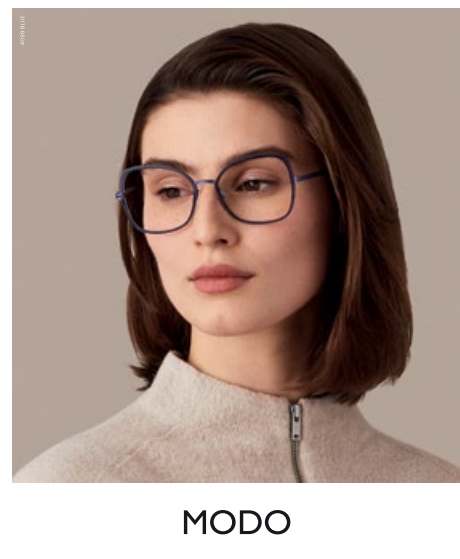
64 pages, presenting all the new frames for SS20



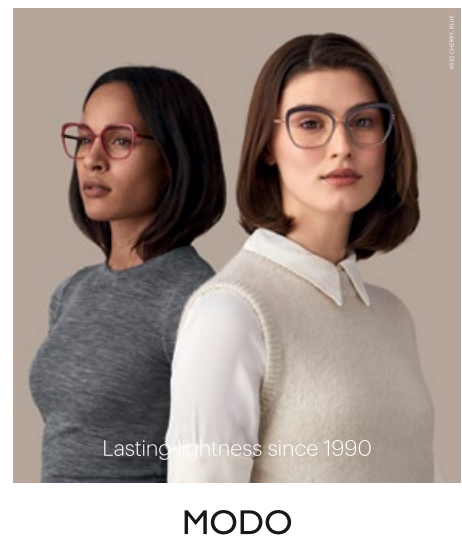
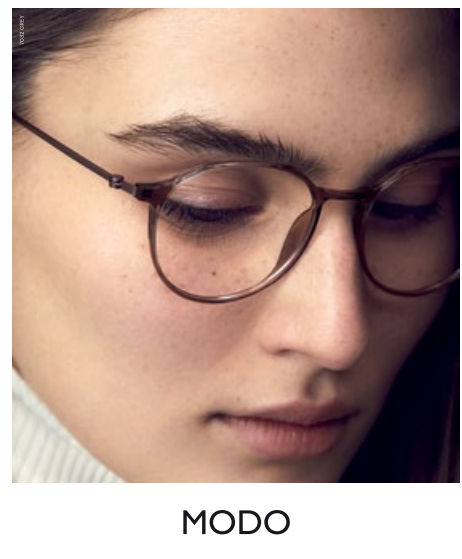
SS20 counter cards

200 x 240 mm

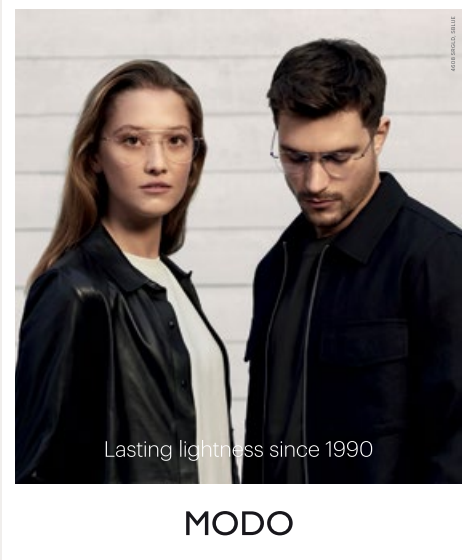

1.

	
R1000 + Titanium	Paper-Thin

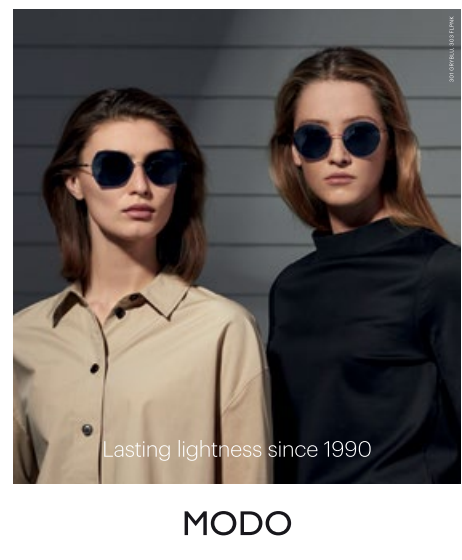
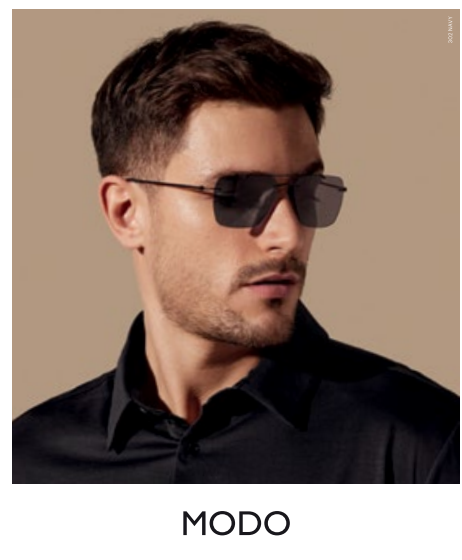
2.

	
Paper-Thin Acetate	R1000 + Titanium

3.

	
Paper-Thin Rimless	Block Titanium

3.

	
Paper-Thin Rimless Sun	Paper-Thin Acetate Sun

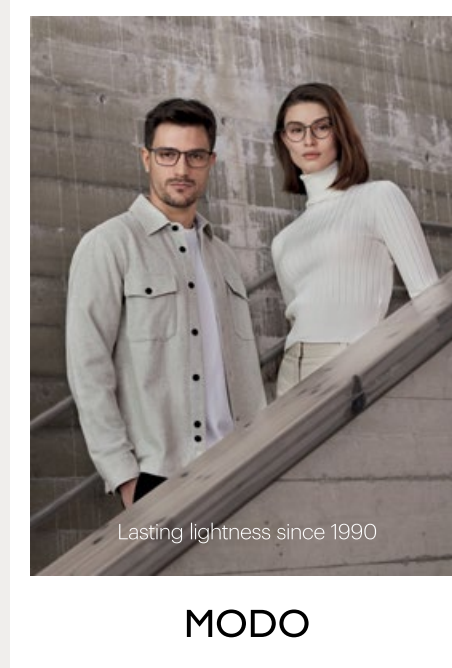




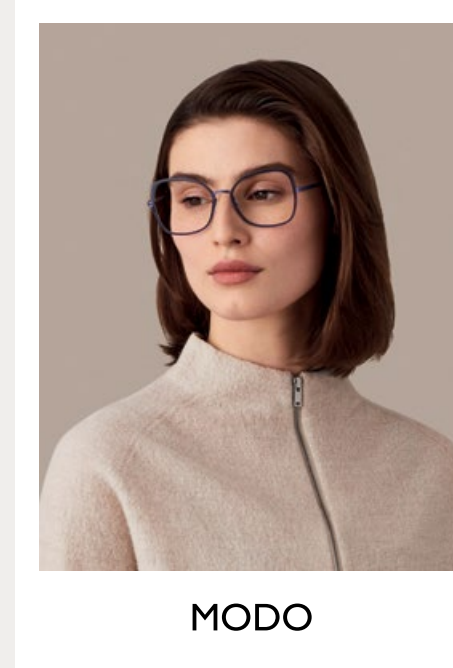
SS20 posters

70 x 100 cm

1.

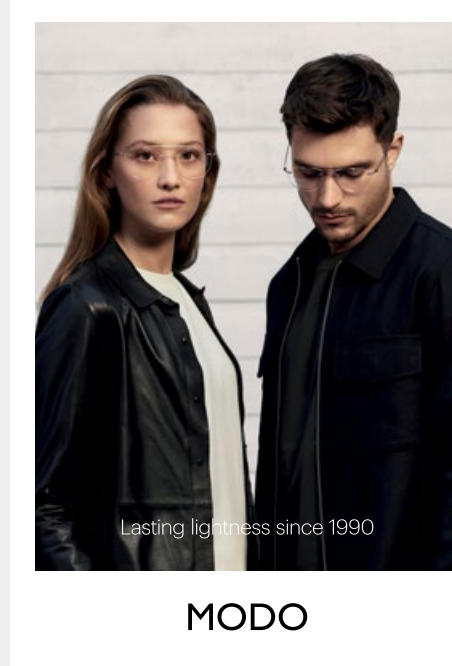


R1000 + Titanium

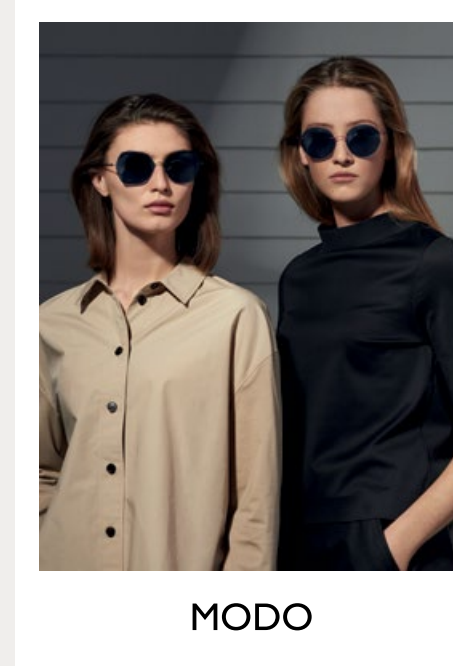


Paper-Thin

2.



Paper-Thin Rimless



Paper-Thin Rimless Sun

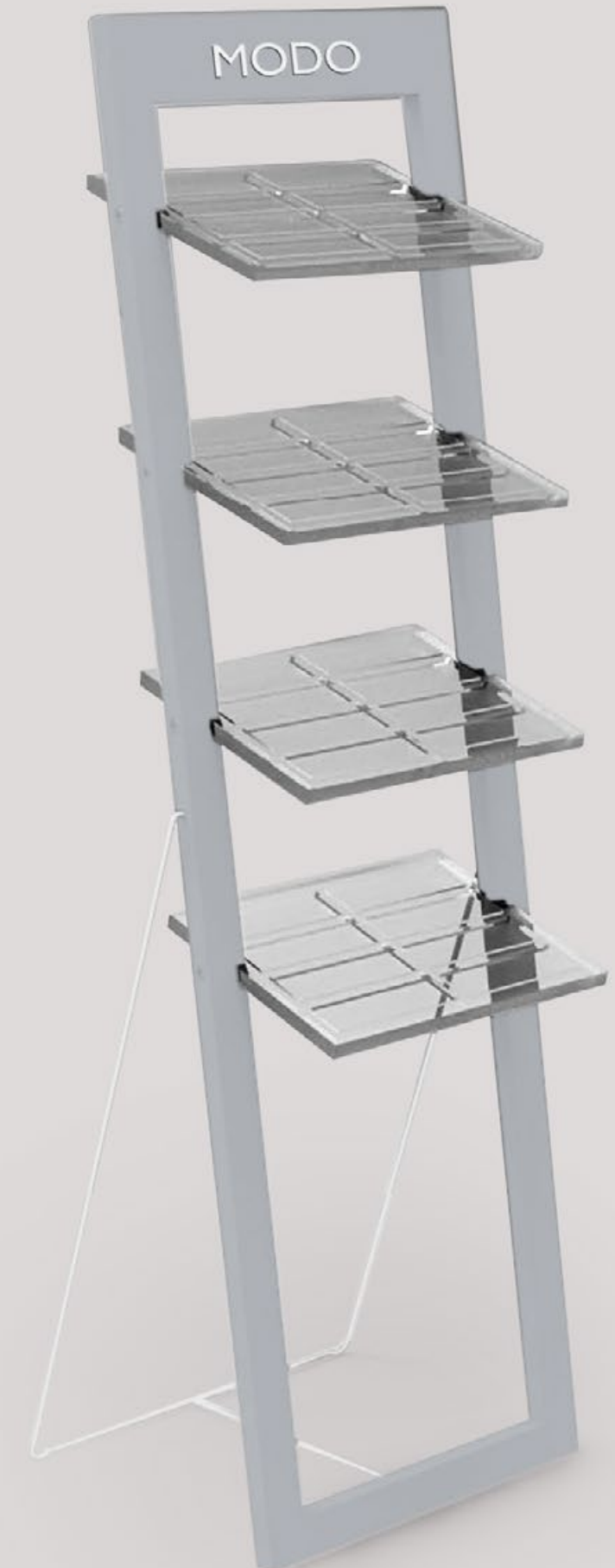
Displays



Mirror



Logo plaque



32-piece

New displays



1-piece origami



3-piece origami

New display
6-piece origami



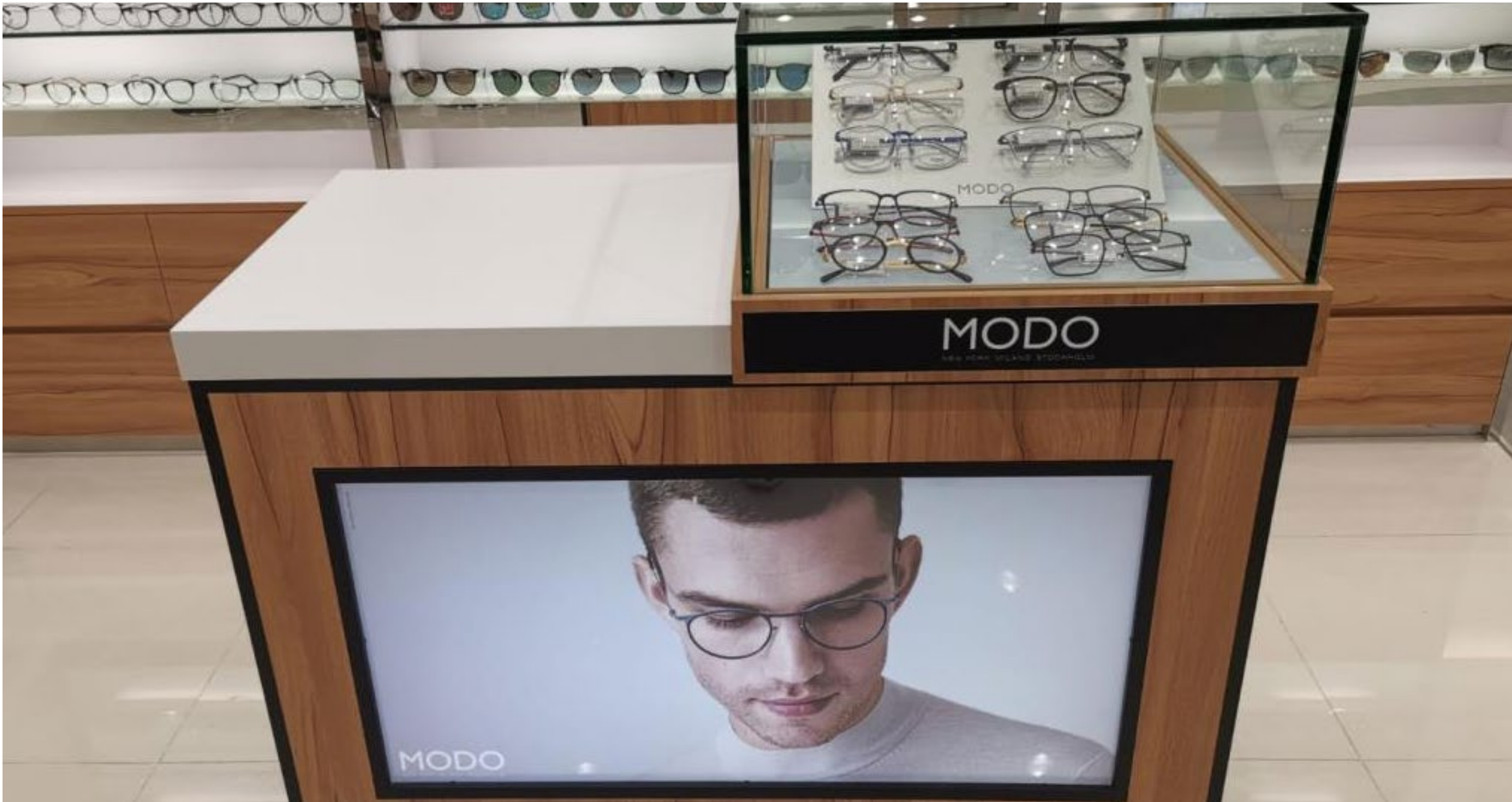
Packaging



Shop-in-shop and window displays from around the world

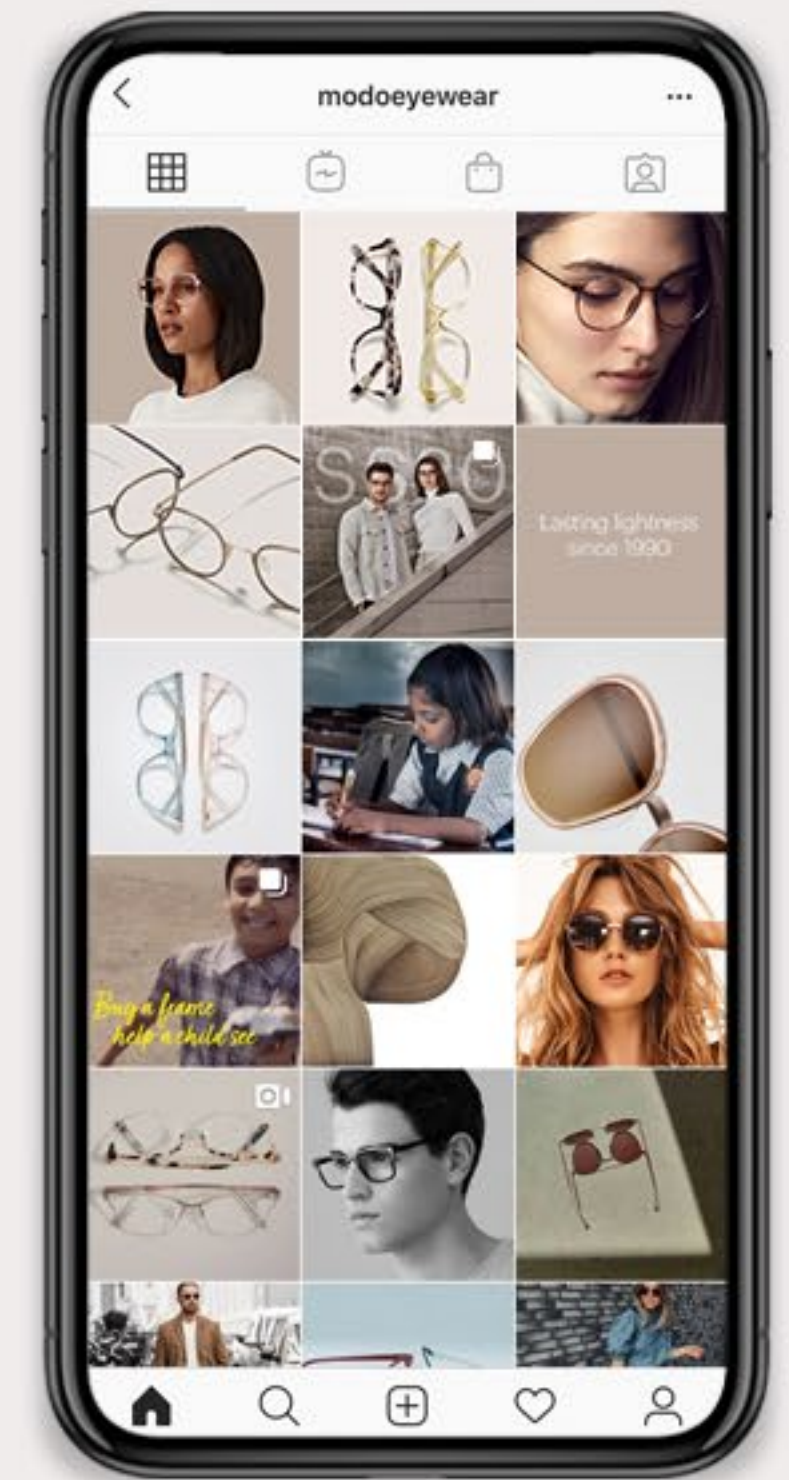






Digital strategy

Cohesive campaigns in digital channels



Influencer contributions





Our purpose

Buy a frame help a child see

With every frame purchased, we enable a child. So far we have helped more than one million children.



Thanks to the program, we:

Give

Free and comprehensive
eye care to children
in need.

Reach

Underprivileged areas that
need help the most.

Enable

Sight-saving measures reduce
school dropouts for better
career opportunities.

Help a Child See counter cards

200 x 240 mm

The Astronaut



The Doctor



The Architect



The Writer



Campaign films

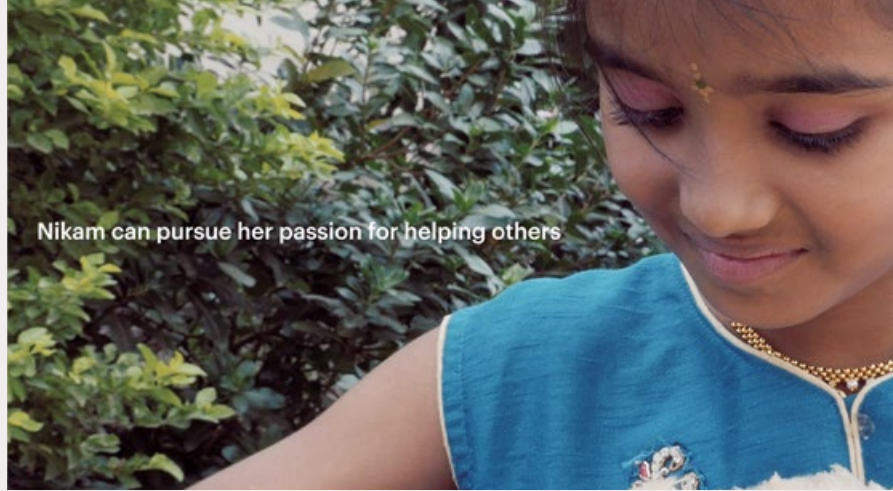
The Astronaut

[PLAY](#)



The Doctor

[PLAY](#)



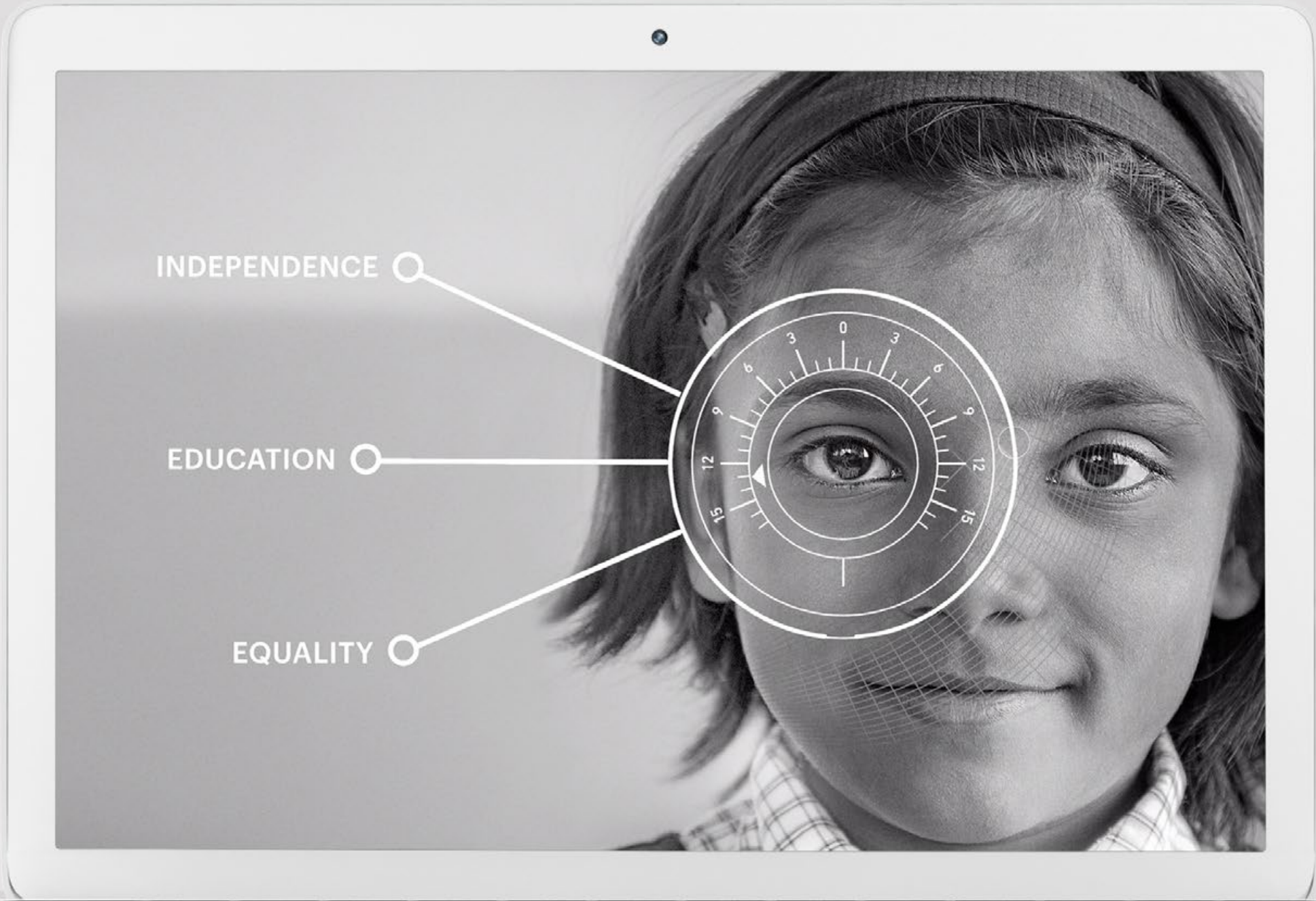
The Architect

[PLAY](#)



The Writer

[PLAY](#)




Help a Child See in social media

Posts

MODO Eyewear
5 February at 01:18 · 🌐

Follow us to Pune, India, where we meet Ashutosh - he loves building and one day hopes to become an architect. With every frame purchased, you enable a child like him to pursue their dreams. More than one million children have benefited from the program so far. Watch his story! [#modoeyewear](#) [#socialresponsibility](#)




Thanks to the screening process

3.2K Views

👍 Like 💬 Comment

Salvatore Tartaglione, Anna D'angelo, გოჩა და მარიაშვილი and 33 others like this.

35 shares



INDEPENDENCE ○

EDUCATION ○

EQUALITY ○

*Buy a frame
help a child see*

modoeyewear • Follow
Pune, Maharashtra

modoeyewear Meet Ashutosh! He loves building and one day hopes to become an architect. With every frame purchased, you enable a child like him to pursue their dreams. Watch his story via the link in our bio. [#modoeyewear](#) [#socialresponsibility](#) [whataspectacleoptometry](#) I ❤️ this! **modoeyewear** [@whataspectacleoptometry](#) we love this too!

👍 🗨️ 📤 📌

1,403 likes

FEBRUARY 5

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