



Kappa

Where a new vision and partnership begins.





The Kappa Feeling

Embrace the Change.
Shift the Perspective.





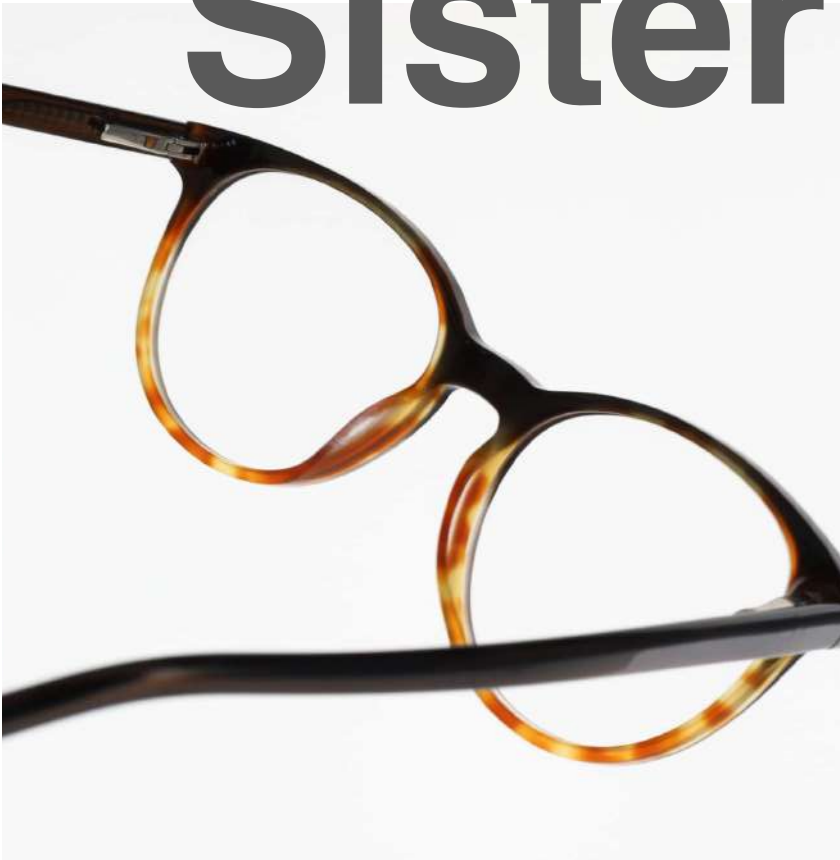


Optical

- Collection inspired by the Omini logo concept: representing diversity.
- Division into three key segments: Casual, Lifestyle, and Sport.
- Collection structure designed for commercial success.
- Consistent mid-range price point.
- Excellent value for money.
- Focus on contemporary shapes and new color combinations.



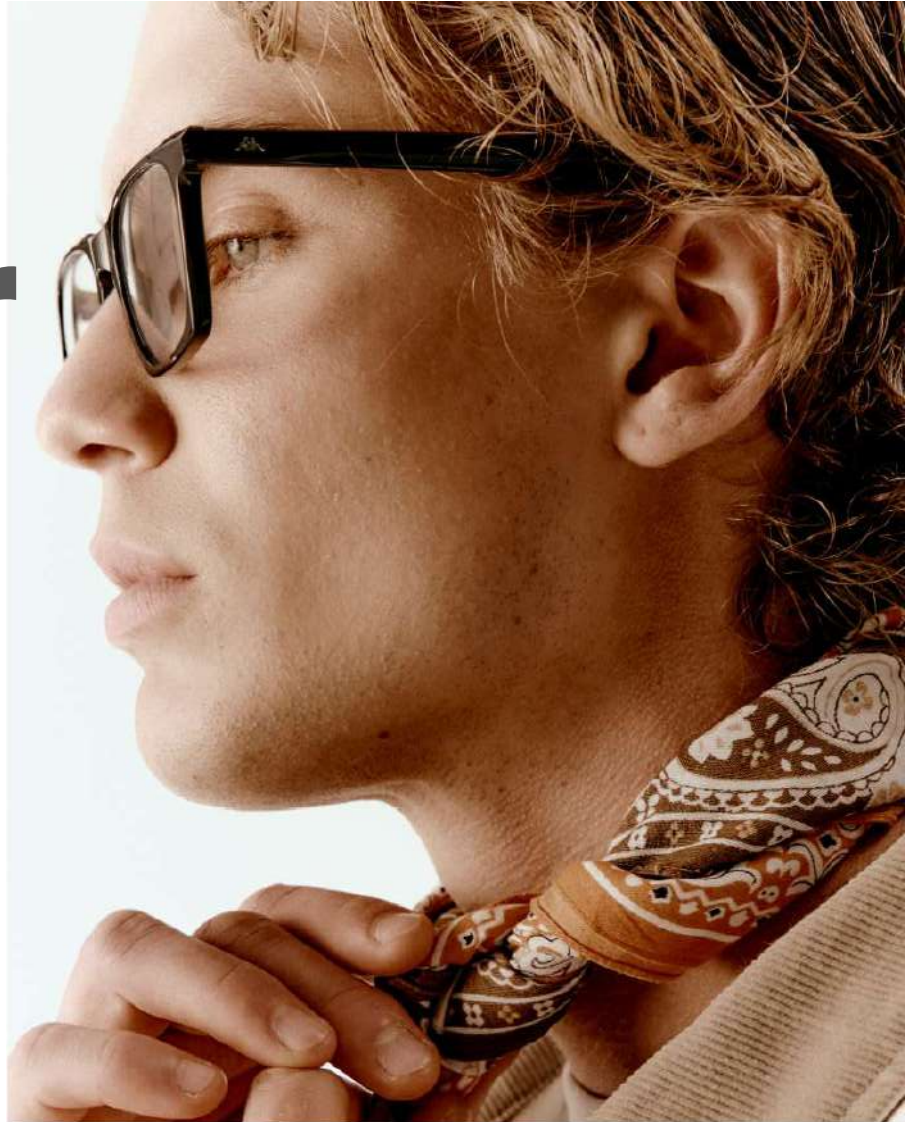
Shape Sister



Casual Twist



Facet Encounter



Soft Hue



Sun Clip



Cool Metal



Bold Stripe





New Standard

Classy Move



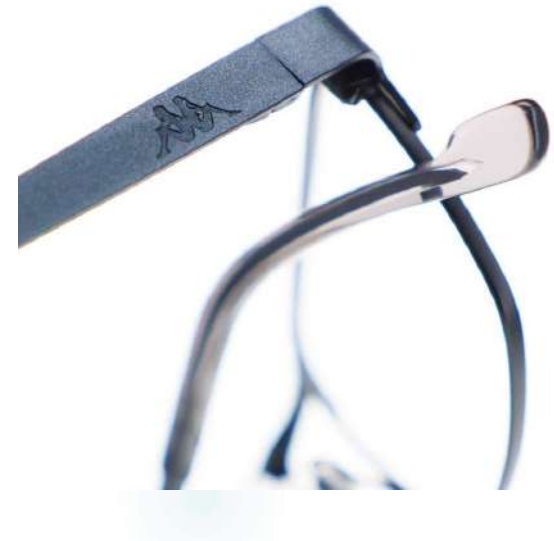
Silicone



Functionality



Love the Logo



Kappa Case

Medium



Kappa Case

Medium & Large



Microfibre Pouch

For Clip-on





- Fashionable, modern, and bold
- Sporty accents and refined retro style
- New metal frames and familiar themes
- Bright color gradients and refined Havana
- Harmonious shapes and eye-catching details
- Current trends and essential classics
- Attention to detail and essential design
- Laser-engraved logo on the inside of the lens
- All with polarized lenses

Sportive Heritage



Injected Acetate



Metal Classic



Social Style



26

| Female



Easy Going



Flat & Round



28

| Female





Vivid Colors

Retro Thins



30

| Female



Facet Twist





32

| Male

Metal Step



Facet

33

| Male

Encounter



Casual Sports

Italian Touch



35

| Male

The New Casual



Kappa Banda



37

| Male



Kappa Case

Large



Sports Pouch





Sports Headband

40

| Cases

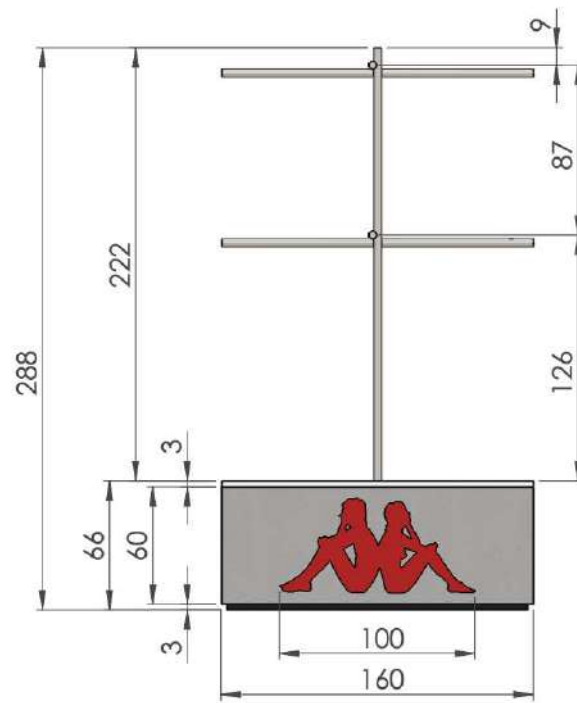
As Give-Away



Branding POS

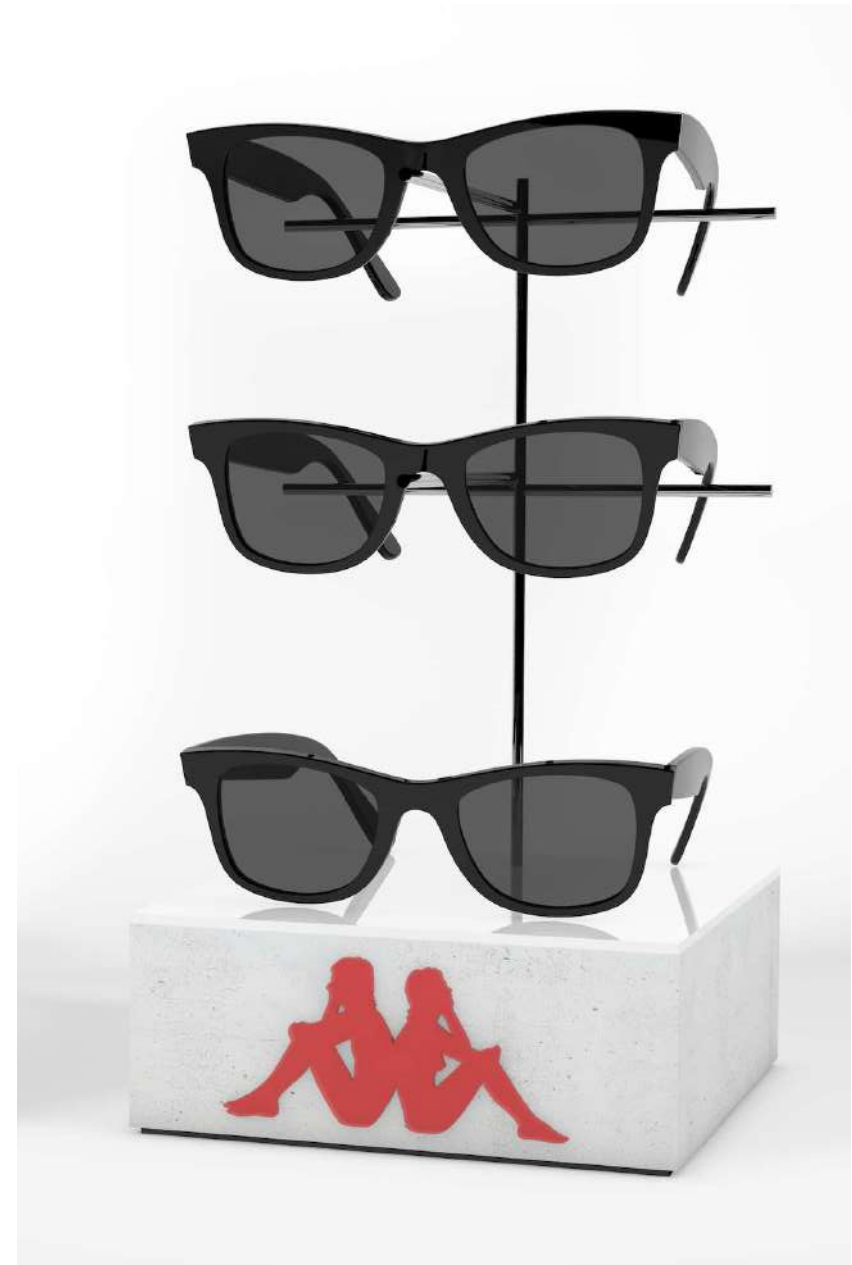


Window 3 piece

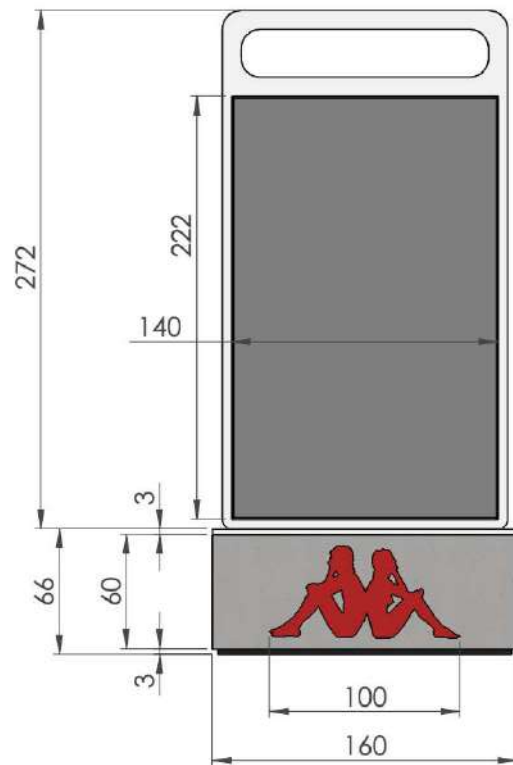


43

I POS



Mobile Mirror



44

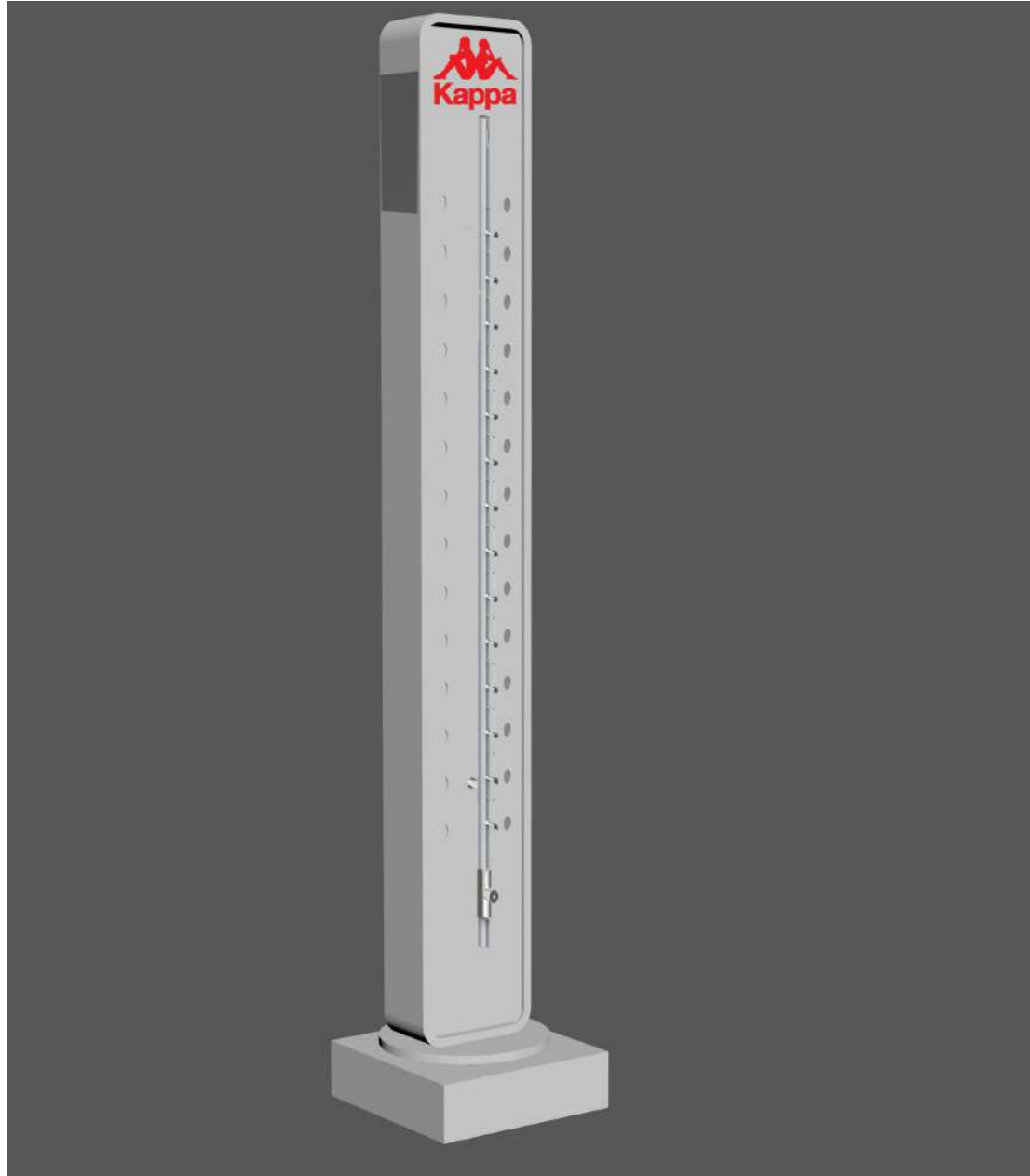
I POS



Logo Block



Floor Sunglasses Stand

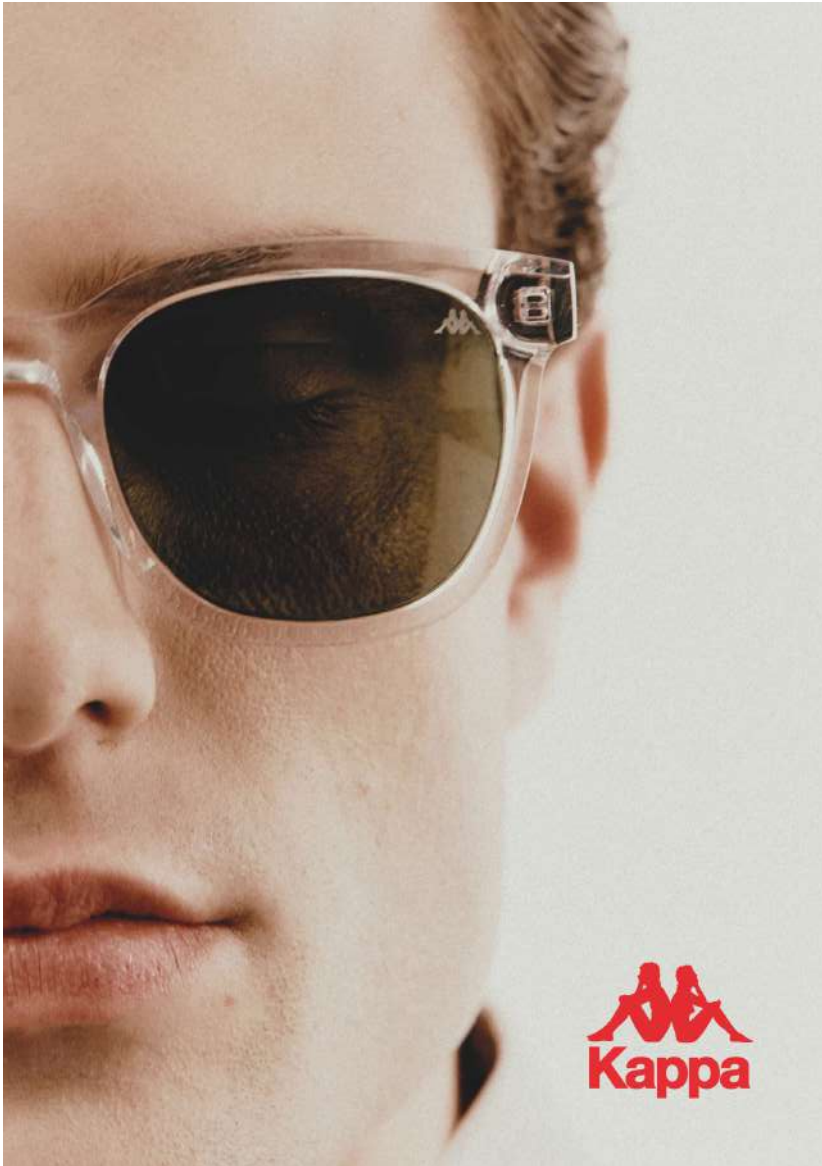




Poster A1
Optical



Poster A1
Sun



Window
Banner 60x85
Sun



Window
Banner
60x85
Optical



Counter card A5
Sun



Trittico
A3



Flyer A4
August



Catalogo digitale



Politica Commerciale





Next steps in PR





VISIBILIA
EYE PROFILE



Title here

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SOCIAL MEDIA



SUMMER
2025



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Kappa x Visibilia

More than a new vision. It's a statement.

We'll keep you posted!





GOOD JOB!

