

2026 BRAND PRESENTATION



MODDO

Dynamic Frequency

A MODO frame is never one-dimensional. It's not only its design, construction or material. It's the sum of all these parts that creates a piece that operates on all levels – a beautiful frame that's comfortable to wear and stands the test of time. No matter which of our frames you choose.

It's this consistent attention to detail on all frequencies that allows us to trust our process and evolve. By never being static and always moving forward, we thrive in doing what we do best – great eyewear. It's both as complicated and easy as that, and that's exactly how we like it.

Where we're from

New York

Progressive spirit

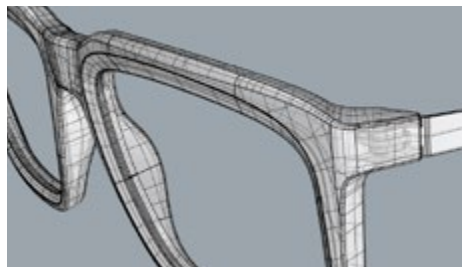
Milano

Design heritage

Stockholm

Attention to detail

Our innovations



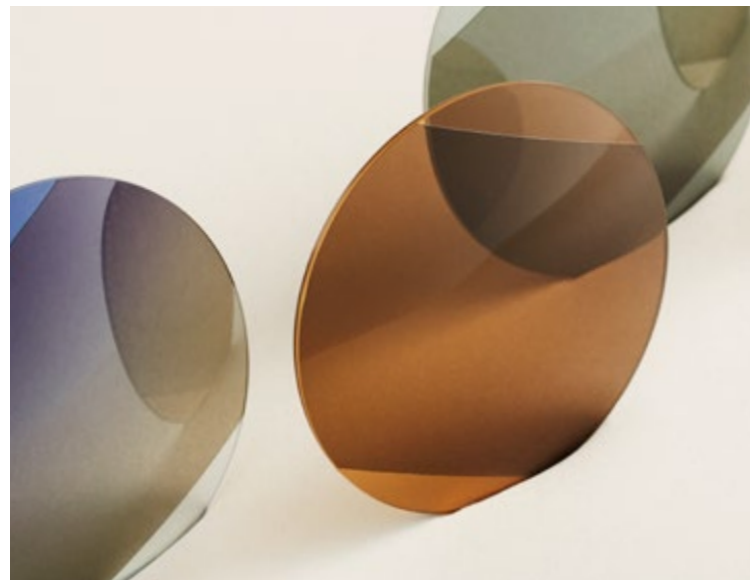
Hinges

The hinges are the only moving part of our frames. From our screwless hinges to other innovative designs, we're always searching for new solutions.



Layers

Layering is everything. Whether we layer different thicknesses of acetate or melt multiple materials together, we do it to reveal exciting new dimensions in our frames.



Expressive

Thick or thin, subtle or bold, smooth or textured – let your frame do the talking. With MODO frames, you can express yourself your own way.

Lightness

Delivering light eyewear is our passion. No matter which frame you prefer – metal or plastic, discreet and thin or bold and chunky – our frames are always light.

Our materials

BETA-TITANIUM

Lightweight, durable and flexible, beta-titanium can be used to create frames that are both thin and strong – and extremely comfortable. It's our material of choice for high-quality metal frames that last.

ACETATE

A classic eyewear material, for frames that are durable and lightweight – and available in many different shapes, styles, colors and effects. Whether thin or chunky, acetate frames are timeless – and will never weigh you down.

MEMORY PLASTIC

Lightweight, durable and incredibly flexible, memory plastic frames can be twisted or bent and will return to their original shape. Can be used to create frames in different shapes and styles – from slim and subtle to thick-rimmed and bold.

HD ACETATE

High-density acetate offers the same vast colour and style variety as regular acetate. But this innovative material is denser – and can be used to create frames that are ultra-thin and ultra-light, yet still strong and durable.

Buy a frame help a child see



Through to our program **Buy a Frame, Help a Child See**, we help a child see with each frame purchased. We've helped **2 million children** so far and that number keeps growing.



Through sponsoring **Vision Centers**, we address **80%** of eyecare needs and support economic growth in the communities which they serve.

*2 million children
helped so far!*

Our product range



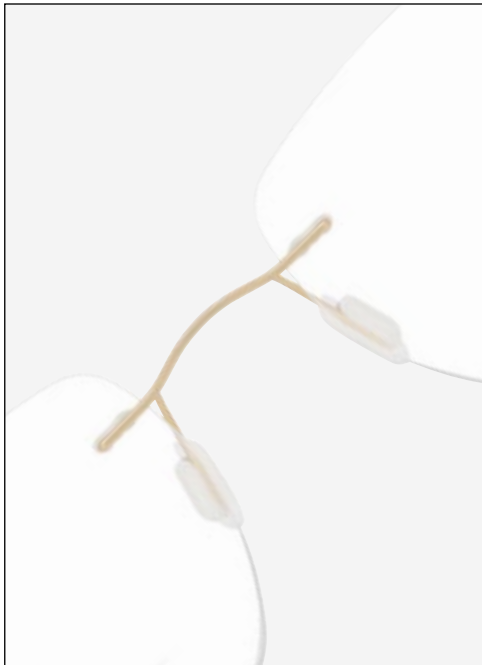
PAPER-THIN
COLLECTION

-  BETA-TITANIUM
-  ACETATE
-  MEMORY PLASTIC



TITANIUM
COLLECTION

-  BETA-TITANIUM



THREE.3 RIMLESS
COLLECTION

-  BETA-TITANIUM



HD ACETATE
COLLECTION

-  BETA-TITANIUM
-  HD ACETATE



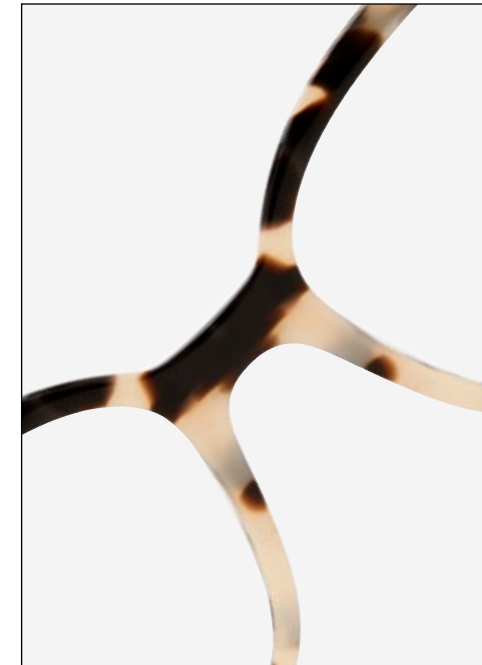
ACETATE
COLLECTION

-  ACETATE



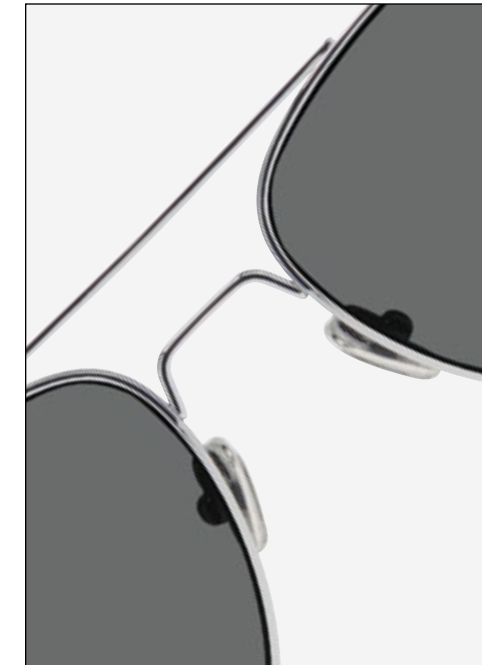
LEGACY
COLLECTION

-  BETA-TITANIUM
-  HD ACETATE



BROOKLYN MADE
COLLECTION

-  ACETATE



SUN
COLLECTION

-  BETA-TITANIUM
-  HD ACETATE
-  MEMORY PLASTIC



Paper-Thin Collection

A titanium chassis with an inlay of TR90 or acetate offers the ultimate in lightweight comfort and versatile design. Ultra-thin frames in a range of styles and colors.

Titanium Collection

Beta-titanium frames in both metallic shades and bold colors. For lightweight comfort, durability, flexibility – and a look that's minimalist and contemporary.



Three.3 Rimless Collection

Ultra-light and sophisticated in construction and detailing. These frames celebrate individual style, with customizable components, colors and design options.



HD Acetate Collection

The HD Acetate Collection is crafted from high-density acetate paired with round titanium temples. This combination of premium acetate and lightweight titanium allows for sleeker profiles, increased strength, and a beautifully polished surface.

Acetate Collection

Acetate is a classic material, for frames that are durable, lightweight and fashionable. Our acetate frames come in a vast variety of styles, colors and effects.



Legacy Collection

These vintage-inspired frames celebrate our heritage and artisanal approach to design. Created with the most advanced technologies, they're made from high density acetate or titanium, for supremely lightweight comfort and durability.



Brooklyn Made Collection

These frames are a statement of style and quality craftsmanship. They're available in designs that have roots in a New York aesthetic – and handmade in Brooklyn.

Conquer the sun

All our sunglasses are fitted with polarized lenses to shield your eyes – and crafted in the latest styles to showcase your personality. They're all about style, combined with the most advanced sun protection.



Advanced sun protection

HCD

High Chromatic Definition

High Chromatic Definition (HCD) polarized lenses with an anti-reflective coating reduce glare and deliver superior color clarity.



Polarized lenses

Polarized lenses filter light, reduce glare and improve overall visual clarity and definition. They also protect your eyes from harmful UV rays.



Impact resistant

Our nylon lenses are more resistant to impacts and stress – and more flexible and versatile than polycarbonate, plastic or glass lenses.



Dust and Water-repelling

The oleophobic coating repels dust and dirt, while the hydrophobic coating repels water and oils. Together, they protect lenses from scratches, smudges and fingerprints.

High Chromatic Definition

HCD POLARIZED

Polarized

Packaging



Reducing plastic



MODO's transport bags are made from cornstarch
and are biodegradable and compostable!

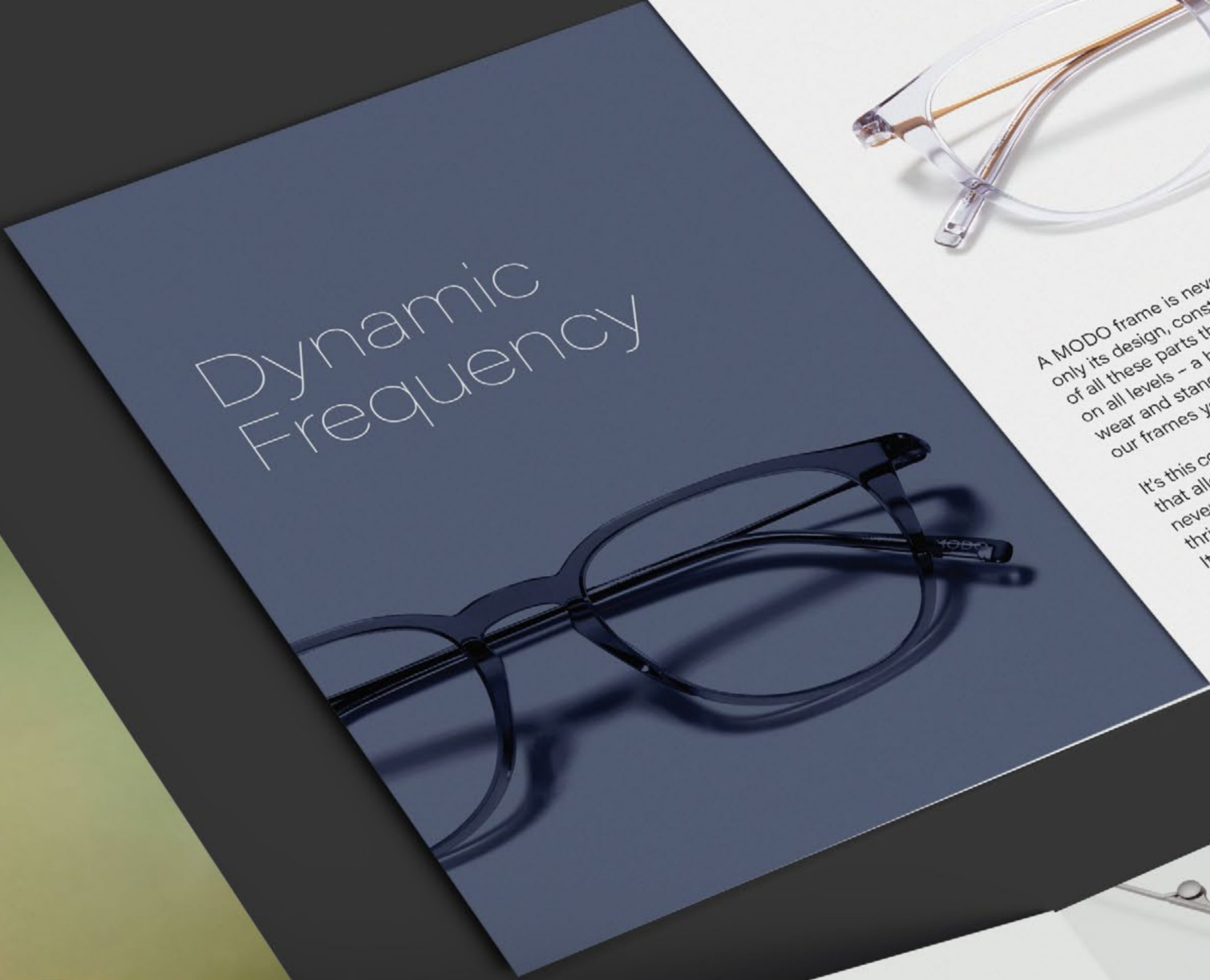
Brand films

Long brand film and shorter clips
for specific products.

[CLICK TO VIEW BRAND FILM](#)

Brochure

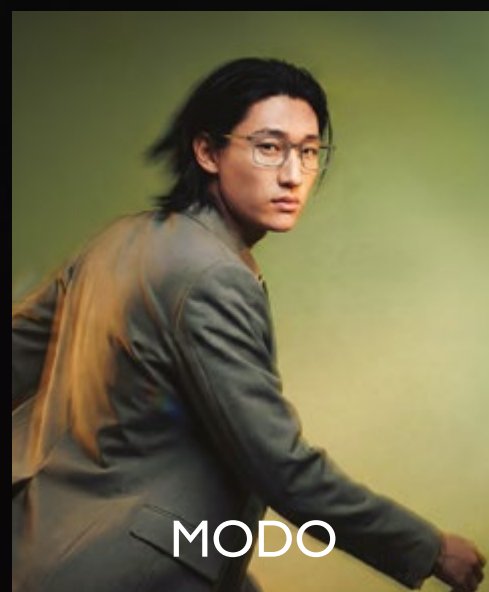
148 x 210 mm: 8 pages, available in English, French and Spanish



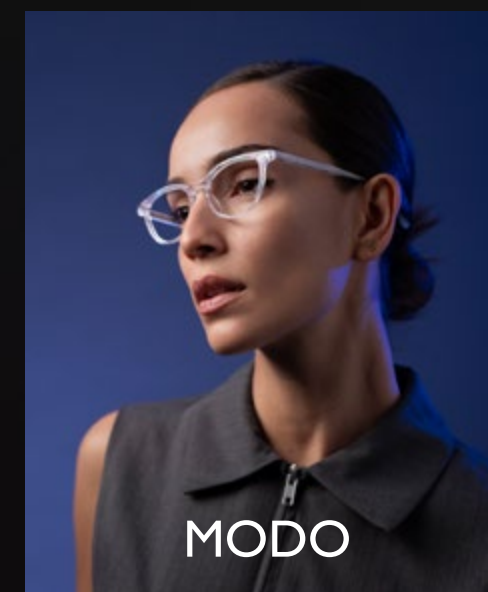
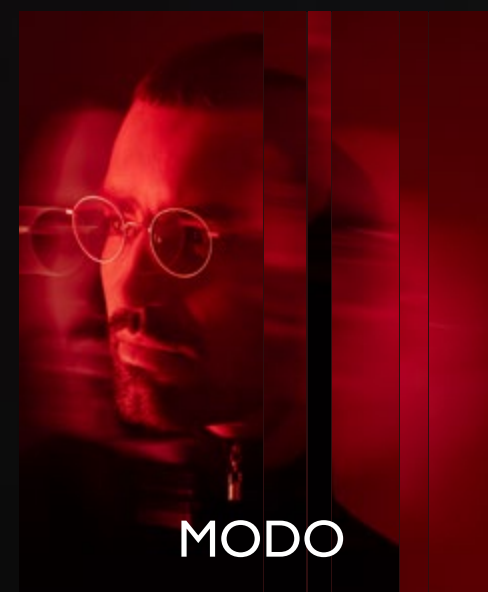
Counter cards

20 x 24 cm: Four cards with double-sided printing

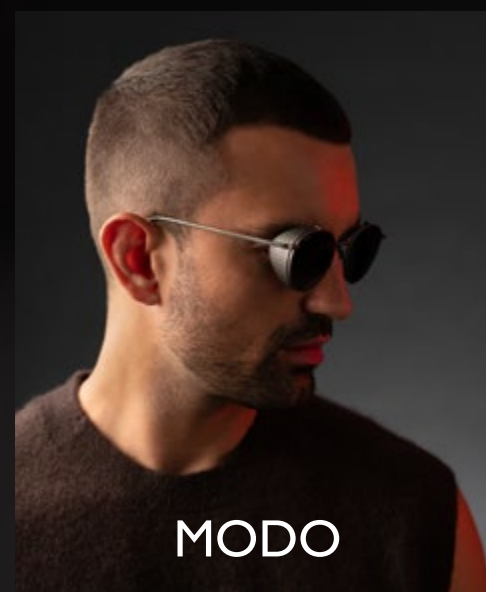
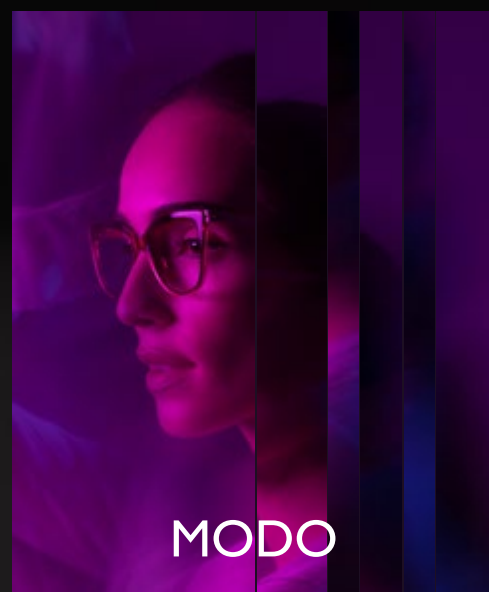
1. NEW



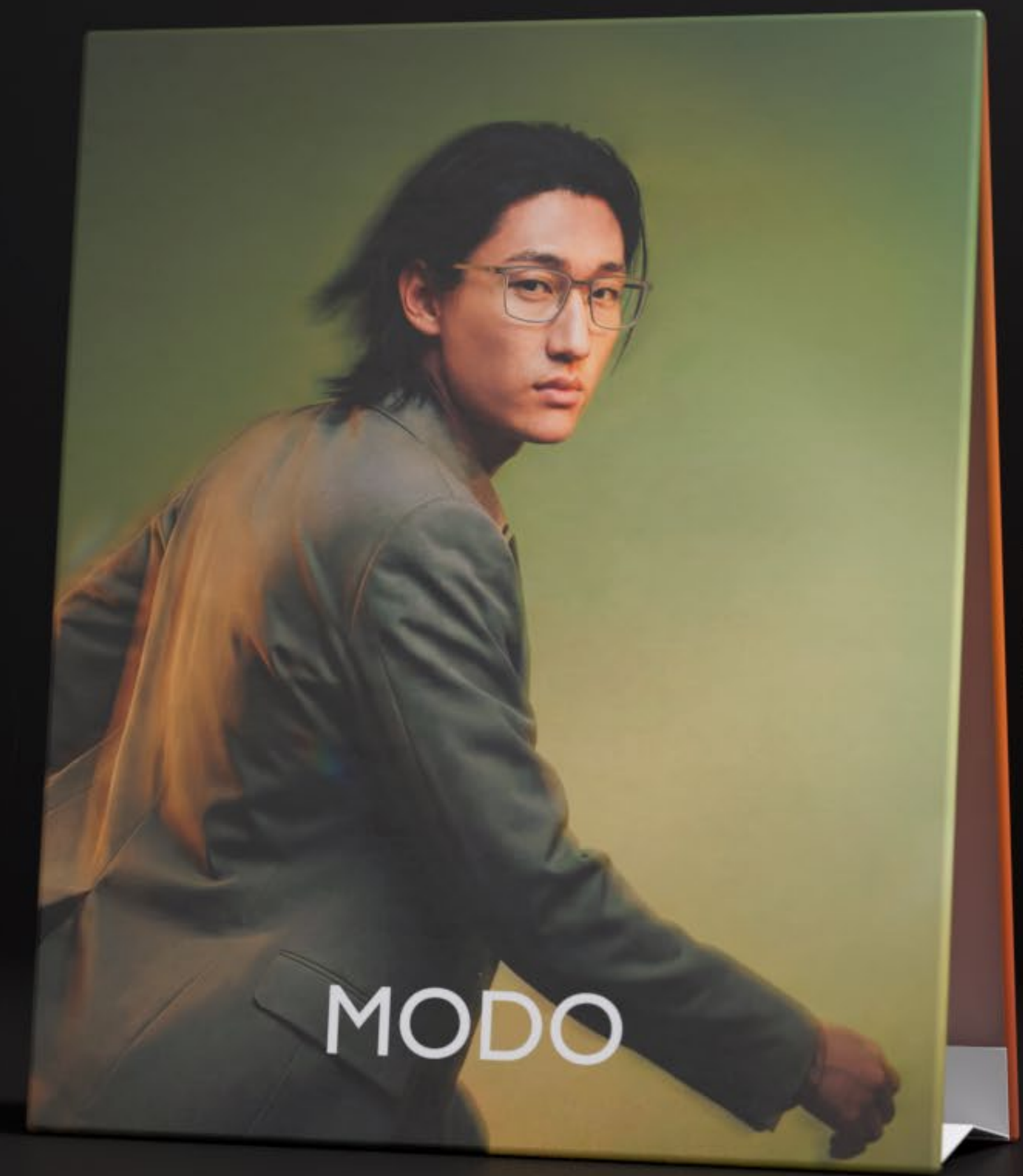
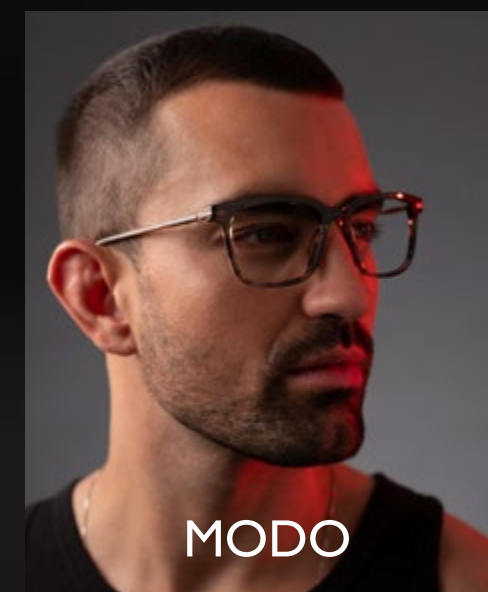
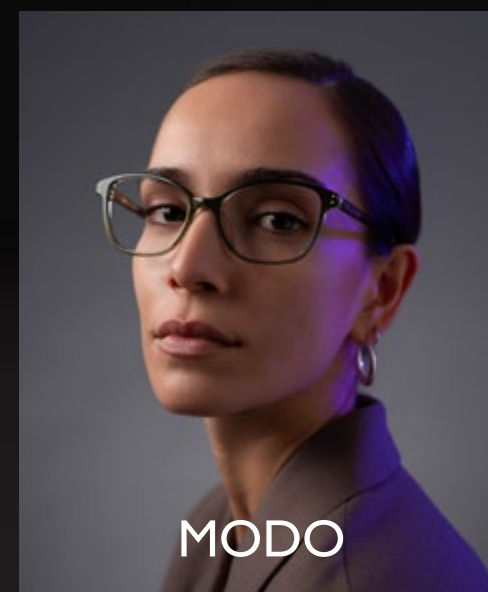
2.



3.



4.



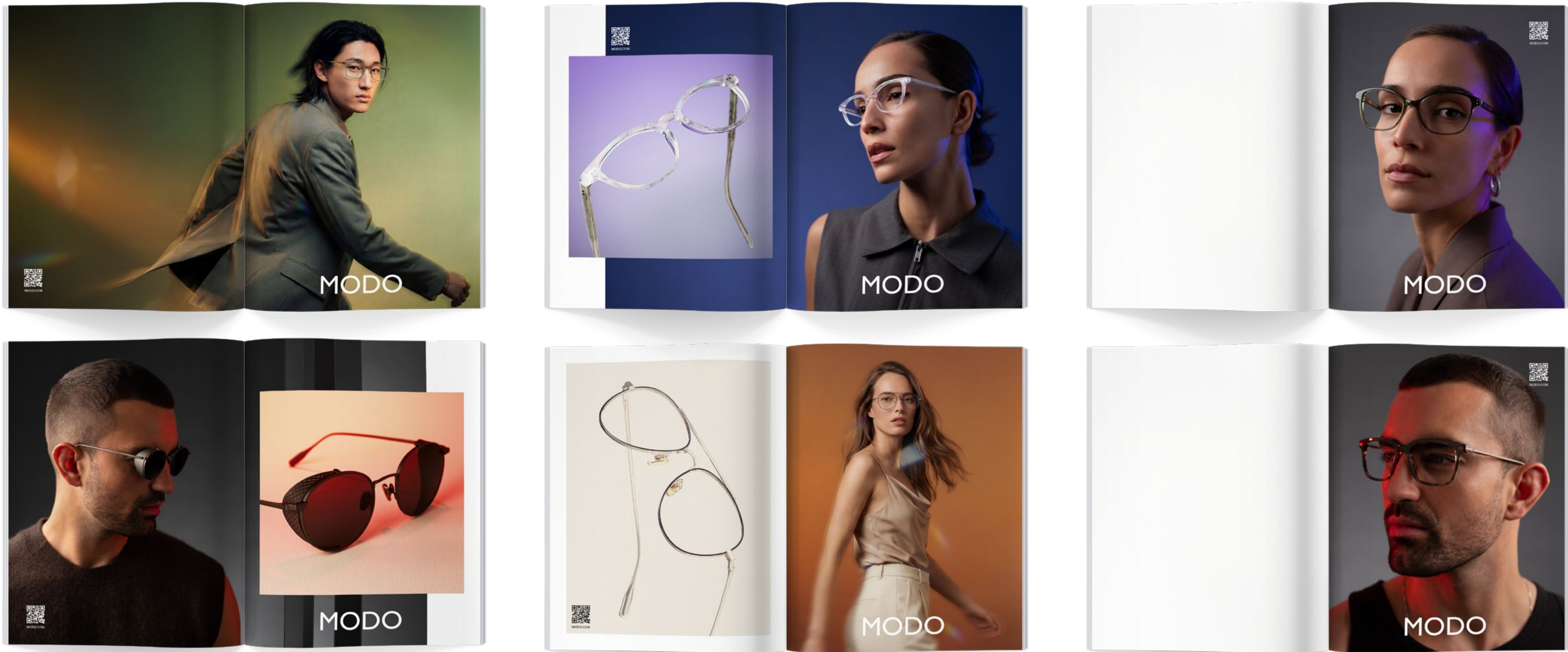
Poster

70 x 100 cm: One poster with double-sided printing



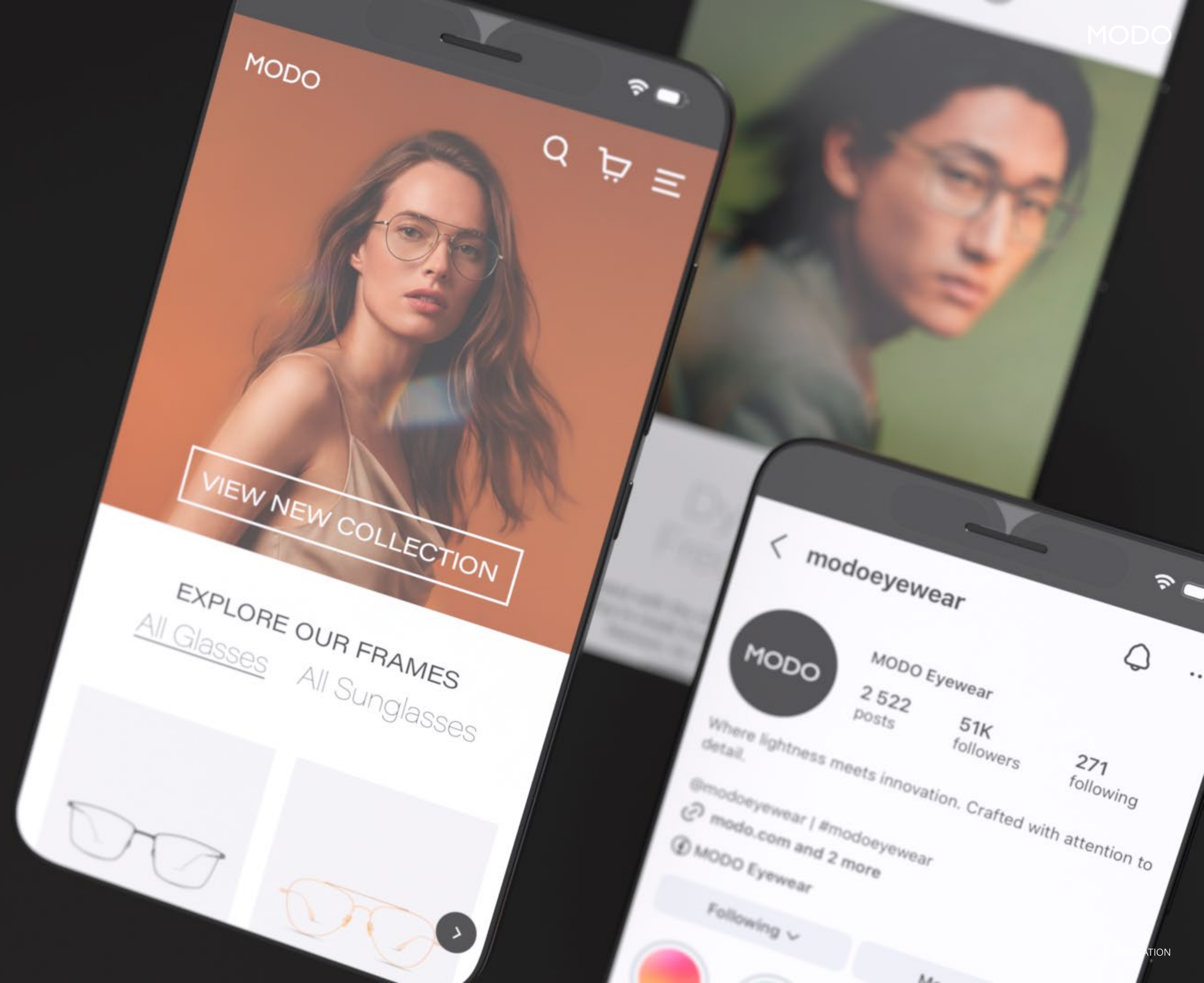
Printed ads

Custom spreads and one-page ads for magazines

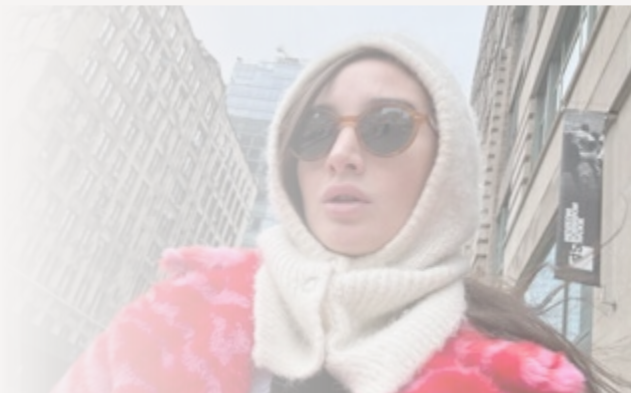


Campaigns in digital channels

- Newsletters
- Website – modo.com
- Social Media – Instagram, Facebook and LinkedIn



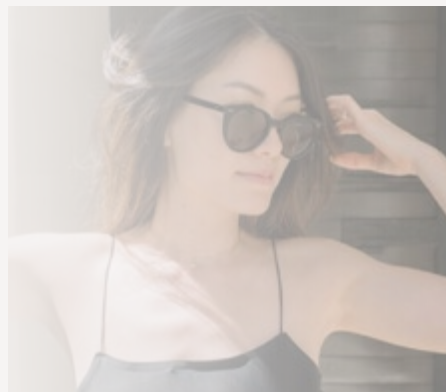
Influencer marketing



@ericsson_marcus 282K followers



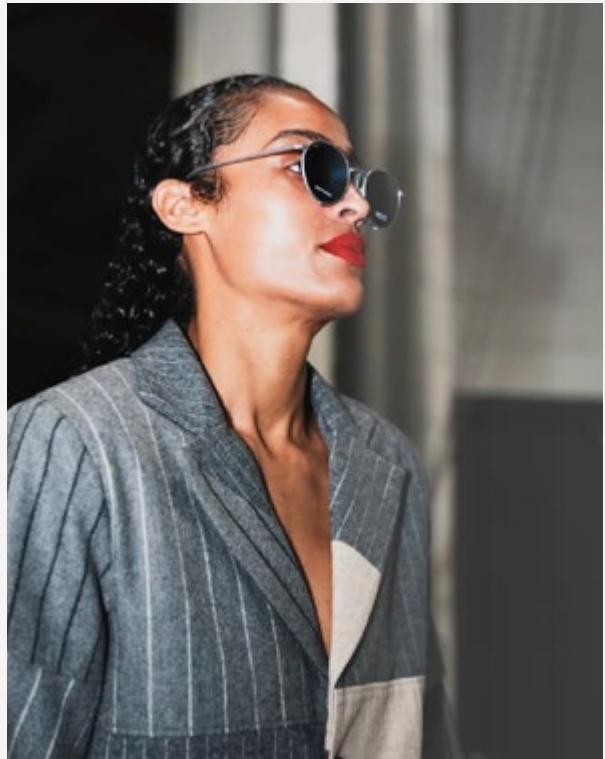
@tringsby 337K followers



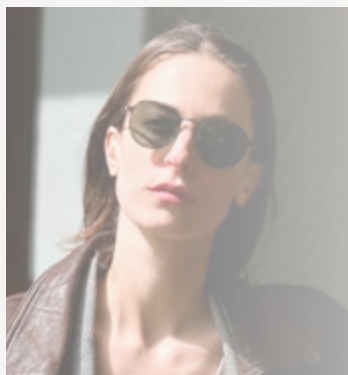
@alexander_koch1 50.5K followers



@julianpiket 114K followers



@skylardiggins 1M followers



Displays and in-store design

Versatile, colorful and easy to use – our displays are created to fit both small and big spaces. To get the full picture, check out our display catalogue!

[VIEW MODO DISPLAY CATALOGUE](#)



MODO