

# MODO

## Identity



### Who we are

From a rooftop in the heart of SoHo to the celebration of craftsmanship in our very own M Factory in Brooklyn's Industry City, we went back to where MODO was founded in 1990 – New York. Why? Because there's no place like home.

With the progressive spirit of New York, the design heritage of Milan and a Scandinavian attention to detail, we deliver quality, durability and lightness, no matter where we go.

### It's all in the details

Throughout our 30-year history, we have offered eyewear that delivers lasting quality and lightness. From the thinnest titanium frames to chunky acetate, our frames will never weigh you down.





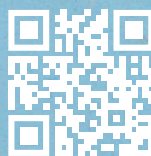


## Conquer the sun

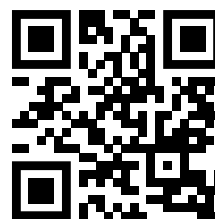
Our sunglasses are fitted with High Chromatic Definition (HCD) lenses, a unique combination of polarization and anti-reflective coating for unsurpassed color clarity and glare reduction. HCD lenses offer 100% UVA and UVB protection.

## Together we can make a difference

Through our partnership with Seva Foundation and our Buy a Frame – Help a Child See program, over **1.3 million children** have received help so far!



Scan the QR code to learn more about  
Buy a Frame, Help a Child See.



Scan the QR-code  
to learn more or visit  
**modo.com**

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