

ORIA



BRAND STORY

ORA was born from a simple provocation: what if eyewear could stop being functional fashion and instead become living sculpture?

At the heart of ORA lies Open Radical Aesthetics, a design philosophy that refuses compromise. Every pair is an experiment in form and presence, crafted to disrupt the quiet neutrality of traditional frames.

The result: sunglasses that don't just sit on your face but transform it into a stage.

These frames live where art, fashion, and subculture intersect. Acidic lenses cut like neon through concrete skylines, oversized volumes echo architectural design, and unconventional materials turn eyewear into something untamed and unapologetic.

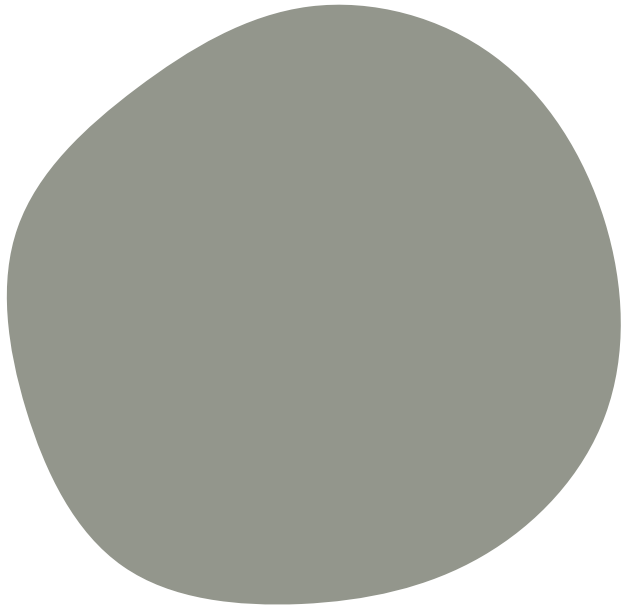
ORA is not created for the mainstream. It is for the ones who want to be seen, the ones who understand that identity is not worn quietly but broadcast boldly. In the hands of musicians, artists, and visionaries, ORA becomes more than an accessory – it becomes a cultural signal, a declaration of self.

This is not just eyewear. This is ORA.



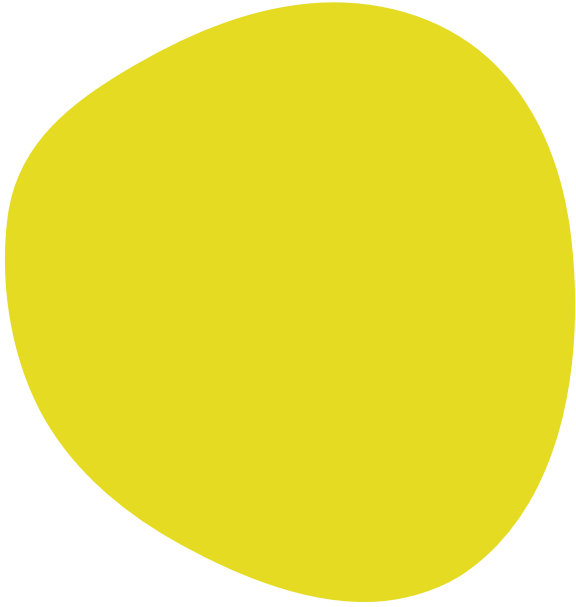


Built from bold, inflated letterforms, the ORA logo captures the brand's philosophy of turning accessories into statements. The \emptyset connects to Open Radical Aesthetics, giving the wordmark both a cultural edge and a nordic attitude.



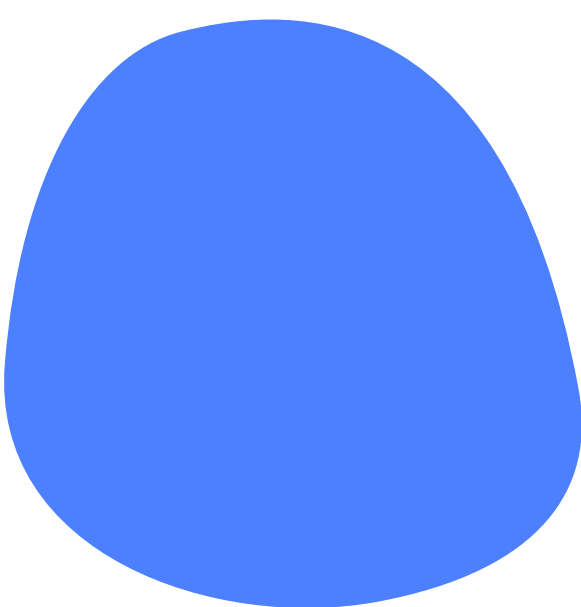
Stone Mist

HEX # 93968C



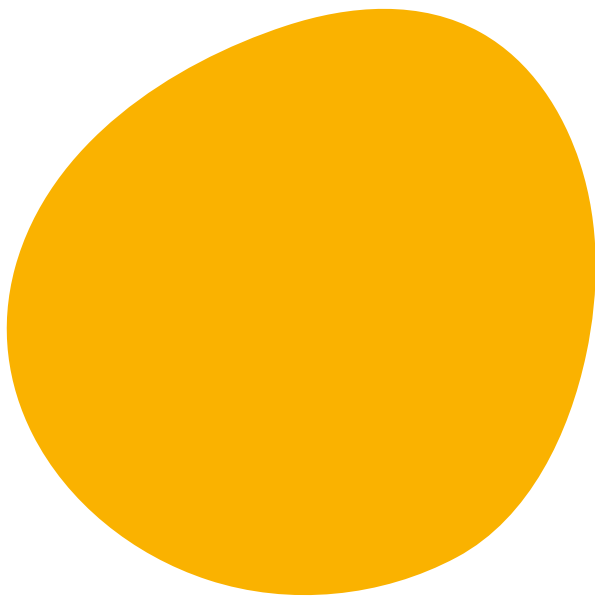
Solar Zest

HEX #E50323



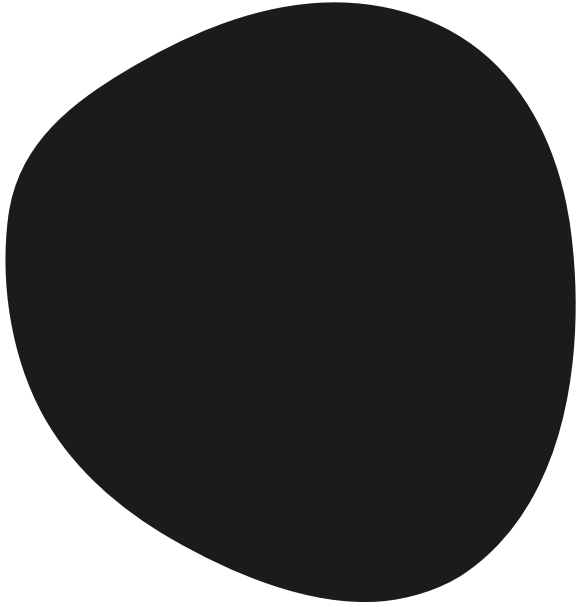
Neon Sky

HEX #4080FF



Golden Pulse

HEX #FAB200



Black

HEX #131313



Aa

Quova Bold

Quova Regular

66

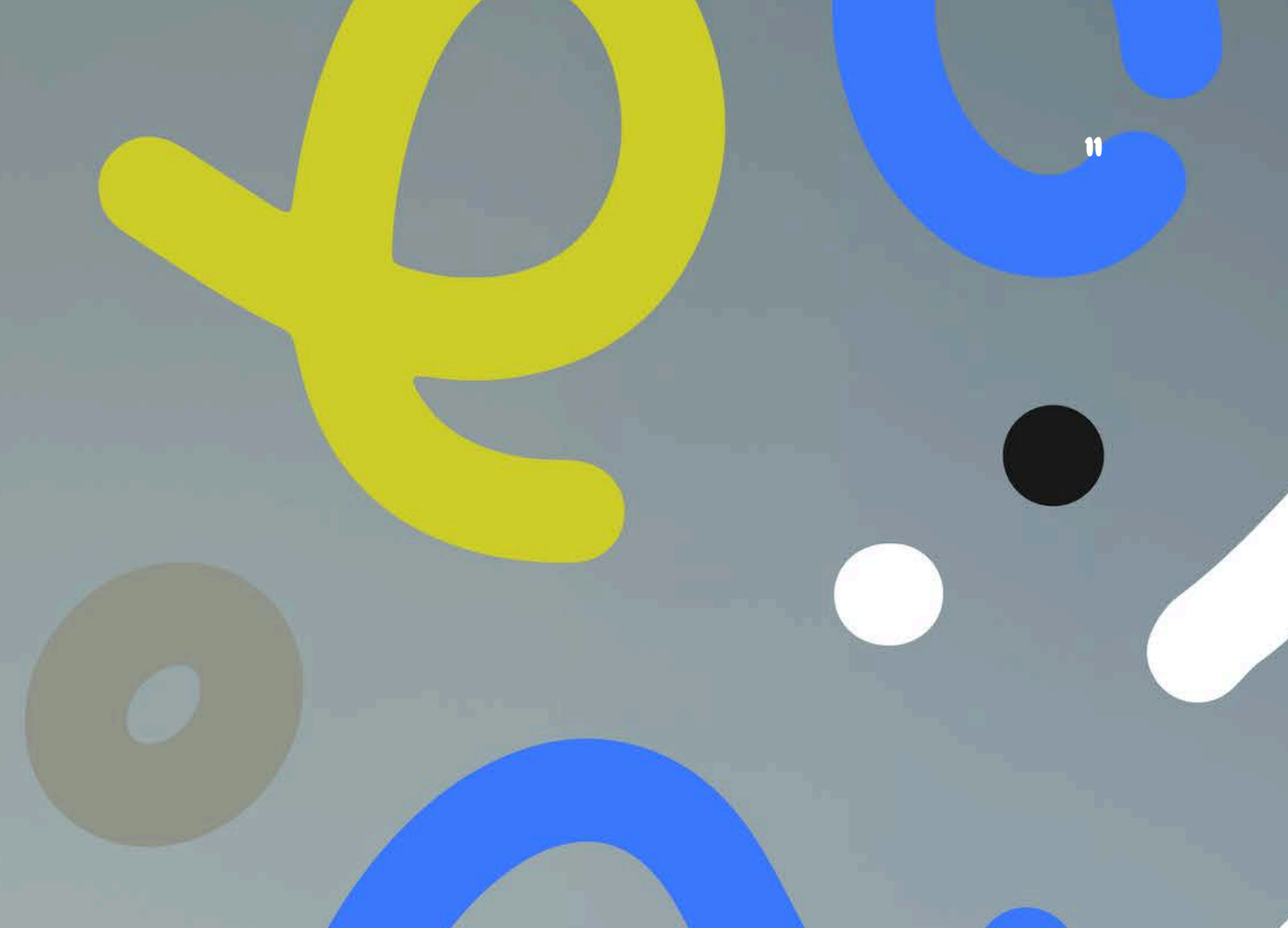
Nok Regular







Tools



Illustrator

logo
colors
pattern
slide deck design

Photoshop

image editing and
mockups

Midjourney

model and product
image generation

Nano Banana

alternative angles and
extended outputs

+ Coffee 