



FOR IMMEDIATE RELEASE

OGI Launches Spring 2026 Collection — Modern Color, Confident Shapes, And Commercial Wearability For Independent Practices

Minneapolis, MN (December 9, 2025) — [The Optical Foundry](#) formally announces the launch of its **Spring 2026 Collection**, a strategically developed lineup designed to offer independent optical practices fresh storytelling opportunities, high-repeat wearability, and standout visual appeal in the dispensary.

Built around the 2026 consumer interest in **clarity, color expression, and modern simplicity**, the collection features thoughtfully sculpted acetates and refined silhouettes that offer broad demographic appeal without sacrificing individuality.

Shapes That Fit How Consumers Shop in 2026

Market trends indicate that consumers are gravitating toward eyewear that makes a statement while remaining practical for everyday wear. [OGI](#) responds with a curated mix of shapes engineered to balance expression and versatility:

- **Soft Square Profiles** for universal fit and gender-neutral styling
- **Contemporary Rounded Shapes** for a polished intellectual look without nostalgia
- **Slightly Lifted Browlines** to introduce personality with restraint
- **Clean Rectangular Silhouettes** aligned with modern “structured minimalism” in fashion

Frames such as [By Golly](#), [Headwaters](#), and [Feral Turkey](#) exemplify how contemporary form meets comfort, creating styles that drive first-pair selection and leave room for second-pair sales.

Color That Converts: The Strategic Palette of Spring 2026

OGI integrates **color intentionally**, reflecting what consumers want to wear — **not just what looks striking online**. The Spring collection introduces hues and finishes that align with forecasted demand:

- **Botanical & Signal Greens** (Frog, Active Lime, Fresh Leaf)
- **Calm Neutrals & Translucent Naturals** (Ozone Grey, Transparent Sand, Matte Black)
- **Optimism Tones** that energize assortments (Orchid Punch, Coral Pink, Signal Blue)
- **Dimensional Updated Tortoisés** (Grey Tortoise, Black Fire, Rose Tortoise)



In-store, these palettes provide **clear storytelling opportunities** — including seasonal color edits, “light & clear acetates,” and “confident color pops” that allow opticians to engage clients quickly.

*"Our goal with Spring 2026 was to provide color that is exciting but fully wearable," says **David Duralde**, Chief Creative Officer. "Independent practices need frames that start conversations but also close sales. This collection gives them both."*

Engineered for Comfort and Everyday Use

Consistent with OGI’s design ethos, the 2026 release incorporates:

- Lightweight and translucent acetates
- Smooth sculpted surfaces and tapered temples
- Matte–gloss contrasts for visual dimension
- Streamlined profiles that increase daily comfort

These refinements ensure a strong first impression and lasting wearability — supporting customer satisfaction and long-term loyalty.

A Strategic Collection for the Independent Channel

OGI continues its commitment to eyewear that champions the independent experience — design-first products, adaptable pricing, and distinctive styles not found in mass distribution.

The Spring 2026 collection provides:

- **High visual impact in small footprint assortments**
- **Styles appropriate for professional, creative, and lifestyle wearers**
- **Distinctive colorways that refresh inventory without redundancy**
- **Frames crafted for customers seeking personality without logos**

Availability

Explore our full portfolio with the [Virtual Try-On App](#), an intuitive tool that lets patients and practices preview frames in real time, anytime. This digital experience enhances fittings and empowers independent practices to inspire confidence and connection.

The **OGI Spring 2026 Collection** will begin shipping to independent optical partners across North America, with additional releases planned throughout the season.

About OGI

Founded in 1997, OGI Eyewear is a pioneer in independent optical design. Based in Minnesota, we deliver bold, handcrafted frames with strong commercial appeal. Known for



trendsetting collections and reliable support for independent opticians, OGI blends fashion-forward design with practical tools and programs - built to keep you and your clients one stylish step ahead.

OGI Eyewear is a proud member of The Optical Foundry.

ogieyewear.com

About The Optical Foundry

Founded in 2002, The Optical Foundry is a collective of nine independent eyewear brands and Sayduck virtual try-on technology. Built on the motto *Independence for Independents*, the company empowers optical professionals with quality products, innovative tools, and steadfast support.

theopticalfoundry.com