

2021 LOOKBOOK

HI THERE, WE ARE HAPPY TO SEE YOU!

We're OGI Eyewear, one of the first and most experienced indie eyewear labels, and we're here to give you a jump.





BORN IN MINNESOTA, ESTABLISHED IN 1997

Born on the frozen prairies of Minnesota, we know a thing or two about small town values and the challenges of running an independent practice. You want approachability, convenience and unique eyewear that's both catchy and tough as boots.

DESIGNED IN THE UNITED STATES

We're a design house first, an innovator with a proven record of making a splash and setting trends.





HANDMADE IN JAPAN

We work with top-notch manufacturers and suppliers to whip up new eyewear from scratch while staying ahead of the curve.

BE BOLD



BE COLORFUL



BE EXPRESSIVE



BE YOU



THE SKY'S THE LIMIT WITH OGI EYEWEAR.

Our releases are frequent, distinct and tell a consistent story without repeating the same stuff over and over. Think innovative, handcrafted frames designed to appeal to all sorts of people and lifestyles. Clients can connect with the perfect piece instead of feeling boxed in to a cookie-cutter look.

MINNESOTA LINGO

BINGO

This game is so popular here, that we put it in our bars: Bar Bingo. Grab a Dauber and a drink then get ready to be disappointed when someone else yells, “BINGO!”. Oh well at least you already have that drink.

CROSTOWN

Highway 62 in the Twin Cities runs East/West along the southern parts of Hennepin and Dakota counties, and is referred to as the “Crosstown” by locals, including the local DOT. One can cross from the far suburbs, through Minneapolis, to the other far suburbs all on the Crosstown.

FER CUTE

This phrase describes something cute, a Minnesotan might say this - “That sweater is fer cute! Where did you get it from?”

FLURRIES

Flurries elsewhere might mean a few inches of snow blowing around, and would indeed shut down anywhere south of Illinois. Snow Flurries in MN are usually larger flakes that can be several inches to feet of snow. Like most places, Minnesotans still use Flurries in the same manner, but their perspective of what a “little” amount of snow is, is quite different from the rest of the country.

HANDSHAKE

Minnesotans will greet others with a handshake, which allows for proper distance to be maintained, as opposed to a hug or cheek kiss - see MN Nice. Handshake is a popular brew made by local brewery Indeed Brewing. Also, if you went to any University in MN, you more than likely used this program. It is the LinkedIn for MN students and employers.

HOLY BUCKETS

An exclamation used in MN to convey surprise or bafflement - could replace “Oh my goodness” - the hands usually go to the mouth for this one - “Holy Buckets! What happened to your car?!”

HUGS

This is an exclamation made with arms out wide and a head tilt similar to that of a Pug, often with a sympathetic face - this is a rare occurrence where a Minnesotan will seek to comfort with actual physical embrace - the passive aggressiveness fades away, and the true Minnesota Nice we are all capable of comes out - Person 1: “Uff Da my dog is so sick, I’m so worried” Person 2: “Oh no! Hugs!”

KITTY CORNER

Also called Kittywampus, this is a synonym for Catty Corner, or to be across from something diagonally. Most Minnesotans will use either “kitty” form.

KRANZ

We feel the name Crayons has too many syllables and shortened it. You’re welcome.

MINNESOTA NICE

Also known locally as passive aggressiveness, Minnesotans are known by outsiders for being very polite compared to the rest of the Country. If you ask a local for help, they might not seem happy about it, but they will help you - car stuck on a snow pile? They’ll help you. Need directions? They’ll help you. In certain situations, such as a “Hugs” situation, the outer ice melts and the true, caring heart that all locals have will show. Minnesotans have a way of navigating privacy and caring for others in a fantastic way, known as Minnesota Nice.

OH FOR CUTE

More cute than one can stand, a Minnesotan will more than likely raise the volume for this one - “Oh for cute!!! She is so precious!!” Think puppies and kittens.

OUT N ABOUT

This refers to just about any place outside the home. It is a catchall phrase that can cover going anywhere really - “Hey hun, I’m going out n about, see ya in a bit!”

LUTEFISK

A fishy treat made by our Scandanavian/Nordic friends, family and neighbors. It is a whitefish, dried, salted and pickled with Lye, which is then rehydrated, usually with lots of butter, before the meal is served. It is an acquired taste, many of us have been told.

SWIMSUIT WINTER

If the temperature from Nov 21 to March 21 goes above 32F you will see Minnesotans out in what many would consider spring or summer attire - shorts and a sweatshirt is my favorite - “Ah it’s almost swimsuit weather!” (you can actually find photos of Minnesotans/Canadians outside in bathing suits surrounded by snow...most of the country thinks we are Canadian...)

UFF DA

This is an exclamation only found here in MN. This might replace an “oh my...” or “Oof” - usually indicates surprise, but it’s usually dismay or bafflement - “Your cat did what to your plants?? Uff Da!”

UP NORTH

People from the Twin Cities or southern MN tend to refer to the area from Mille Lacs all the way up to Canada as “up North” - there are pine trees, lakes and cabins galore, and many spend summer weekends “Up North” (similar to the North Woods of WI or the UP of MI). Weekend traffic during summer will be terrible on Friday and Sunday due to “Up North” traffic from those going to/leaving from their cabins.

UPTOWN

The area of Minneapolis South of downtown. Many locals enjoy the shops, restaurants and art galleries, and the Uptown Art Fair is a must-do every summer.

YOU BETCHA

Usually begun with “Oh yeah” this is a common MN phrase used to convey agreement - a formal translation would be “you bet you” - pronounced “you Bet-ch-ya” for example: “Hey Frank, you going to the meat raffle tonight?” “Oh yeah, you betcha Tim!”



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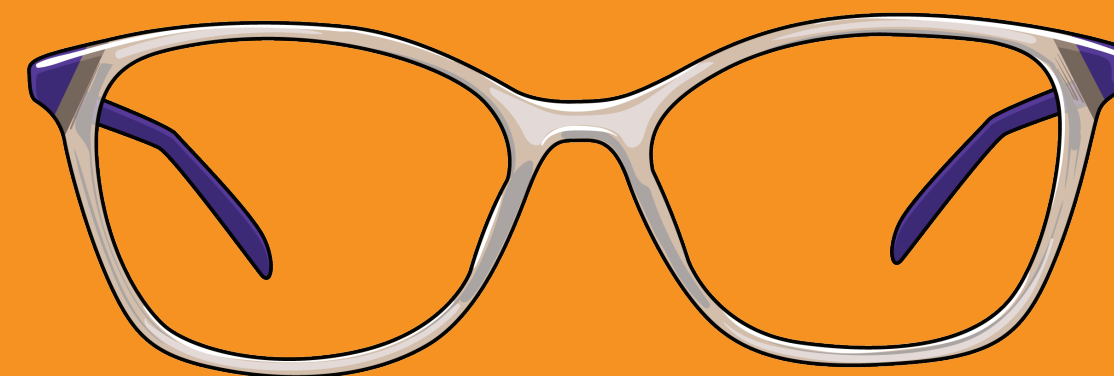


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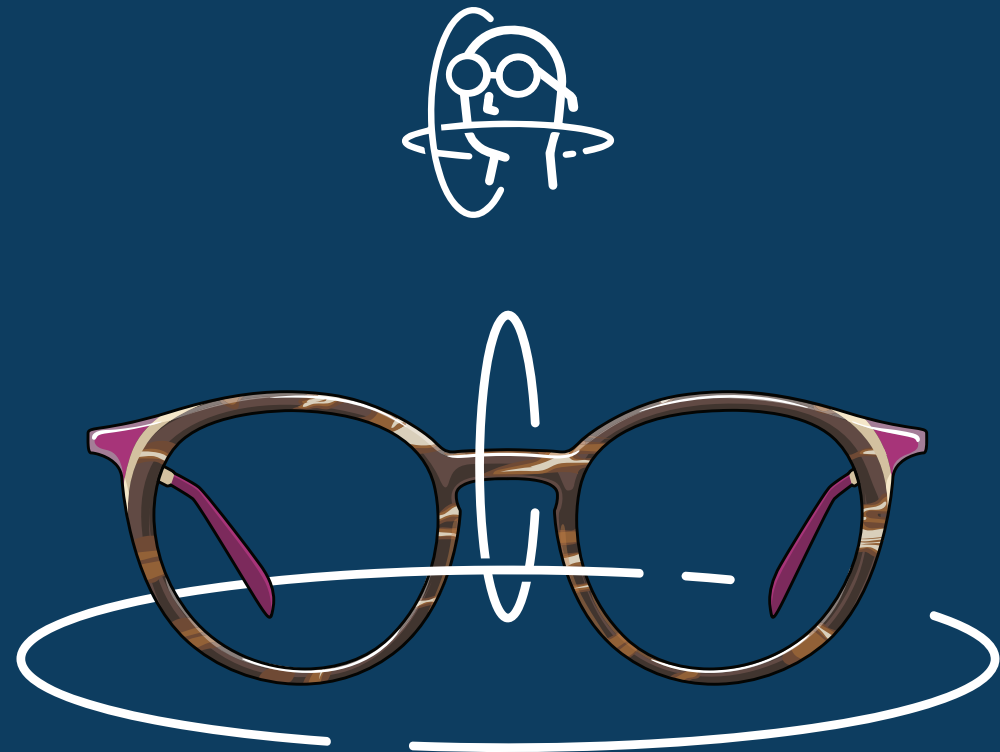
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VIRTUAL TRY-ON AND 3D VIEWING

We've got you covered on the tech end as well with a digital catalogue that features all our collections in full 3-D, a digital buyer's portal for easy ordering and our groundbreaking Virtual Try-On technology that allows your clients to see a set of frames on their faces in real-time, from your office or at home on their Apple devices.



STYLE: FER CUTE

LEARN MORE AT [OGIEYEWEAR.COM/OGI-TRY-ON](https://ogieyewear.com/ogi-try-on)

DEALER LOYALTY PROGRAM

Combined with our knowledgeable Customer Service Team, speedy shipping and a Dealer Loyalty Program that offers a ton of discounts and benefits, partnering up with OGI Eyewear is a no-brainer.



A FELLOW INDEPENDENT WITH A VISION.

We're the leader of the pack. A fellow independent with a vision, an eyewear fashion house that gets you a steady flow of unique frames and helps streamline the retail side of your business with digital solutions that keep you and your clients connected and makes selection and ordering a breeze.

SEE YOU SOON!



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