



ONE TRUE PAIR

LOOKBOOK
2024



ABOUT OTP

OTP is designed for the Millennial and Gen-Z consumer with an appreciation for unique and environmentally friendly eyewear at an affordable price point.

Retro-inspired yet always on trend, OTP is designed with bold structures and shapes for a fresh and modern appeal. Colors range from soft neutrals and earthy tones to metallic hues in a variety of finishes.

With the brand's focus on sustainability, OTP offers biodegradable acetate, packaging, and lens materials, as well as recyclable nose pads and sustainably crafted cases.

CAMPAIGN STORY

The OTP eyewear advertising campaign takes a bold approach, mirroring the effortlessly cool style of contemporary street fashion. The models donned street style clothing that complements the eyewear, creating a synergy between fashion and function. The use of block cubes and vibrant backdrops in green, fuchsia, and blue injects a burst of energy into the visuals, capturing the attention of the target demographic.



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OTP-178



OTPS-2033/OTPS-2035



OTP-175/OTP-174



OTP-192



OTP-186



OTPS-2035/OTPS-2039



OTPS-2041



OTP-181/OTP-183



OTP-186





OTPS-2041



OTPS-2033



OTPS-2039/OTPS-2038



OTP-178



OTPS-2036



OTP-194



OTP-175/OTP-188

2020 VM
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SIX CATEGORY WINNER



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