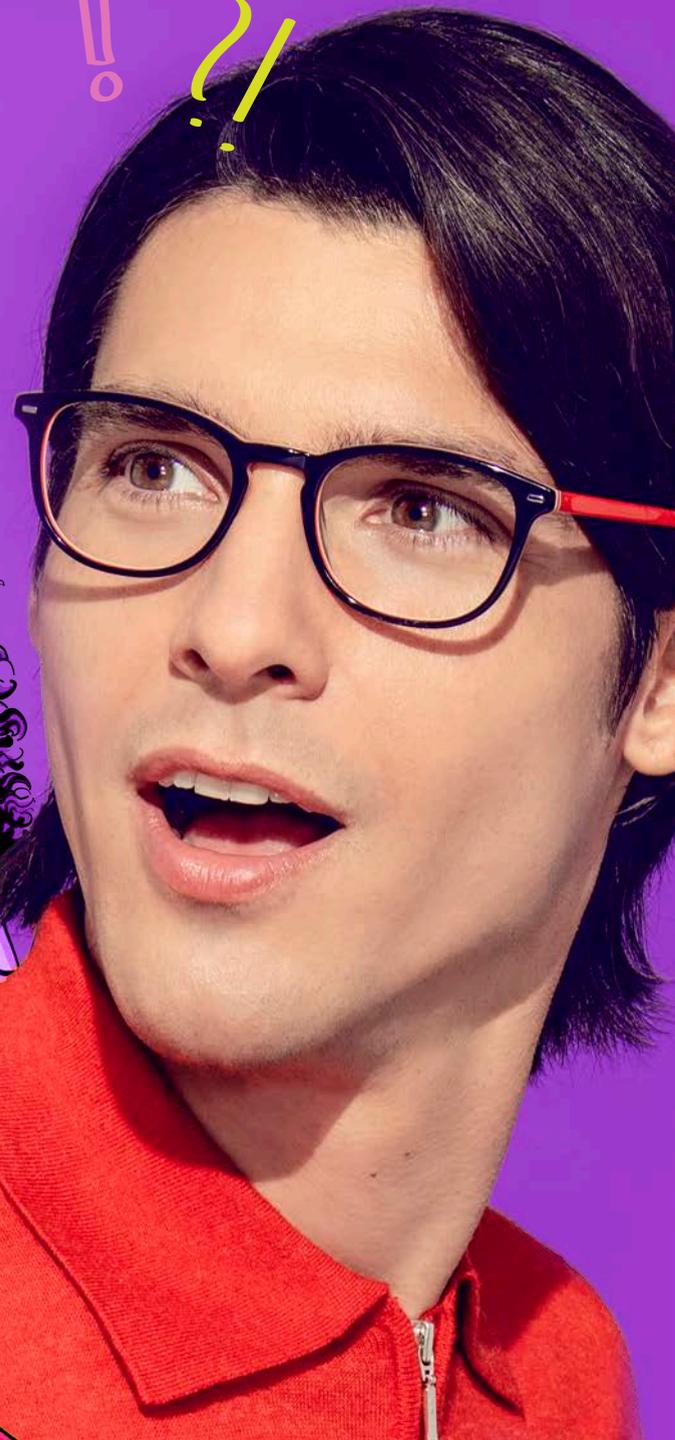


OOGI[®]

2022 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.



KRANZ





OOGI.®

Oh-Gee

OH HEY THERE

"I" is silent.



OGGI®

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.





HI,
YOU ARE
AMAZING.

Be!

MOSQUITO SUMMER

UNIQUE



CREATIVE



BOLD



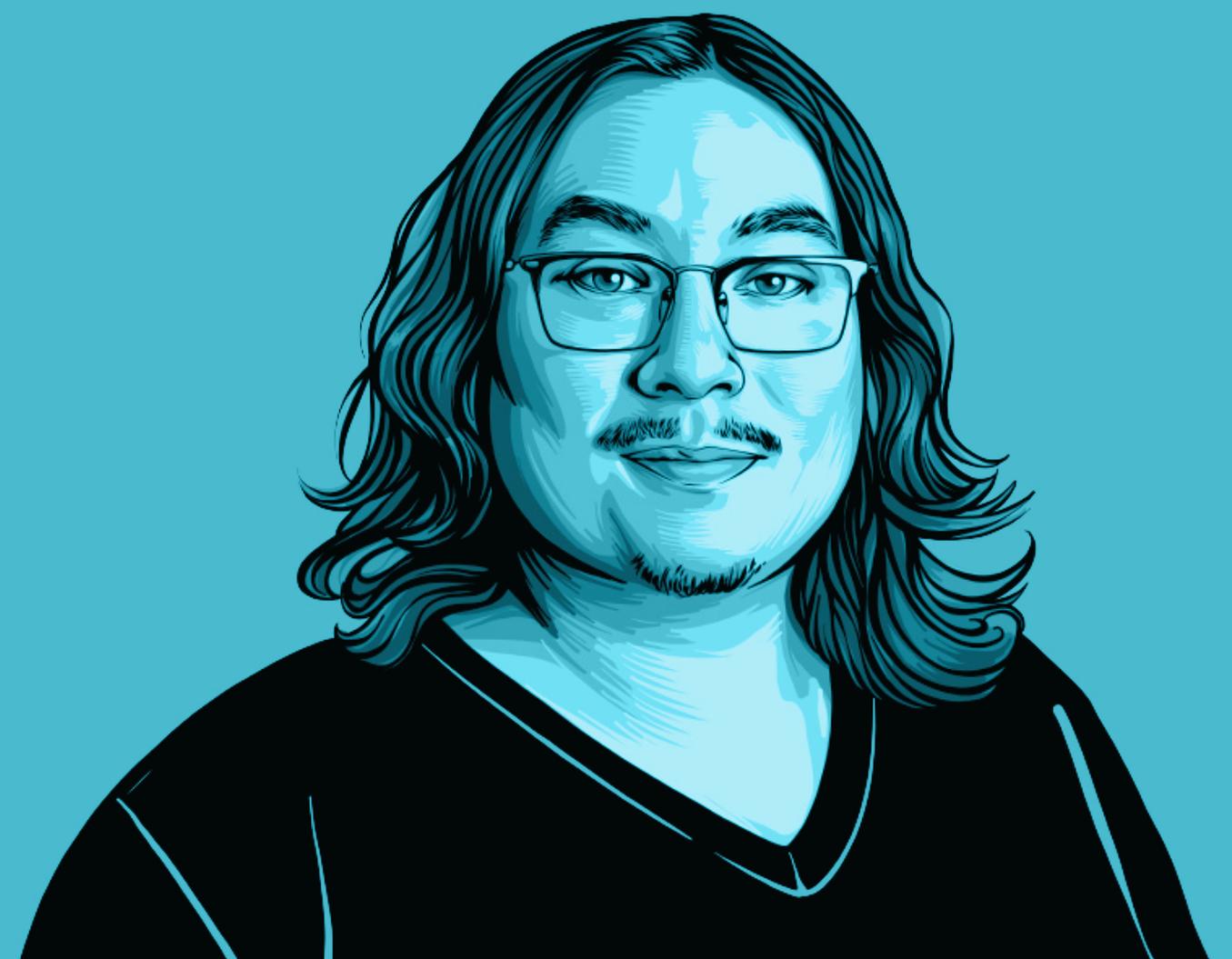
COLORFUL



EXPRESSIVE



YOU





HOT MESS

THE SKY IS 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 into a cookie-cutter look.

Geez

LEARN HOW TO
TALK LIKE A
MINNESOTAN.

It's not just the long vowels that make our Minnesotan accent apparent. We have our own language, our own terminology that we use in the upper Midwest. We are here to help you decipher it.

Louise



GOOD GRIEF

BUGGED IN LINE

A person who jumps/cuts/hops the line is considered a budger or to be budging in line. Budging is not very Minnesota Nice and is not appreciated by most locals who have a tendency to form lines even when not entirely necessary.

CUTIE PIE

First seen in a story in 1916, this is a popular term of endearment used by Minnesotans, usually to describe adorable children, and is considered a mashup between the terms "Cutie" and "Sweetie Pie."

DIGGS

Minnesota sports fans don't often have a lot to celebrate, but the Minneapolis Miracle was something fans will never forget. Seriously, look up the reaction videos. Diggs caught the ball and ran in for the touchdown, helping to create one of the greatest moments in Minnesota sports history.





DARN TOOTIN

EARLY THAW

Two days above 32° in January is a “January Thaw” and when the snow and ice begin to melt in late February, even slightly, Minnesotans will refer to this as an early thaw. Any progress these thaws make are typically thwarted by April and May snow showers and frost warnings.

FOR PETE’S SAKE

Many believe Pete to be St Peter, though no one knows for sure. Originally used in 1903 as a substitute for stronger wording, Minnesotans usually add their typical “oh” and glorious accent to this phrase when frustrated or exasperated.

GEEZ LOUISE

No one knows who Louise is, but it’s possible this phrase came from the song, “Louise” (1929). Said with the typical accent, Minnesotans love to use this phrase when exasperated, surprised or as a general exclamation.

GOOD GRIEF

A term made famous by Charles Schulz’s Charlie Brown, a Minnesota native, it’s a term much used and loved by all Minnesotans. Charlie Brown and his Peanuts gang are celebrated to this day, and statues of the characters can be found around the USA.



MONARCH

GOPHER

Minnesota was once known as “The Gopher State” which seems to have originated in 1858 from a political cartoon. As a midwestern prairie state, gophers and ground squirrels are abundant across the land, making it a fitting nickname. The University of Minnesota soon took the name Gophers as their team and yearbook name, which evolved into the Golden Gophers we know today.

HOT MESS

Originally a term for a hot dish of soft food, in 1899 it was first used to mean a person or group in disarray and disorder, and that meaning stuck. Given the origin of the term, it’s only natural that Minnesotans took to this phrase like Tater tots to a Hotdish.

NEED A PUSH

If you find your vehicle stuck on a snow, or worse yet, ice bank, you might hear this phrase shouted at you by a complete stranger. As most if not all Minnesotans have experienced this, most likely several times, they are always willing to help.

OH GEEZ

Originally used as early as 1790, this mild oath substitutes milder, less offensive wording to convey surprise or concern. This phrase was practically made for the infamous Minnesota accent.

OH HEY THERE

A friendly greeting, sometimes used when surprised, this is a phrase that no Minnesotan can say without slipping into the infamous accent.

POLAR PLUNGE

Living in an area that frequently deals with polar vortexes and subzero temperatures for up to 9 months out of the year, sometimes you have to just break the ice open and hop right in. These plunges usually raise money for different charities, and many will dress up in full costumes to take the “plunge” while others wear their typical summer attire. It’s possible that only Alaskans, Scandinavians, or Russians will understand this winter tradition but we’re okay with that.

WISP

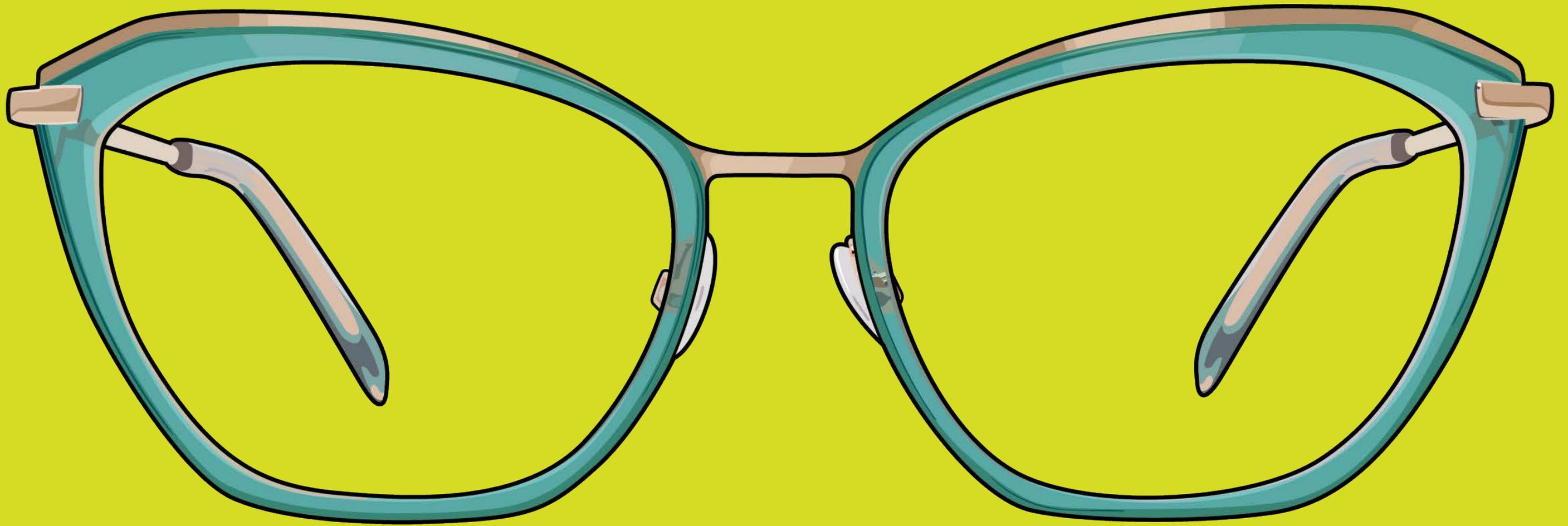
Generally used to describe something or someone who is slight, frail, or fleeting, it is also the name of a small lake in the arrowhead of Minnesota. This lake is part of the beautiful Superior National Forest as well as the Boundary Waters Canoe Area Wilderness, both of which boast some of the most breathtaking scenery in the nation.





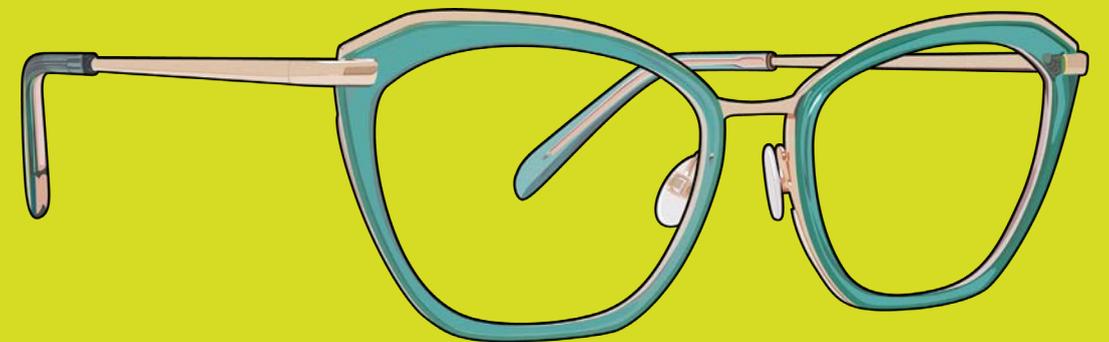
DARN TOOTIN

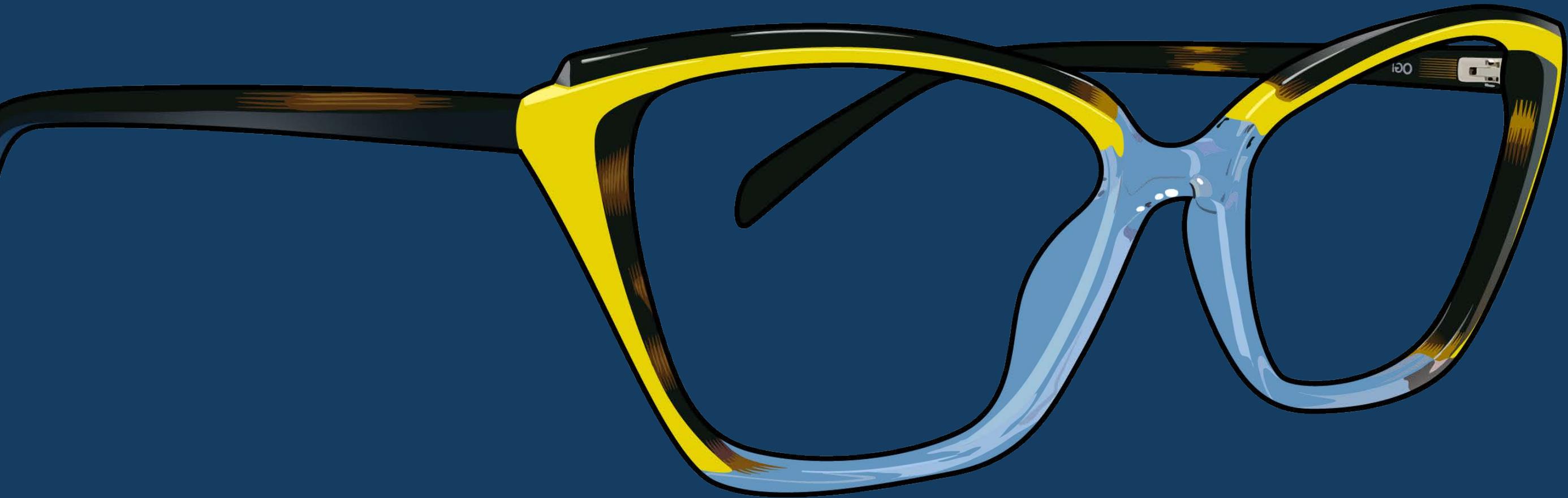
POLAR PLUNGE



PIECE OF PIE

This is like "piece of cake", but Minnesotans prefer their pies to cakes. The Blue Ribbon pies are a huge hit each year at the State Fair and the reigning favorite is a classic: Strawberry Pie.





WISP

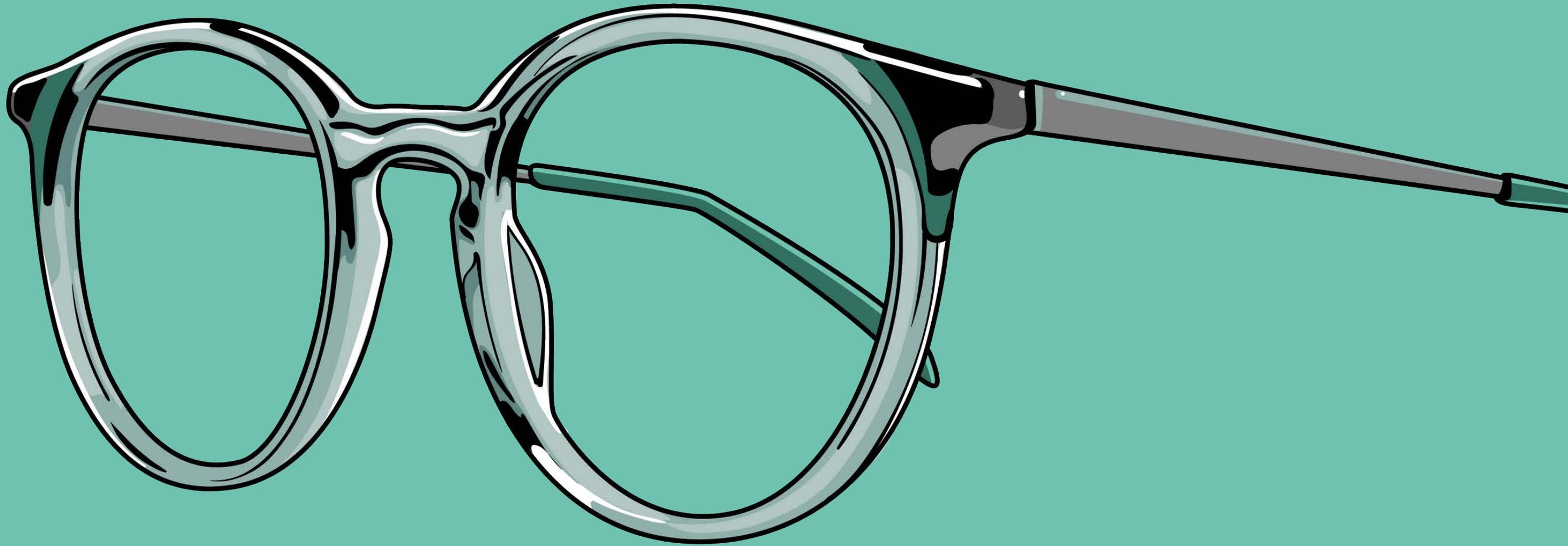
Generally used to describe something or someone who is slight, frail, or fleeting, it is also the name of a small lake in the arrowhead of Minnesota. This lake is part of the beautiful Superior National Forest as well as the Boundary Waters Canoe Area Wilderness, both of which boast some of the most breathtaking scenery in the nation.



UFF DA

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





HUGS

This is an exclamation made with arms out wide and a head tilt like 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!"



SWIMSUIT WINTER

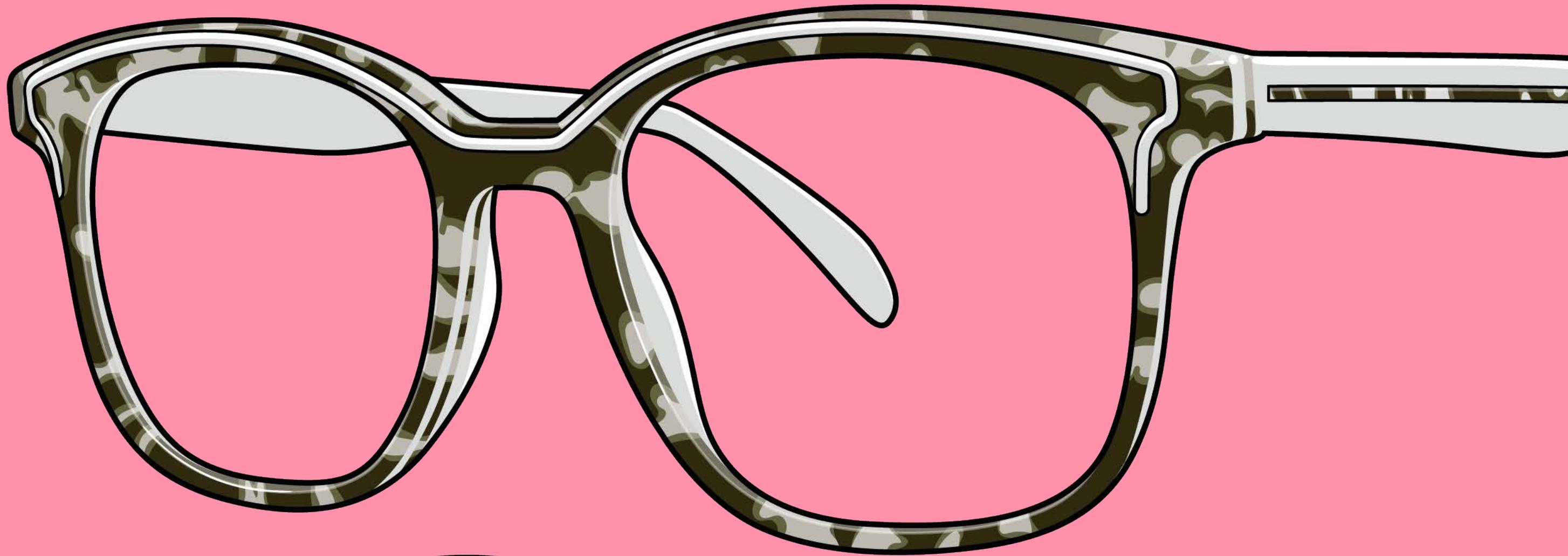
If the temperature from November 21st to March 21st goes above 32°F you will see Minnesotans out in what many would consider spring or summer attire - shorts and a sweatshirt is my favorite - "Ah it's almost swimsuit weather!" (you can actually find photos of Minnesotans/Canadians outside in bathing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



GEEZ LOUISE

No one knows who Louise is, but it's possible this phrase came from the song, "Louise" (1929). Said with the typical accent, Minnesotans love to use this phrase when exasperated, surprised or as a general exclamation





LOLLIGAGGER

This term is used to describe a person who dawdles or putters around, usually causing themselves and others to be late.



KRANZ

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



BUGGED IN LINE

A person who jumps/cuts/hops the line is considered a budger or to be budging in line. Budging is not very Minnesota Nice and is not appreciated by most locals who have a tendency to form lines even when not entirely necessary.



LOOP

Freeways 694 and 494 help connect most major roadways and create a beltway around the Twin Cities aka Minneapolis and St Paul.





MOSQUITO SUMMER

Mosquitoes lay their eggs on water, and Minnesota has more where that came from. While other midwestern states will claim the Mosquito as their state bird, only in Minnesota do they actually grow to the size of small birds (think Hummingbirds). Heading outside in the summer without protection is not recommended from March to November, especially Up North.



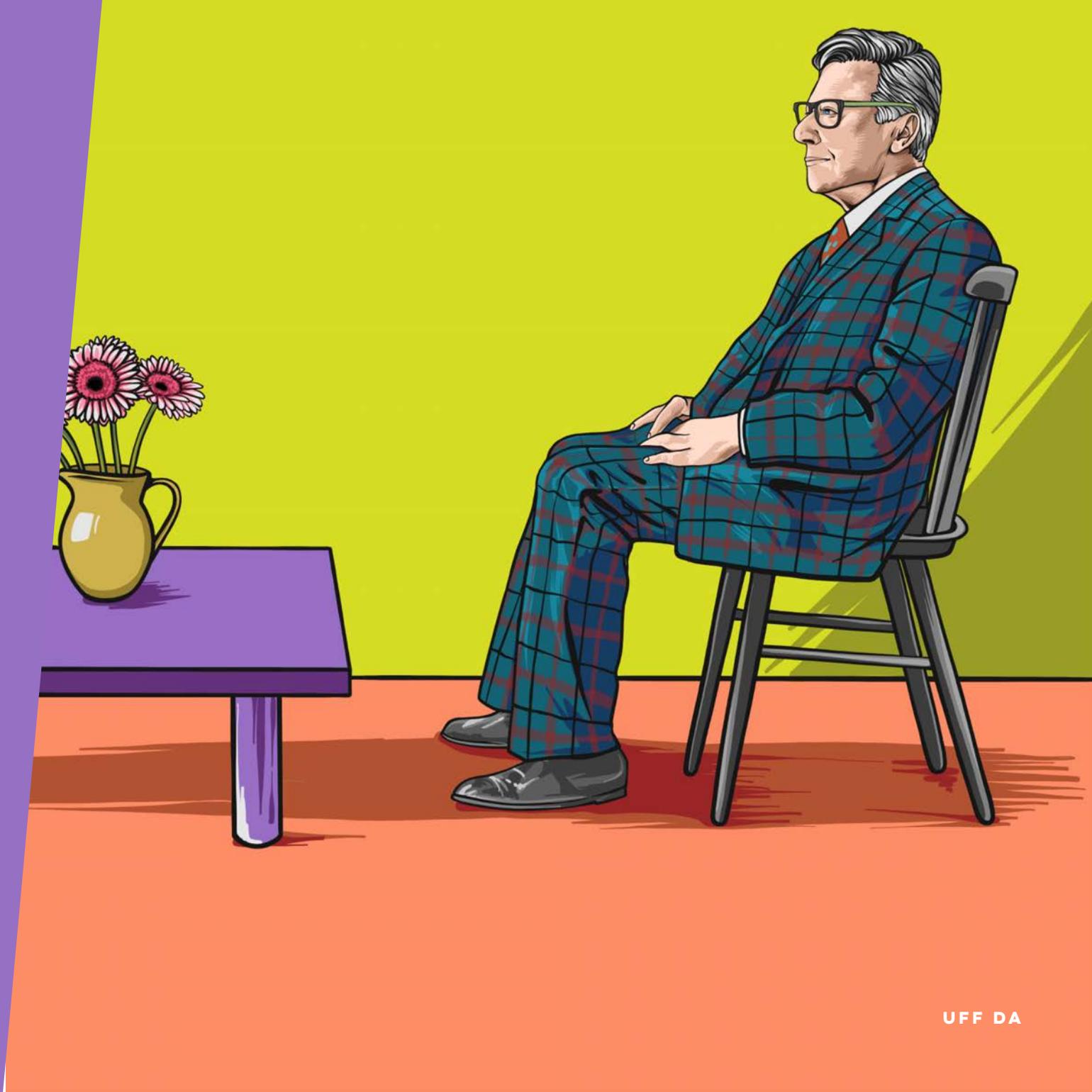
UPTOWN

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.





HOLY BUCKETS



UFF DA



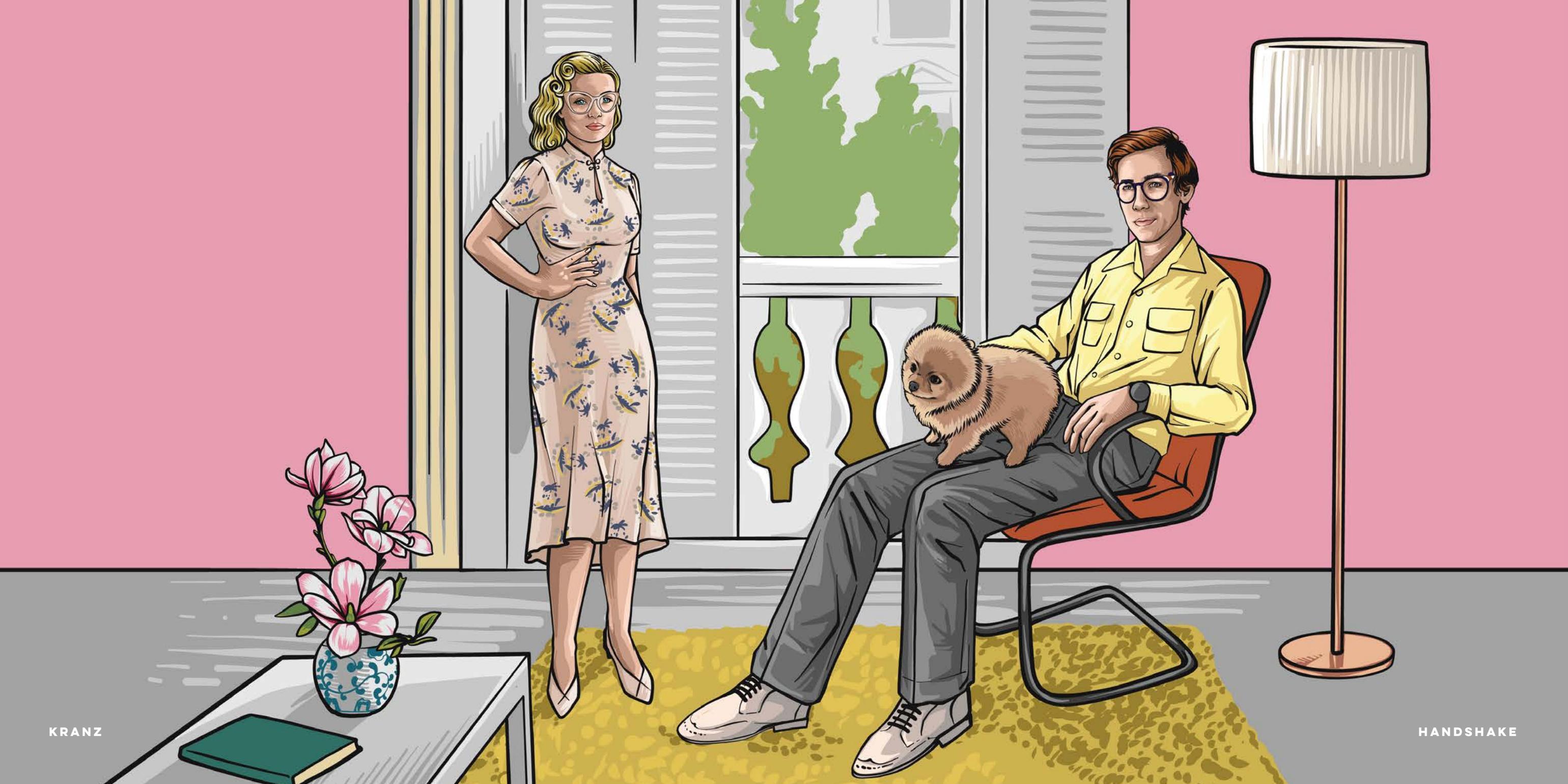
BUGGED IN LINE



LOLLIGAGGER



LOOP





VIRTUAL TRY-ON AND 3D VIEWING

The perfect solution for you to manage patient flow and one-on-one styling sessions. 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.

Learn more at ogieyewear.com/ogi-try-on



BINGO

Need a push?

DEALER LOYALTY PROGRAM

Combined with our knowledgeable Customer Relations 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.



EXPERT
OGI EYEWEAR

MASTER
OGI EYEWEAR

ICON
OGI EYEWEAR



GOPHER

NEED A PUSH

MINNESOTA GOODBYE

The Minnesota Goodbye can take anywhere from 10-40 minutes (or longer) and is generally a 3-stage process. It begins with the "Get Going" stage where the initial intentions to leave are vocalized. The "In House" stage consists of saying goodbyes while still in the gathering space and involves a lot of hugs and chatter. The "At the Door" stage consists of continuing the goodbyes while jackets/shoes/accessories are found near the door and can take even longer during colder weather. The goodbye will continue with the door open, and guests partly or all the way out the door.



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!

OGI[®]

3971 QUEBEC AVENUE NORTH MINNEAPOLIS, MN 55427
888-560-1060 | INFO@OGIEYEWEAR.COM
OGIEYEWEAR.COM
V3.0

@OGIEYEWEAR



OGI Eyewear remains committed to Independent Optical Professionals and is a proud member of The Optical Foundry.

