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Trending—Eponym brings new integrated approach to eyewear branding model. —16

New Sun Lenses

That Make **COLORS** Pop



Vision Expo East Preview

Nouveau, WestGroupe and Safilo to Debut New Booths at Vision Expo East

NEW YORK—Nouveau, WestGroupe and Safilo are some of the companies that have redesigned their booths for Vision Expo East. The new areas are offering more space, lounging areas and conference rooms, as well as space for showcasing brands and educating about product.

→ **WestGroupe** will be unveiling their completely redesigned booth which features a bright open concept and reflects WestGroupe's fashion-forward, contemporary take on eyewear, the company stated. The lounge-inspired seating areas at the front of the booth add a welcoming atmosphere to the new, sophisticated design.

"When we were designing the new booth, we wanted to create a more intimate, uncluttered setting that would put the focus on our collections," said Michael Suliteanu, president of WestGroupe. "I think that we have succeeded in creating an inviting environment for our customers to come and experience our premium selection of eyewear brands."

With private meeting rooms located at either end of the booth and bright, uncluttered order desks, customers will be able to see the latest collections in their best light. In addition, the new booth also features glass display cases located around the perimeter where the latest styles will be showcased.

ImageWear and **Nouveau Eyewear** will also be unveiling a new booth and conference area for 2017. The new area spans 1,800 square feet and is shared by the two divisions of Walman. Included in the showroom area is Revolution Eyewear and its revitalized collection of magnetic clip-on eyewear.

The new booth, designed and constructed by Gilbert Displays—a company that combines architecture with branding mastery in the creation and tailoring of custom trade show exhibits, commercial interiors, graphics solutions and special event services—features a guest check-in area, illuminated frame displays, two conference rooms, a lounge area and multiple guest service stations.

Safilo Group will highlight several new brand initiatives and experiences for visitors to its booth throughout the show. Safilo: A Vision Beyond Frames will be a dedicated virtual reality experience area within the booth for the eponymous Safilo branded eyewear collection, relaunching in Fall 2017.



(Top) ImageWear and Nouveau Eyewear will be unveiling a new booth and conference area at Vision Expo East. (Center) Safilo has organized an exclusive photography exhibit called American Eyes shot by Italian artist Gianluca Vassallo. (Bottom) Safilo visitors will be able to view a live cinematic Instant Experience of Polaroid's polarized lenses visualized through a special monitor.

Navigating the Show Floor at Vision Expo East

NEW YORK—With over five football fields of exhibit space encompassing fashion, accessories, and medical equipment, tackling the Vision Expo show floor can be a daunting experience. Each level of the Javits offers a different experience. Level 3 keeps the focus on fashion at Vision Expo while on Level 1, innovation reigns supreme.

Level 3: Fashion

Level 3 is home to fashion at Vision Expo. From chic new frames, to trendy new accessories, to optical displays, this floor has everything a fashion focused buyer needs. For easier navigation, Level 3 is broken into four main sections: Eyewear + Accessories, New Designer Gallery, The Galleria and The Underground.

Eyewear + Accessories is home to thousands of brands and designs by some of Vision Expo's largest exhibitors. Here you'll also find special pavilions for exhibitors from China, Italy, Korea, and Taiwan.

Head to the New Exhibitor Pavilion if you're looking for fresh, new brands, never-before seen at Vision Expo. New to the show floor this year is the Optical Profit Center (#1135), a collaborative effort of industry



leaders to jointly showcase optical business revenue opportunities. This section of the show floor is also home to the Bryant Park (#1953) and Central Park (#2783) Lounges.

Visit the New Designer Gallery where up-and-coming designers will showcase their new products in a charming and curated destination. Find modern silhou-

ettes, colors and textures that offer a fresh take on the latest eyewear trends, designs and collections.

You can take a break in the New Designer Gallery at the Madison Square Park Lounge (#N1258). Check your My Show Planner on the website or on the mobile app to see the latest events happening in the New Designer Gallery.

The Galleria and The Underground are designed to match the unparalleled experience you have while browsing the most fashion forward collections from around the world. These must-see destina-

tions feature the novel designs and the latest trends for discerning boutique buyers.

You can browse through boutique exhibits from France and Japan in their curated pavilions in The Galleria. While you're there, head to The Galleria Lounge (#G280) to take in a few Pop Up Talks.

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New Booths at Vision Expo East Continued

With Elasta and Emozioni: American Eyes, Safilo will be reintroducing the Elasta men's ophthalmic brand and the Emozioni women's ophthalmic brands in the U.S. market this Spring. To celebrate, Safilo has organized an exclusive photography exhibit called American Eyes shot by Italian artist Gianluca Vassallo.

The product collections will be highlighted in the booth with a teaser of some of the portraits from the photo exhibition running during the show weekend also at NY's Caelum Gallery in Chelsea. The exhibition can also be found on Safilo's new digital museum GalleriaSafilo.com, which will also be on display at the booth.

Safilo visitors are also invited to view a live cinematic Instant Experience of Polaroid's polarized lenses visualized through a special monitor. And, following its success at CES 2017, SAFILOX uses brain wave sensing technology and integrates Interaxon's Muse into Smith Lowdown sunglasses. Visitors, by invitation, will be able to preview the special technology. ■



WestGroup's redesigned booth will feature a bright open concept reflecting the company's fashion-forward, contemporary take on eyewear.

Mido Reports Record Attendance at 47th Edition of the Milan Optical Fair

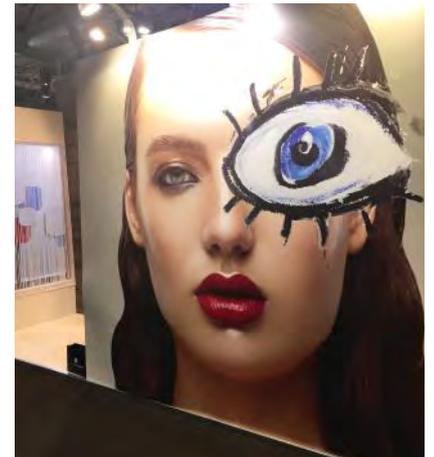
MILAN—Organizers of Mido, the 47th edition of the optical exhibition held here Feb 24 to 26, reported a record-setting 55,000 attendees, a 5.5 percent increase over attendance the previous year. The exhibition featured 1,200 exhibitors, including 106 new ones.

Reinforcing the importance that Mido holds for the Italian system was the visit of the Undersecretary for Economic Development Ivan Scalfarotto who, in addition to the pavilions, visited the much-photographed The Glasses Hype exhibition on the history of eyewear seen through communication and marketing.

The show's More! Area, which featured new and first-time eyewear companies, was crowded as was the Design Lab, hosting innovative and emerging companies. The Fashion District, Lenses and Tech areas rounded out the exhibition which also spanned conferences and special events. Some 20,000 social media posts were hashtagged #MIDO2017 and #Livethewonder. ■



The new Moncler store showed sunwear from Marcolin.



Mido President Cirillo Marcolin and Ivan Scalfarotto Italy's Undersecretary for Economic Development.



The DeRigo REM team at Mido (l to r) Steve Horowitz, Massimo DeRigo, Michele Aracri, Mike Hundert and Nicola Perini.



Safilo's Luisa Delgado welcomes guests to women in optics dinner in Milan.



Women at Safilo's women in global optics dinner sport Peggy Guggenheim suns.



Marchon's Thomas Burkhardt (l) and Seth Goldberger with new Calvin Klein styles.



OGI's Glenn Sherling and Katy Dajnowski.



Silhouette's Jan Cory and Larry Enright took visitors on a preview "experience" of the new Vision Sensation Frames and Lenses, due to hit the U.S. toward the end of this year.



Silhouette has built its own state-of-the-art lens facility in Linz, Austria. Here, (l) Marcus Wecht, and Dr. Thomas Windischbauer.



Kering debuted Petra Collins' #GucciDreamscape video.



CEO Giorgio Valmassoi and CFO Giulia Valmassoi at Thema - A Family Factory.



Christophe Mayet, Essilor Sun Solutions, shows the No Ordinary approach to lens color.



WestGroup's Michael Suliteanu.



Mido hit a record 55,000 in attendance.