

To Assignment Editor:

Hong Kong Optical Fair Media Preview Next Thursday *Design Competition Award Winners will be Announced*

15 October 2015 – HKTDC Hong Kong Optical Fair returns this year for its 23rd edition from 4 to 6 November at the Hong Kong Convention and Exhibition Centre (HKCEC). Over **740 exhibitors from 24 countries and regions** will gather in Hong Kong to showcase new and trendy eyewear and related products. A press conference on **22 October (Thursday)** is organised to present fair highlights and industry trends.

Winners of the 17th **Hong Kong Eyewear Design Competition** will also be announced at the press conference. Under the theme “**Cosmopolitan Glamour**”, contestants from the Open Group and Student Group are challenged to integrate refined craftsmanship with elegant design. Competition winners will join industry representatives at the press conference, along with models parading the award-winning designs.

A range of eyewear from “**Brand Name Gallery**” of the Optical Fair will be exhibited at the press conference, including **Google Glass**, the latest collection from **A Bathing Ape**, sunglasses from **Seesun** – the Korean winner of the Red Dot Design Award –, the collaborated showpiece “Flower Dream” of **ic! berlin** with the futuristic designer, Shinpei Naito as well as the 3D printed eyewear by **Morgenrot**.

The fair will also host seminars and eyewear parades, with the 13th **Hong Kong Optometric Conference** being a focal point for industry representatives. Experts will shed light on important topics in optometry at the two-day conference (5-6 November).

We cordially invite you or your representative to attend the press conference. Details are as follows:

Date: 22 October 2015 (Thursday)
Time: 2:30pm-3:30pm
Venue: Woolloomooloo Prime, Level 21, The ONE, Tsim Sha Tsui
Hosts: **Benjamin Chau**, Deputy Executive Director, HKTDC
David Chow, President, Hong Kong Optical Manufacturers Association

Fair Website

Hong Kong Optical Fair: <http://hkopticalfair.hktdc.com/>

Media Enquiries

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