

To Assignment Editor:

Hong Kong Optical Fair Media Preview Next Monday **Global Brands to be Showcased & Market Trends to be Unveiled**

17 October 2017 – The HKTDC Hong Kong Optical Fair returns for its 25th edition from 8-10 November at the Hong Kong Convention and Exhibition Centre (HKCEC), showcasing the latest eyewear designs and related products. A record **800 exhibitors from 26 countries and regions** are set to gather in Hong Kong for the event. A press conference on **23 October (Monday)** will present fair highlights and industry trends.

Among the products to be featured will be photochromic eyewear that can instantly change from sunglasses to prescription glasses. To present the creativity of local designers, a myriad of Hong Kong brands will take part in the show, including **BIG HORN** and **People by People**. A range of eyewear from the fair's **Brand Name Gallery** will be shown at the press conference to unveil the latest market trends. **999.9** from Japan and **Classico** from Taiwan will showcase hand-crafted vintage eyewear, while **Blanc & Eclare**, founded by Jessica, the former member of the Korean pop group Girls' Generation, will showcase its latest designs. Other eyewear brands include German brand **Freddie Wood**, specialising in natural horn eyewear, the latest suprematism collection by German brand **ic! berlin**, and streetwear brand **Bape Eyewear**. Models will demonstrate some of the designs. Other zones at the Fair include "Frames, Lenses & Parts," "Kids Eyewear & Reading Glasses," "Sporting & Professional Eyewear."

Winners of the **19th Hong Kong Eyewear Design Competition** will also be announced at the press conference. Under the theme "**Free Flow**," contestants from the Open Group and Student Group categories were challenged to integrate refined craftsmanship with unique Hong Kong designs. Competition winners will discuss their design concepts and will be available for interviews during the press conference. Models will also showcase the award-winning designs.

The **15th Hong Kong Optometric Conference**, the focal point for industry representatives, will be held on 9 November. Under the theme "Neuro Vision Rehabilitation," the conference will feature experts who will shed light on such important topics as prismatic treatments and rehabilitation for the elderly suffering from neuro visual disorders.

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

Date: 23 October 2017 (Monday)
Time: 2:30-4pm
Venue: Elite Dining, 31/F, iSQUARE, 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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