

# VISION EXPO

## 2024 | NYC

# SHOW DAILY

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**SATURDAY**  
**MARCH 16**

## Vision Expo East Announces Winners of the NOW Awards

NEW YORK—Vision Expo East 2024 announced the winners of the inaugural NOW Awards on Friday afternoon, March 15, at the Javits Center in New York City. The awards honored brands that embodied the latest trends and innovation in eyewear. All Vision Expo East eyewear exhibitors were encouraged to participate in NOW by Vision Expo by submitting one product per brand and/or collection that they believed best encapsulated the 2024 themes.



The NOW by Vision Expo trends showcase returned to Vision Expo East for its third year. This year's edition expanded upon the successes of years past, showcasing a broad array of eyewear designs that illustrate the latest trends across the industry in colors, materials and styles. The themes included NYC Nostalgia, NYC Fashion, Peach Fuzz (the Color of the Year), Earth and Love.

The awards ceremony included a panel discussion featuring the NOW Advisory Committee, a champagne toast and award

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## Vision Expo East 2024 Continues With Engaging Programming and Entertainment



NEW YORK—Welcome back to Vision Expo East 2024, where the excitement continues as we delve deeper into a world of innovation, education and camaraderie. Today, Saturday, March 16, promises to be another extraordinary day packed with special events and enriching educational opportunities, both on and off the Show floor. As we kick off Day 2, explore today's robust lineup of events and activities:

On the Show Floor, the Bridge programming begins at 9:45 am with RestoringVision's session "Doing Good is Good for Business."

Following this, at 10:15 am, the National Optometric Association will delve into the crucial topic of **Physician Burn Out**. Then, at 11:00 am, don't miss "**Beyond Vision: Behaviors to Supercharge Your Contact Lens Business**," where the Contact Lens Institute will unveil late-breaking U.S. consumer research aimed at boosting practices' ability to attract new contact lens patients. A panel of CLI Visionaries will share insights and strategies to enhance patient satisfaction and grow high-value contact lens prescribing.

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## Question of the Day

Why did you come to Expo this year, and what are your priorities at the Show?



**Peter Davies, Managing Director Optical Outlook Georgetown, Cayman Islands**

"We are looking for an edger. We want to do a bit more than what our existing equipment can handle."

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**Let your child discover the difference.**  
**ZEISS SmartLife Young Lenses**



## Oliver Peoples, Tennis Great Roger Federer Announce Eyewear Collection

LOS ANGELES—Oliver Peoples and tennis great Roger Federer have announced the release of their first eyewear collection. The four-collection partnership under the Roger Federer (“RF”) and Oliver Peoples brands launches with six new styles, including four sunglasses and two shield frames.

To celebrate the release, Oliver Peoples hosted a luncheon for key customers in Los Angeles on Tuesday, March 12, where Federer discussed the partnership with Rocco Basilico, chief wearables officer at Essilor-Luxottica and president of Oliver Peoples, and Oliver Peoples’ designer Lise Tyler.

“Sunglasses are something I’ve enjoyed, as my sport has required me to chase the sun 80 percent of my life,” Federer said. “One of the main goals of our collection was to create sunglasses that could be utilized in every aspect of one’s routine—off or on the court.”

The eyewear demonstrates distinct details that honor Federer, including a number “8” plaque, representing his birth date of August 8, 1981, as well as his number of Wimbledon titles. A custom core wire pattern



*Roger Federer (r) was joined by Rocco Basilico in Los Angeles this week for the release of their first eyewear collection. The collection is now available globally in Oliver Peoples boutiques and online, as well as at select wholesale partners.*

was developed and inspired by the threading patterns of the strings found on vintage tennis racquets, and a custom octagonal RF metal logo piece at the temple tip was inspired by the end of a tennis racquet.

The collection, available as of March 14, also offers the first-ever shield styles in the history of the Oliver Peoples brand. Both Oliver Peoples and Federer noted that they wanted the shield designs to be wearable and timeless while maintaining a fashion-forward and extremely clean aesthetic.

“We are thrilled for the release of the Oliver Peoples and Roger Federer collaboration,” Basilico said. “Roger is a true icon of our generation who represents elegance, style, mastery and precision.” ■

## Simple Communications Adjustments Could Boost Contact Lens Adoption

NEW YORK—Simple adjustments to how eyecare practices communicate with patients may attract a significantly higher number of contact lens wearers, according to new data from the Contact Lens Institute (CLI). The industry association is previewing its latest See Tomorrow initiative consumer research at Vision Expo East today, ahead of publishing an in-depth report next month. The findings reveal significant untapped contact lens demand, with almost one in two (47.8 percent)



glasses wearers who have never tried contacts saying they are highly interested.

However, only one in 10 (10.5 percent) said their optometrist or ophthalmologist had recommended they consider contact lenses, with even lower rates for exam staff (6 percent), optical/eyewear display staff (3 percent) and administrative staff (2 percent) within the office.

“Our research has consistently shown that

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## Question of the Day

**Why did you come to Expo this year, and what are your priorities at the Show?**

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**Taylor Delodder**  
Optical Procurement Manager  
Pure Waterworks  
Traverse City, Mich.

“We are here for new business. This is our first show, and a lot of our customers are here. It’s a cool place to be making connections.”



**Taylor Little**  
Optometry Student  
Eastern Oregon Family Eyecare  
Garden City, Idaho

“We are opening a cold-start practice and today we are looking for frames and equipment. So far, it’s been great, and everyone is helpful and nice.”



**Adam Green, OD**  
Ashville Vision and Wellness  
Arden, N.C.

“We come to Vision Expo East to strengthen our relationships with vendors and learn about new products coming to market. Having all the vendors in one place is an efficient use of our time.”



**Nicole Esver, OD**  
Kaiser  
Lahaina, Hawaii

“I come to Expo for the New York experience. I am also here for education and to see what’s new technology-wise.”

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# SHOW SHOTS



1. Members of the family of 2024 Prevent Blindness Person of Vision Award recipient, Ed Buffington, GPN Technologies, came from across the country to celebrate his special honor.

2. (L to R) Prevent Blindness president and CEO Jeff Todd; 2024 Prevent Blindness Person of Vision Award recipient, Ed Buffington, GPN Technologies; Prevent Blindness board of directors chair Jim McGrann, Advancing Eyecare; and Prevent Blindness Person of Vision Award committee chair Maureen Cavanagh, celebrate at the Person of Vision Award gala.

3. On opening day, the Jobson contingent spent some time at the EssilorLuxottica booth. (L to R) EssilorLuxottica's Sherianne James, Jobson's Anne Cooper, EssilorLuxottica's Fabrizio Uguzzoni, Jobson's Andrew Karp and EssilorLuxottica's Leonardo Maria Del Vecchio.

4. EssilorLuxottica's Rose Harris had a little fun with her eyewear try-on.

5. Executives at the VSP Vision booth took a break from the opening day crowds. (L to R) Chris Enslin, Indar Chaudhuri, Michael Guyette, Thomas Burkhardt and Andy Skitmore.

6. (L to R) Hoya's Jennifer Lapointe, Kelly Rosemann and Regina Lowry welcomed attendees to the booth.

7. Zyloware's Jamie Shyer (l) and Chris Shyer (r) celebrate Jim Tooke's remarkable 45-year tenure with the company.



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1. L'Amey's Stephen Rappoport (c) and Bradford (l) and Bryan Manning of Two Blind Brothers, met with ECPs to talk about the launch of their new collection, 2BB: Optical.

2. Coburn Technologies' Alec Incera was all smiles at the company booth. Coburn is celebrating its 70th anniversary this year.

3. ClearVision's David Friedfeld and Peter Friedfeld raise a glass to celebrate the company's 75 years in business.

4. The team at Windsor Eyes, Ken Kitnick (l) and Paulino Diaz, used the opportunity at Vision Expo to educate ECPs about their frame board management system that allows them to easily replenish frames, order new products and tailor their showrooms to clients.

5. Marcolin celebrated the opening of their new NYC showroom on Thursday night. (L to R) Helping to welcome attendees were Lara Marogna, Sabrina Paulon and Clara Magnanini from Marcolin.

6. (L to R) It was a family affair at the Eye Q Eyewear booth as Jeffrey Frumkin, Jackie Frumkin and Zach Frumkin toasted to the company's 30th anniversary.

7. Harvey Ross (c), the founder of the Sergio Cereda Eyewear Design Award, met with ClearVision's David Friedfeld (l) and 20/20's Victoria Garcia (r) in preparation for the launch of the design award.





# SHOW SHOTS



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1. Flaunt the Frame, a new series presented by IMAGINEM, transcends conventional fashion shows by focusing solely on eyewear and providing an unfiltered view of cutting-edge designs.

2. This year's OptiCon General Session, sponsored by EssilorLuxottica, featured an inspirational conversation with Rebecca Alexander, LCSW-R, MPH, who has been losing both her vision and hearing due to Usher Syndrome (type 3) since adolescence, and Blair Wong, ABOM, NCLEC.

3. EssilorLuxottica's Fabrizio Uguzzoni (r) explains the ins and outs of Nuance Audio glasses to Jobson's Anne Cooper (l) and Marge Axelrad. The glasses feature advanced hearing technology that is seamlessly built in.

4. The family-owned business Modern Optical is marking their 50th anniversary this year. Company president Ken Weissman (l) and son Jonathan took a moment to share a unique toast with tumblers that are being given away daily at the booth.

5. (L to R) Opti-Port's James Rosin enjoys the SPARK conference cocktail reception on Thursday night at the Times Square Edition along with Opti-Port member Dr. Larry Tavel and Opti-Port general manager Jason Lake.

6. (L to R) Kerring Eyewear's Juan Delgado enjoys the company of fellow attendees Michael Fitch from Luxottica and Ranjan Misra of CooperVision at Thursday's SPARK conference cocktail reception.

7. MEI's Piergiorgio Franca was ready to take customers through the details of the company's equipment during the opening day of the show.



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## Vision Expo East Announces Winners of the NOW Awards

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presentations to the winners. The 2024 NOW Award winners are:

- **Best Optical Style of 2024 by a licensed brand**  
Swarovski by EssilorLuxottica

- **Best Optical Style of 2024 by an independent brand**  
Pussy Galore by Spectacle Eyeworks

- **Best Sunglass Style of 2024 by a licensed brand**  
Longchamp by Marchon

- **Best Sunglass Style of 2024 by an independent brand**  
Nina Mur

- **Best Sustainable Style of 2024**  
3D by MODO

- **New Emerging Brand/Designer**  
LAPIMA

- **“Eyewear, the Ultimate Accessory” Award presented by the Accessories Council**  
Selima Optique

- **Optical Lifetime Achievement Award**  
Zyloware - Chris Shyer and Jamie Shyer

**The themes for Vision Expo East 2024 were:**

**NOW loves NYC NOSTALGIA** – commemorating nearly 40 years of Vision Expo with archives or vintage-inspired frames.

**NOW loves NYC FASHION** – featuring high fashion eyewear accessories, from runways to NYC activewear.

**NOW loves PEACH FUZZ** – highlighting the 2024 Pantone Color of the Year.

**NOW loves EARTH** – showcasing innovation, new technology and materials.

**NOW loves LOVE** – featuring independent WOW and the jewelry of the eyes.



(L to R) The 2024 NOW Award winners include Gustavo Assis, LAPIMA; Mehran Baghaie, Spectacle Eyeworks; Selima Salaun, Selima Optique; Lorena Serrano, Nina Mur; Rebecca Giefer, Modo; Jamie Shyer and Chris Shyer, Zyloware; and Alessandro Mariani, EssilorLuxottica.

An application was required to be considered for inclusion in NOW by Vision Expo, and final products were selected by an advisory committee of industry leaders. Selected items will be displayed throughout the duration of Vision Expo East at the NOW Pavilion.

All participants of NOW by Vision Expo were automatically considered for the NOW Awards.

Attendees were encouraged to vote for the People’s Choice Award by visiting the NOW Pavilion and scanning the QR code paired with their favorite frames. ■

## Vision Expo East 2024 Continues With Engaging Programming and Entertainment

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At 12:30 pm, the excitement continues with the National Federation of Opticianry Schools (NFOS) hosting the **College Bowl** competition, powered by EssilorLuxottica. This exhilarating event features a game-show-style format with questions covering various aspects of opticianry. Cheer on your favorite school’s participant as they compete for the coveted \$500 first place prize.

Following the College Bowl, join us in the OptiCon Hub at approximately 1:45

pm for a champagne toast to celebrate the NFOS College Bowl winner and their fellow competitors, raising a glass to their achievements and camaraderie.

But the fun doesn’t stop there. At 3:30 pm, prepare to be captivated by the third and final installment of the **Flaunt the Frame** fashion show at the Bridge. Featuring independent eyewear designs from Spectacle Eyeworks, Sospiri, Variation Design and ic! berlin, this showcase promises to dazzle and inspire.

As the day draws to a close, don’t miss

the exclusive performance and Q&A with Grammy-nominated ‘90s icon **Sophie B. Hawkins** at 4:15 pm. Known for hits like “Damn I Wish I Was Your Lover,” Sophie will share insights into her new album, music and fashion in a conversation with Eye Docs of Rock bassist Michael “Jules” Raies, OD.

For the most up-to-date schedule of events, be sure to reference Vision Expo’s mobile app. As you continue your journey at Vision Expo East 2024, embrace the opportunities to learn, connect and celebrate the vibrancy of this industry. ■



# LATEST NEWS

## Prevent Blindness Honors GPN's Ed Buffington, 20/20 Magazine and Marge Axelrad

CHICAGO—Prevent Blindness presented the 2024 Person of Vision Award to Ed Buffington, president and CEO of GPN Technologies, as part of its Person of Vision Gala on March 14, in conjunction with Vision Expo East. Additionally, *20/20 Magazine* was recognized for its 50th Anniversary, and Marge Axelrad, editorial director emeritus at *Vision Monday*, was honored with the Louisa Lee Schuyler Award, in recognition of her outstanding contributions to the mission of Prevent Blindness.

The event raised a record amount of money, more than \$350,000, to support the sight-saving programs of Prevent Blindness.

Kavanagh, Stadlen & Binkowitz served as the Platinum-level sponsor. Gold sponsors included EssilorLuxottica and GPN Technologies. Regeneron was the Silver-level sponsor. Bronze-level sponsors included Advancing Eyecare, Amgen, Bausch + Lomb, Jobson Interactive, and Vision Service Plan (VSP).

Additional sponsors are Acep, Anagram/EyeCarePro/Foxfire/NVM Institute, Cooper-Vision, DigitalOptometrics, Europa Eyewear, Eyefinity, IDOC, Keplr Vision, Kering, MacuHealth, Marchon, MyEyeDr., National Vision, Ocucuo, Optical Women's Association, PECAA, Safilo USA, Texas State Optical, Via-



(L to R) 2024 Prevent Blindness Person of Vision award recipient, Ed Buffington, GPN Technologies, Prevent Blindness Louisa Lee Schuyler award recipient, Marge Axelrad, Jobson Publishing, and Prevent Blindness president and CEO Jeff Todd, attend the Person of Vision Award gala in New York City on Thursday night.

tris, The Vision Council, Vision Expo, Vision Source and Zeiss. Zyloware sponsored the Nightcap Reception.

For the first time in the Person of Vision Gala's history, individual donations made to Prevent Blindness during the evening were matched to a total of \$15,000 by Kavanagh, Stadlen & Binkowitz. For those who would still like to contribute to Prevent Blindness, gifts may be made at [PreventBlindness.org/donate](https://PreventBlindness.org/donate), or by texting SIGHT to 1-833-711-1621 (message and data rates may apply).

The 2024 Person of Vision Committee was once again chaired by Maureen Cavanagh. Additional committee members included Marge Axelrad, *Vision Monday*; Jay Binkowitz, Keplr Vision; Deb Bulken, Luxottica Wholesale; Marc Ferrara, Jobson Medical Information; Anne Kavanagh, Kavanagh Consulting LLC; Katie Lauver, GPN Technologies; Lorie Lippiatt, LLL Holdings, LLC; Prevent Blindness board of directors chair Jim McGrann, Advancing Eyecare; Jamie Shyer, Zyloware; and Matt Tackman, Essilor.

"Because of the generous support of our Person of Vision Gala attendees and sponsors, this year's event was the most successful in our 116-year history," said Jeff Todd, president and CEO of Prevent Blindness.

"As this was the final Vision Expo East held in New York City, we'll be bringing our fond memories to the new event location in Orlando next year. We invite everyone to attend our Gala in 2025 and help support our sight-saving mission."

For more information on the 2024 Prevent Blindness Person of Vision Award event, please contact Albert Muci at [amuci@preventblindness.org](mailto:amuci@preventblindness.org), or visit <https://preventblindness.org/personofvision>. ■

## Simple Communications Adjustments Could Boost Contact Lens Adoption

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vision-corrected adults are waiting for their doctors to raise the possibility of contact lens wear—a straightforward action that enhances patient satisfaction and practice success," said Stan Rogaski, CLI's executive director. "This latest work delved even deeper into how that and other behaviors by practice teams play enormous roles in attracting or dissuading consumers from contemplating contact lenses and their many benefits."

More than half (51 percent) of glasses

wearers said that their not trying contact lenses was directly influenced by in-practice behaviors or lack thereof. Specific detractors included not having been asked about contact lenses (20 percent), not being told they were a candidate (19 percent) and not being provided with contact lens information (18 percent).

The same respondents were also asked to weigh 25 factors that would influence their consideration of contact lenses—all actions largely within the control of offices. Having their eye doctor explain why contact lenses

would benefit the patient ranked first (66 percent), followed by understanding how to insert and remove lenses (52 percent), being given trial lenses at their appointment (51 percent), having a wide range of price and performance options (47 percent) and being aware of contacts for specific eye conditions (46 percent).

While underlining that the entire practice team should communicate the advantages of contact lens wear, the CLI research highlighted that the optometrist or ophthalmologist must not completely delegate that responsibility. ■

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