



FOR IMMEDIATE RELEASE

Contact: Chelsea Pillsbury

cpillsbury@thevisioncouncil.org

THE BEST IN OPTICAL EYEWEAR DESIGN TO BE AWARDED AT VISION EXPO EAST 2024

NOW by Vision Expo and the accompanying NOW Awards will return to spotlight industry trends with a curated collection of frames from exhibiting designers and brands

Alexandria, VA – January 4, 2023 – The Vision Council and RX, the joint organizers of Vision Expo, have announced the return of [NOW by Vision Expo](#). The dynamic display and awards program will make its latest appearance at Vision Expo East 2024, taking place March 14-17 at the Javits Center in New York City. This year's edition promises to expand upon the successes of years past, showcasing a broad array of eyewear designs that illustrate the latest trends in colors, materials, and styles across the industry.

"Against the vibrant backdrop of the city, and in celebration of nearly four decades of Vision Expo in New York, we are excited to amplify NOW by Vision Expo for 2024 and encourage all eyewear exhibitors to participate in this fantastic showcase," **said Fran Pennella, Vice President of Vision Expo at RX**. "Back by popular demand, NOW by Vision Expo will spotlight some of our industry's most eye-catching frame designs, on display for all show attendees to experience."

Submissions

All Vision Expo East eyewear exhibitors are welcome to participate in NOW by Vision Expo by submitting one product per brand and/or collection that they believe best encapsulates the 2024 themes.

The themes for Vision Expo East 2024 are as follows:

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

To be considered for inclusion in NOW by Vision Expo, eyewear companies must be exhibitors of Vision Expo East 2024 and must complete a short [submission form](#) by February 1, 2024. The final selection of products will be made by the NOW Advisory Committee composed of renowned industry leaders, including:

- Dr. Harbir Sian, OD, Host, The 2020 Podcast
- Alicia Hartman, OD, Founder, People of Barbados
- Rama Valentin, Managing Partner, Atelier Mira
- Dr. Jennifer Tsai, OD, Line of Sight
- Lanard C. Atkins, Board of Directors, ABO-NCLE and Lead Optical Consultant, Timeless EYEidentity
- Wendy Salle, Chief Merchandising Officer, New Look Vision Group

“The new committee members for the 2024 NOW awards each represent a unique facet of our industry,” said **Nico Roseillier, Founder, Designer and Creative Strategist of UN-TI-TLED Creative Agency, and Director and Founder of NOW by Vision Expo.** “I am beyond excited for another spectacular demonstration of design and creativity by the industry’s finest, as well as the second edition of the NOW by Vision Expo Awards ceremony.”

On Friday, March 15, the NOW Advisory Committee will present the **2024 NOW Awards** at The Bridge, Vision Expo East’s main stage. All participants of NOW by Vision Expo will be automatically considered for the NOW Awards. The Awards ceremony will include a panel discussion featuring the NOW Advisory Committee, a champagne toast, and award presentations to winners in the following categories:

- NOW Best Sunglass Award
- NOW Best Optical Award
- NOW Optical Achievement Award
- NOW People’s Choice Award

Interested exhibitors are asked to submit company name, brand name, product name, booth number, the theme that aligns with their product submission, image samples and contact information [here](#) by February 1, 2024. Participation in NOW by Vision Expo is free for all companies exhibiting at Vision Expo East, and the NOW Awards is free for all Vision Expo East attendees to attend. For details on the application process, [click here](#). For any inquiries about submitting your application, contact Suzanne Krauss at skrauss@thevisioncouncil.org.

Vision Expo East 2024 will take place at the Jacob Javits Center in New York City from March 14-17, 2024. To secure your spot as an exhibitor, [click here](#). To register as an attendee, [click here](#). To register as media, [click here](#).

###

About Vision Expo

Vision Expo East and West are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the complete event for ophthalmic professionals, where eyecare meets eyewear, and education, fashion and innovation mingle. In the Vision Expo Exhibit Hall, eyecare providers can discover trends, interact with new technologies and access innovative products and services. The Vision Expo education program is driven by the profession, offering content of the highest quality and relevance to enhance overall patient care. For more information on Vision

Expo, visit visionexpo.com and follow Vision Expo's social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives. Learn more at thevisioncouncil.org.