

A man and a woman are featured in a studio portrait. The man, on the right, is Black with a beard and is wearing dark-rimmed glasses and a blue and brown plaid button-down shirt. The woman, on the left, is white with long brown hair and is wearing green-rimmed glasses and a green polka-dot top. She is resting her head on her hand. The background is a plain, light-colored wall.

THE UNION

EYES ON THE UNION LOOK BOOK

PHOTO BY THEMA A FAMILY FACTORY (U1927)

Not all designers are represented

FEATURED DESIGNERS FROM
THE UNION AT VISION EXPO EAST 2023

 [REGISTER FOR VISION EXPO EAST TODAY!](#)



Rimmel
EYEWEAR



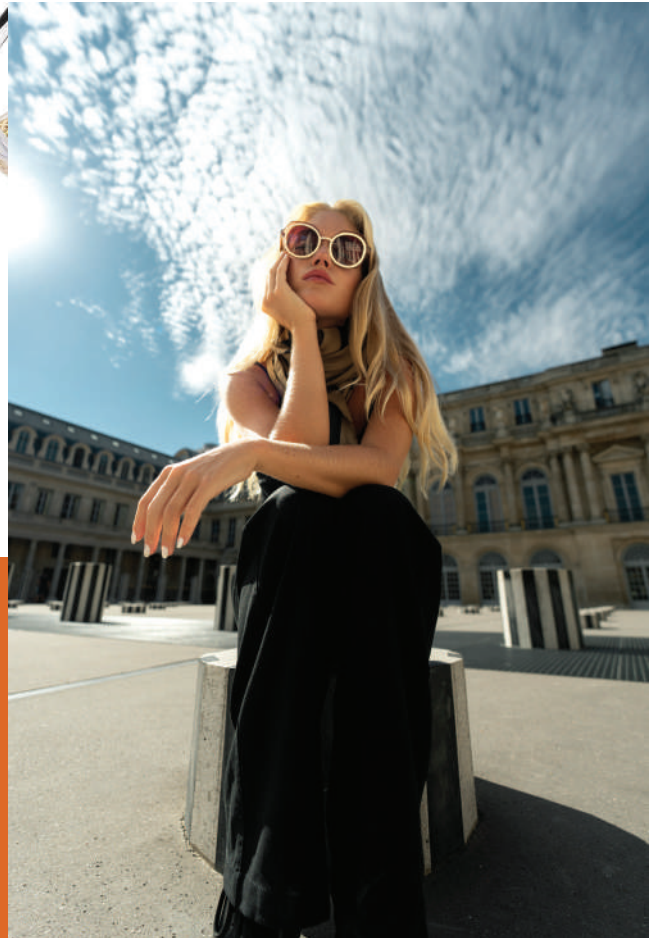
U1746

How do you want people to feel in your eyewear?

I want women to love our designs,
picking more than one pair for daily use.

Describe your brand's aesthetic in 3 words.

Bold. Different. Unique.



THEMA[®]
A Family Factory



U1927

What brings you to Vision Expo?

Participating at Vision Expo is a great opportunity to meet
ophthalmic professionals and present our innovative
services & US-made products.

What is your favorite part about what you do?

Working closely with our clients to offer them the ideal
mix of human interaction and tech assistance for an
incredible and unforgettable digital retail experience.

MINIMA



U1454

What makes your brand unique?

As refined as they are, Minima collections are real concentrates of technicality, the result of an exclusive know-how in the design and manufacture of French eyewear for 30+ years.

Describe your brand's aesthetic in 3 words.

Technical, minimalist & comfort.



prodesign : denmark

BORN DESIGNED. CREATED IN DENMARK.



U1334

What is your favorite part about what you do?

We embrace "Design" as a dynamic entity which is always changing! As a result, developing & creating new products makes every day an adventure. This passion is deeply rooted in our Scandinavian heritage and everything we do!

What makes your brand unique?

Here at Prodesign, we possess nearly a half century of optical expertise which we're celebrating in 2023. Over these 50 years, comfort & perfect fit has always been top of mind throughout conceptualizing and crafting of each frame. An example of this is our commitment to offering all acetates, with or without nose pads.



U1902

What brings you to Vision Expo?

Vision Expo will be the initial launch of our new line, Strak Eyewear!

What is your brand's greatest achievement?

Our greatest achievement thus far is signing two international distributors.




THELOOK



U1744



What is your biggest inspiration?

I'm inspired by characters from the independent culture of the 90s.

What is your brand's greatest achievement?

We incorporate the latest in the market and continuously update our concepts.

ANY DI

MUNICH



U1324

What advice do you have for young designers?

Never give up! Stick to your idea and believe in it, then you will make it.

What makes your brand unique?

The design-patented SunCover is the feature that makes ANY DIs stand out of the crowd.

To me, ANY DI is much more than just a brand, it is a way of life. It reflects my personality, my character and my passion.



Optika
Lunetterie • Eyewear

U2034

How do you want people to feel in your eyewear?

Our eyewear collections, especially Nat & Coco, are all about making a statement. We focus on exciting color combinations that are unique and make an impact.

What is your favorite part about what you do?

Seeing the reactions when we launch a new collection, and when the client tries on our new models.



U1626

What is your biggest inspiration?

I am inspired by human faces and nature, because nature is the best teacher we can have. Everything is there, we just need to open our eyes and we can see that the color combinations and shapes are perfectly represented in a natural way.

Describe your brand's aesthetic in 3 words.

Artistic, Ecological, Colourful



U2041

What is your favorite part about what you do?

Listing our collection with a new optician. New customers are always a celebration and an excitement to grow together in partnership with.

Describe your brand's aesthetic in 3 words.

Nature. Cape Town. Sustainable.

RENEE'S READERS



U2117

What makes your brand unique?

We are truly authentic from the quality of our reading glasses, our commitment to serving our customers, and in our work to give back.

What is your biggest inspiration?

Inspiration is all around us - it's in people, places, experiences. It is in your interpretation that fashions your looks which inspires us to create for your purpose to read, work + live better.



KREWE EYEWEAR

U1449

How do you want people to feel in your eyewear?

Like themselves. Putting a pair of frames on your face can make you feel confident and own your individuality.

What is your biggest inspiration?

Travel. The more we get out there, the better we understand ourselves.



U1643

What makes your brand unique?

Designs, shapes, colors and service that is unparalleled in the optical market.

Describe your brand's aesthetic in 3 words.

Unique, Beautiful, Strong.

wissing®
BRILLENARCHITEKTUR
SINCE 1953



U1921

What makes your brand unique?

The great variety of colors. The unlimited possibilities. Every model, every color and every size. Each model is handmade specifically for the customer.

Describe your brand's aesthetic in 3 words.

Unique. Colorful. Special.



U1456

What advice do you have for young designers?

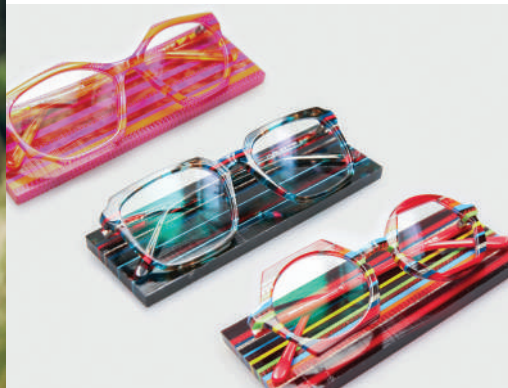
To be innovative while continuing to work in the tradition.

What is your favorite part about what you do?

Starting to draw from the white page.



JOHANN VON GOISERN



U1322

What brings you to Vision Expo?

We want to present our eyewear brand "Johann von Goisern", designed and homemade in Austria, to the American opticians and thus show a piece of Austrian craftsmanship and joy of life.

How do you want people to feel in your eyewear?

The sheer variety of colors means that no two JvG wearers feel the same. Different color moods create different positive feelings and make the spectacle wearer appear as an eye-catcher.

Our motto "Dare to be Different" is also reflected in the wearers, as they are allowed to feel unique with Johann von Goisern glasses.



U1942

What brings you to Vision Expo?

As a great British-brand, we want to showcase our style and personality to a new international audience.

What makes your brand unique?

We believe in the power of colour. It creates fun, vibrancy, positivity, and that's why we add colour to our products, our customer service, & people's lives. We don't do grey; we live life in colour.

RE:SIN



U1640

Describe your brand's aesthetic in 3 words.

Nature, Freedom, Lightness

What makes your brand unique?

Amber stone used for adornment pays tribute to nature and Polish tradition. Properly prepared by Polish amber craftsmen, the Gold of the Baltic Sea adorns the eyewear and decides on their uniqueness. The glasses are made of the highest quality material and are fully handcrafted in Japan.



BROOKLYN SPECTACLES



U1644

Describe your brand's aesthetic in 3 words.
Comfortable, Affordable, High-Quality.

What is your biggest inspiration?
Local artists and the myriad of personalities in our Brooklyn community!



LAZAL
EYEWEAR



U1934A

How do you want people to feel in your eyewear?
Attitude is Essential -Along with the highest quality materials.

Describe your brand's aesthetic in 3 words.
Bold, Classic, Legendary.

caviar

U1934B

How do you want people to feel in your eyewear?

The epitome of Chic, where fashion meets design.

What is your brand's greatest achievement?

Caviar has never mass produced any of its models, making each one a limited edition. The development & design process of each pair takes approximately two years, with attention on breathtakingly unique styling and emphasis on comfort and quality.




parasite
EYEWEAR

U1356

What is your biggest inspiration?

Sci-Fi universe: movies, comics and manga.

Describe your brand's aesthetic in 3 words.

Futuristic, Alternative, French.

Struktur



U1354

What makes your brand unique?

The singular shapes, exclusive colors and above all, our deep French, Normand know-how in manufacturing. We do not just make frames; we provide a comfortable experience for the wearer by a conception thought for each type of face.

Describe your brand's aesthetic in 3 words.

Boldness, Comfort, Colorful.



TC CHARTON
Made To Fit



U1914

What is your biggest inspiration?

"Luxury is the expression of a complex simplicity",
a quote by Arrigo Cipriani.

What is your brand's greatest achievement?

Since 2009, TC CHARTON has been changing the landscape of American Optical industry by raising the awareness that eyewear needs to reflect the population. One size/style does not fit all.

studio
O P T I C S



U1521

How do you want people to feel in your eyewear?

Everyone deserves to feel, look, and see their best, which is why it's our mission to create beautiful frames with a focus on high-quality craftsmanship.

What are you most excited about in 2023?

We're thrilled to launch our very first limited-edition collection, Erkers Special Reserve, at Vision Expo East. This exclusive release features only a handful of models crafted in small batches.



Shwood



U1545

What brings you to Vision Expo?

To share our innovative product concepts with practices that are looking for something new & exciting.

What makes your brand unique?

We make frames out of natural materials that are not common in eyewear.



U1.535

What is your favorite part about what you do?

A Blackfin frame is the result of hundreds of processes. Others may see it as just manufacturing, but for us, each one is a ritual. We are Italian and all our frames are designed and made in Italy.

What makes your brand unique?

Blackfin is top quality titanium eyewear entirely handmade in Italy. For those who reject ordinary and seek unique, technically advanced frames with lightweight and flexibility.



UDM
UNIQUEDESIGNMILANO

U1.535

What is your biggest inspiration?

We take inspiration from the world around us, from our travels, from fashion, from people's faces and from the cultural connections that Milan made.

Describe your brand's aesthetic in 3 words.

Seductive, Tenacious, Detailed

L.G.R

U1535



What advice do you have for young designers?

Young designers need to do their research, study the marketplace and be sure that they're creating designs that are relevant to their target audience.

What makes your brand unique?

L.G.R eyewear is designed with an African inspiration and entirely handmade in Italy. Using the finest materials, our pieces are crafted by artisans who have been trained to make them as luxurious & unique as possible.



LOOK[®]
made in Italy

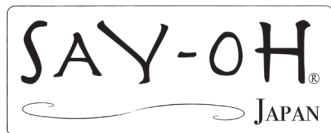
U1535

How do you want people to feel in your eyewear?

We want our customers to feel as comfortable as possible by choosing innovative and high-performance materials.

Describe your brand's aesthetic in 3 words.

Modern, Cool, Independent



U1820

What advice do you have for young designers?

Always remember you are designing for a face that isn't there and creating an object that (for the most part) is not judged in itself, but how it works with that face.

What is your favorite part about what you do?

Meeting consumers who make what we create part of their lives.



U1621



How do you want people to feel in your eyewear?

I hope a customer would say, "I never thought that such a special design could feel so natural and comfortable." In other words, "I tried it for the design and kept it for the comfort."

What advice do you have for young designers?

Starting a career in eyewear can be difficult since trends are often ruled by certain vintage conformity. Be patient; trends are a never-ending cycle and people are always looking for originality. Just be yourself!



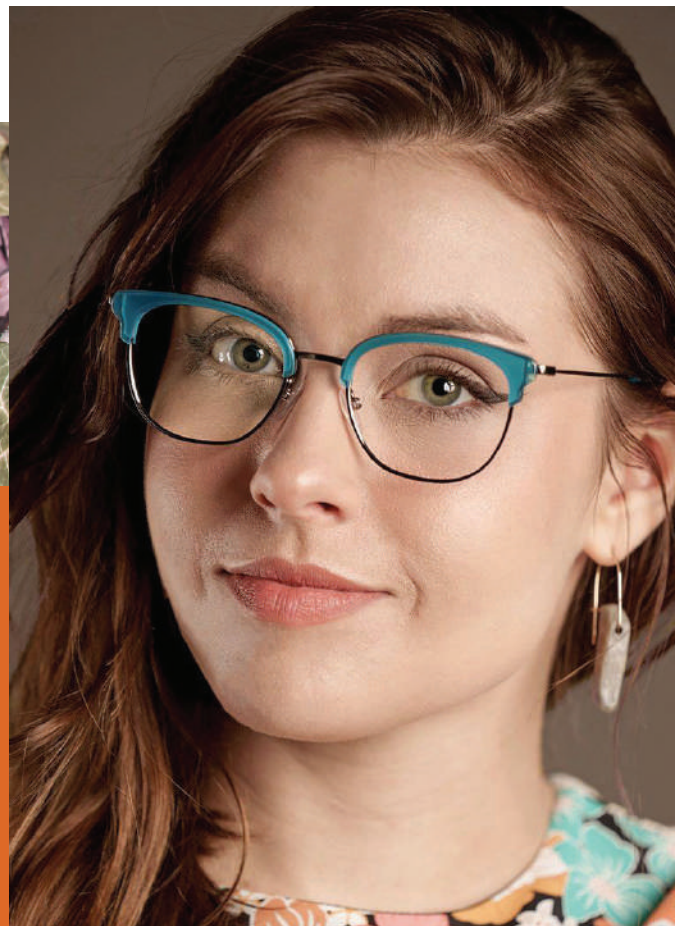
U1920

What is your biggest inspiration?

Seattle and the Pacific Northwest. In our rainy region, people crave color and we aren't afraid of a little funk. While we're a city brand, we can't help being inspired by our natural surroundings.

How do you want people to feel in your eyewear?

Confident, Stylish, Singular.



U1920

What makes your brand unique?

Well, you can say it's colorful, or bold, or unique, or whatever. In the end, I think if you see Roger Eye Design, it speaks for itself.

What is your brand's greatest achievement?

Still being here. If my designs weren't admired, Roger Eye Design wouldn't exist!



U2027

What brings you to Vision Expo?

Exclusively at Vision Expo East, MITA Eyewear will be introducing 8 new frames, between solar and optical styles, all made from recycled materials, like recycled plastic bottles & aluminum. The brand brings out daring oversized frames, geometric shapes, angular silhouettes and distinctive temple designs, balanced with sophisticated classics.

What makes your brand unique?

MITA Eyewear is a brand pioneering the use of sustainable materials in sunglasses and optical eyewear.



U1527

Describe your brand's aesthetic in 3 words.

Timeless, Classic, Elegant

What is your brand's greatest achievement?

Alexander Daas can be spotted on the small and big screen, from shows like 'Tulsa King,' 'This is Us' and 'NCIS' to celebrity fans ranging from Sylvester Stallone, Star Trek's Sir Patrick Stewart, Zendaya, Jenny McCarthy and Michael Keaton, to name a few.

Also featured in Forbes, People, Oprah Daily, and Esquire!

LOUIS LUSO®



U2009

What is your favorite part about what you do?

Developing new styles and applying new materials.

What makes your brand unique?

Louisluso frames are manufactured with a unique material, ultem, to create the lightest frame possible. Additionally, the Dr.Gram frames are built without screws and welds, weighing just 3g.



— THE HOUSE OF —
TOM DAVIES



U1723

What advice do you have for young designers?

Eyewear can change a person's life. Not only because it helps them to see but because it's so visible on their face and part of a person's own brand. What area of design can so much impact on human life? Enjoy the best design job in the world.

What makes your brand unique?

Everything we do is bespoke to the customer. Eyewear can be full of compromise and with Tom Davies Bespoke we like to say "why compromise?"



DANSHARIAN

designed by Alain Miklitarian



U1802

What brings you to Vision Expo?

Danshari USA is launching Alan Miklitarian's latest collection. It is a major debut and his come back to the US market with 17 iconic models incorporating his patented asymmetric flat temple technology, his unique designs and his exclusive acetates from Mazzuchelli.

What is your inspiration?

This collection is called Armenian soul, inspired by the shapes and colors of Armenia, Alain's mother country. The shaded greys, the warm honey, the earthy browns, the gradient violets recall the landscapes and sunsets of Armenia. The laminated transparent acetate temples have colored beta titanium wire core, finely chiseled with decorations and ornaments typical of the rose windows of ancient Armenian monasteries.



BY ALTERNATIVE AND PLAN B EYEWEAR



U1555

What are you most excited about in 2023?

We're launching collections that are eco-friendly, and trying to do our small part to move things in the right direction. 2023 will be a water shed for all things. Positive or negative, there is no side to choose - you are in or you are out now.

What is your biggest inspiration?

I have lots of little quirky things that I do to amuse myself. I keep them to myself, but they all show up from time to time in what I create. I keep my inspirations to myself.

POETS
e y e w e a r

U1443

What makes your brand unique?

Our handmade eyewear is an art form unlike any other! With natural elements and so much attention to detail going into each piece, we craft something special and unique that no one else has and is sure to last for years to come.

What is your brand's greatest achievement?

We are proud of our dedication to excellence and look forward to continuing our commitment to delivering the highest quality products and being reliable, maintaining customers who trust and value our brands.



R A E N



U2015

What brings you to Vision Expo?

Vision Expo is the perfect opportunity to showcase our Spring collection. We will be presenting an assortment of both sun and optical frames, as well as our Blue Light and Bio-Acetate collections.

What makes your brand unique?

We are a brand born in California, born in the Golden State, with a global perspective. We are a creative, scrappy bunch, a small team with global outposts that punches well above it's weight.

CATHERINE DE' MEDICI



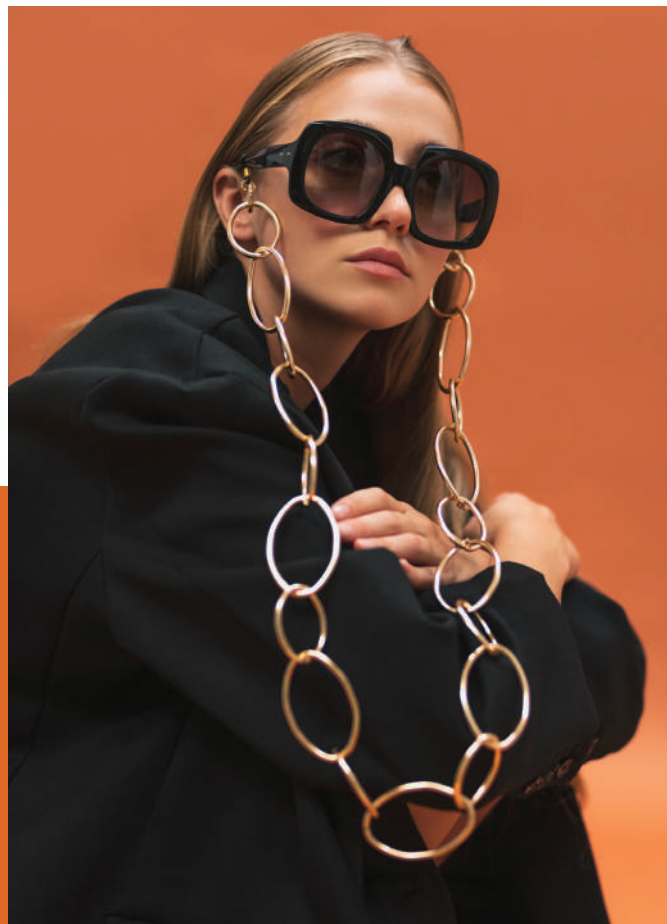
U1425

What is your biggest inspiration?

The meeting between nature and architecture, without a doubt.

What was your brand's biggest learning from 2022?

Innovation both in technology and in materials always pays off.



GIORGIO NANNINI



GIORGIO NANNINI



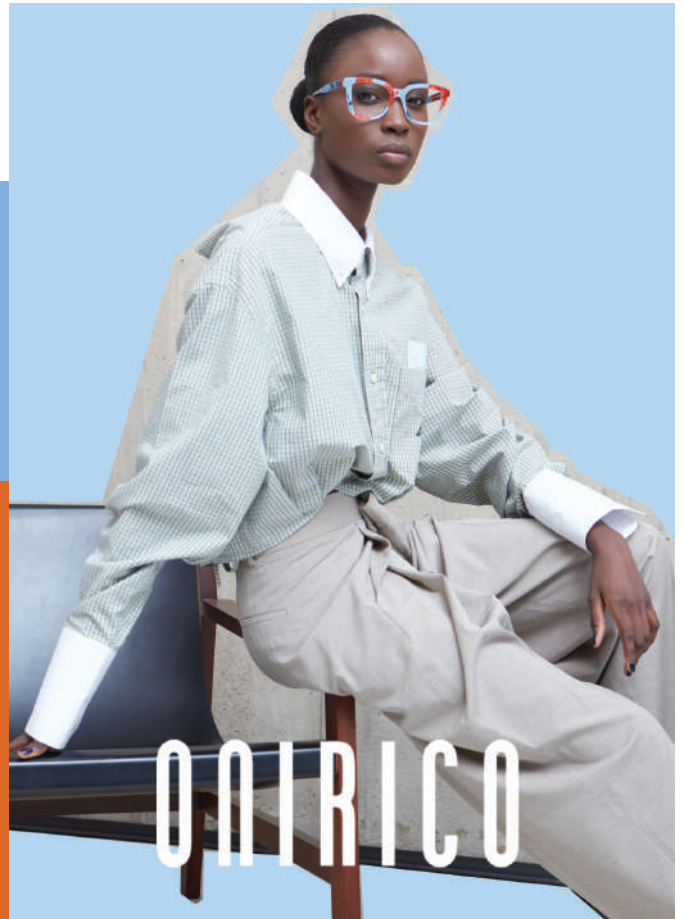
U1425

Describe your brand's aesthetic in 3 words.

Research, Detail, Heritage

What makes your brand unique?

Each Giorgio Nannini frame comes from the knowledge gained throughout many decades of corporate history. Each single step of the production process is followed with the best attention to detail.



U1425

Describe your brand's aesthetic in 3 words.

Uniqueness, Colors, Eclectic

What makes your brand unique?

The constant research between the collection of the most important acetate producer around the world. In order to combine them together and create unique and more sophisticated combinations.

**COMMON
GROUND**



U1425

Describe your brand's aesthetic in 3 words.

Character, Avant-Garde, Unusual

What makes your brand unique?

The combination between the avant-garde design of the frames and the color selection make this collection something really unusual on the market.

eco®



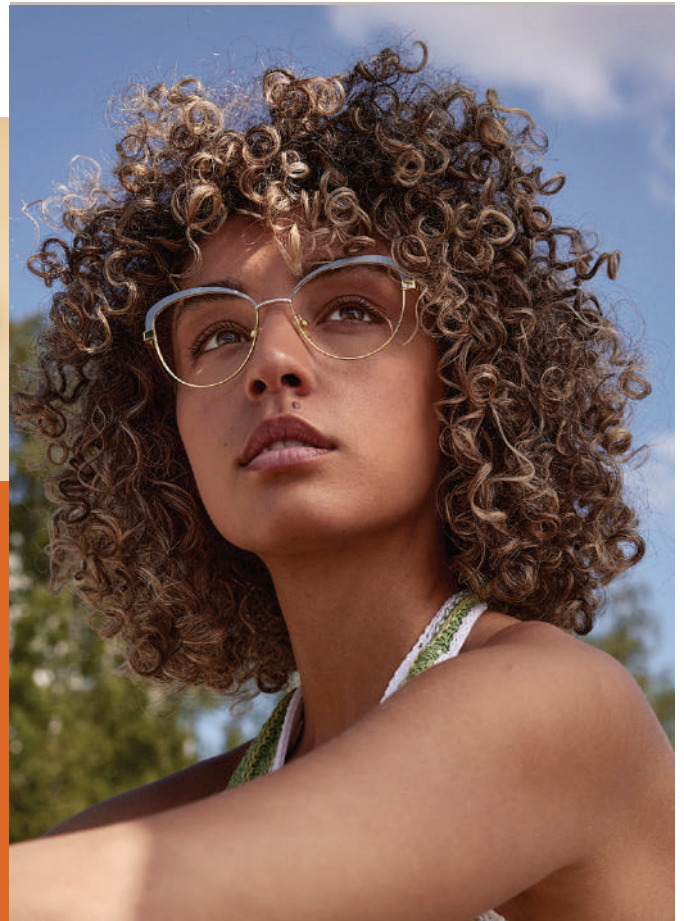
U1735

What are you most excited about in 2023?

We will keep pushing the envelope when it comes to sustainability and research new materials which may result in a good fit for the frames and/or cases and display materials.

What makes your brand unique?

The combination of functional design and sustainable thinking is what sets us apart. Being 'only' sustainable has never been enough for us and we strongly believe that customers shouldn't have to pay a premium for the sustainable aspect. The products must be good in themselves and we always try to innovate in terms of smart solutions, such as the sun clip-ons for both plastics and metals.



MODO



U1735

How do you want people to feel in your eyewear?

We must work on details and design in order to create more comfortable and reliable frames. We want to stay focused on flexibility, lightness, colors and style, like we have for the last 33 years.

What was your brand's biggest learning from 2022?

We understand that it's important to follow trends, while continuing to build one's identity and believe in one's own path.

Jonathan
Cate®



U1325

How do you want people to feel in your eyewear?
Confident, stylish & comfortable

What makes your brand unique?
We strive to be on the leading edge of design and provide a premium quality product at a reasonable price.



VAKAY.
REWARD
Iella

U2044



Jow Way

What brings you to Vision Expo?

Lopo eyewear is an independent eyewear distribution company based in the Bay Area, CA. Our company has participated in a few Vision Expo's in the past and we had an amazing experience. We enjoyed seeing new creations and meeting new clients.

How do you want people to feel in your eyewear?

Lopo Eyewear has brought a wide variety of frames to match every demographic need. Our designs are sophisticated yet fashionable, which gives the client more flexibility in their choices.

COCO AND BREEZY eyewear



U1827

What is your favorite part about what you do?

Creating an inclusive brand and collection that is for everybody. We love to celebrate individuality and create a brand that is genderless. Being able to be a leader in this is something we appreciate and take seriously.

What are you most excited about in 2023?

Our brand started very DIY where we would handcraft and embellish safety goggles with studs and spikes. We are so excited about this full circle moment of going back to the inspiration of how we started. Our new collection features sunglasses with metal studs. These styles are truly the essence of how our brand started, and they are fire. We can't wait for people to experience them.



U1639

What brings you to Vision Expo?

To get exposure to new practices.

What was your brand's biggest learning from 2022?

No resting on your laurels. Always reinvent yourself!



U2043



What is your favorite part about what you do?

Working with our team and together, aiming for one goal.

What makes your brand unique?

Our products are made by high quality beta-titanium with low wholesale prices.



LAIBACH & YORK



U1821



What brings you to Vision Expo?

To show new releases and meet with friends from the industry. To service our accounts and show what we are all about to potential new clients.

How do you want people to feel in your eyewear?

Comfortable, proud, sophisticated, elegant, joyful...



U2042

What brings you to Vision Expo?

Vision Expo has always been the best place for us to meet face-to-face. Nothing compares to that type of interaction with your customers, your competitors, and long-time industry friends.

How do you want people to feel in your eyewear?

Comfortable and confident, all day and all night.

