

@ VISION EXPO EAST  
MARCH 16-19, 2023



Committed to leading the vision industry into its next decade, Vision Expo is paving the way with the most innovative designers and retailers in the business. The Atelier is your thrilling new home for the collections that continue to shape the future of eyewear in a pioneering fashion, art and culture inspired universe, The Atelier is driven by design-led ateliers dedicated to artisanal product with a unique, ownable culture and respected industry position.

## QUALIFICATIONS

*Small, established, owned and operated design-led ateliers, dedicated to artisanal product.*

*Limited distribution via Tier 1 optical retailers in terms of volume and channels.*

*Collections should be created/produced/inspired by a designer – a person behind the brand.*

*Collections should include some limited-edition styles/collections.*

*Collections should have unique and distinctive styling in terms of design aesthetic and craftsmanship.*

## APPLYING

*Fully completed Application required for all companies not within the Underground in 2019, approved for The River in 2020, or approved for The Atelier for in 2021 or 2022.*

*Product photos required; samples may be requested.*

*Retailer letters of recommendation helpful.*

*TRC is comprised of a select group of retailers and designer professionals who review applications and recommend approvals.*

*Please allow upward to 7 business days for feedback on the status of your application.*

**THANK YOU FOR YOUR INTEREST IN THE ATELIER @ VISION EXPO.**

Please complete the following page & submit to Cathrine Wolden via email along with product photos.  
FOR QUESTIONS AND FURTHER INFORMATION: Cathrine Wolden, [cathrine.wolden@rxglobal.com](mailto:cathrine.wolden@rxglobal.com) or 203.840.5383

### ABOUT YOUR COMPANY

**BRAND/COMPANY NAME\*:** \_\_\_\_\_ **CONTACT PERSON:** \_\_\_\_\_

**ADDRESS/CITY/STATE/POSTAL CODE/COUNTRY:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**OFFICE NUMBER:** \_\_\_\_\_ **CELL NUMBER:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_ **INSTAGRAM:** \_\_\_\_\_

**FACEBOOK:** \_\_\_\_\_ **COMPANY LINKEDIN:** \_\_\_\_\_

**IF APPLICABLE, PLEASE LIST ALL BRANDS AFFILIATED WITH THE PARENT BRAND APPLYING:** \_\_\_\_\_

**HAVE YOU EXHIBITED IN VISION EXPO IN THE PAST YEAR?**  YES  NO

**IF YES, WHAT NEIGHBORHOOD/AREA OF THE SHOW?**  UNION  PARK  SPRINGS  GALLERIA  UNDERGROUND

**WHAT YEAR?** \_\_\_\_\_

### ABOUT THE DESIGNER

**WHO IS THE DESIGNER?** *(If more than one, please list all and identify the head designer.)*  
 \_\_\_\_\_

**IS THE HEAD DESIGNER THE PRINCIPAL OF THE COMPANY?**  YES  NO **WILL THE HEAD DESIGNER BE AT VISION EXPO?**  YES  NO

### ABOUT YOUR PRODUCT

**WHOLESALE PRICE POINT** *(Lowest to highest):* \_\_\_\_\_ **YEARS IN BUSINESS:** \_\_\_\_\_ **MINIMUM ORDERING QUANTITY:** \_\_\_\_\_

**LOCATION OF PRODUCTION/MANUFACTURING:** \_\_\_\_\_ **QUANTITY OF DESIGNS (SKU) WITHIN YOUR COLLECTION:** \_\_\_\_\_

**ANNUAL PRODUCTION:** \_\_\_\_\_ **HOW MANY RETAILERS CARRY YOUR PRODUCTS:** \_\_\_\_\_

**TYPE OF DESIGNS** *(check all that apply):*  HANDCRAFTED  ONE-OF-A-KIND  LIMITED PRODUCTION  MASS PRODUCTION

**IS YOUR BRAND ECO-FRIENDLY AND/OR MADE OF SUSTAINABLE MATERIALS?**  YES  NO **IF YES, PLEASE EXPLAIN:**  
 \_\_\_\_\_

**LIST OTHER TRADE SHOWS IN WHICH YOU EXHIBIT GLOBALLY:**

Show Name	City/State/Country	Season/Dates

**IF ACCEPTED INTO THE ATELIER, WHAT IS YOUR PREFERRED BOOTH SIZE:**  10" x 10"  10" x 20"  10" x 30"

### ABOUT YOUR RETAILERS

**LIST THREE RETAILERS YOU ARE TARGETING:**

Store Name	Buyer	City/State/Country

**LIST THREE RETAILERS THAT CURRENTLY CARRY YOUR COLLECTION:**

Store Name	Buyer	City/State/Country

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\*All brands being showcased must be listed. Please be advised: exhibitors at The Atelier may not share their booth space with other companies or brands.