

# THE ATELIER

@ VISION EXPO EAST  
April 1 - 3 2022



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

*Design-led ateliers dedicated to artisanal product.  
Limited distribution via Tier 1 Optical retailers and own channels.  
Product and branding appropriate for pavilion presence  
adjacency. Unique, ownable culture and position.*

## APPLYING

*Fully completed Application required for all companies not within the Underground  
in 2019 or approved for The River in 2020.  
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: \_\_\_\_\_

### 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 |
|------------|-------|--------------------|
|            |       |                    |
|            |       |                    |
|            |       |                    |

**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@rxgglobal.com or 203.840.5383