



@ VISION EXPO EAST

APRIL 1 - 3, 2022



The Springs boldly plants a flag for the next generation of optical icons. A true discovery zone, this is Vision Expo's incubator for emerging talent in eyewear design and vision innovation. Nestled amongst some of the industry's most prestigious brands, The Springs is where top buyers dive into collections by the industry's ones-to-watch and are privy to a first glimpse of experimental artistry from the next generation of rising optical stars.

Committed to leading the vision industry into its next decade, Vision Expo is paving the way with our new home for the newest and most innovative emerging designers in the business.

The Springs is your home, a beautiful laboratory for you to begin to sculpt your future in the vision industry.

DEFINITION

A true discovery zone, this is Vision Expo's incubator for emerging talent in eyewear design.

Dive into collections by these ones-to-watch and be privy to a first glimpse of experimental artistry from this next generation of rising optical stars.

QUALIFICATIONS

Under 5 years in business.

Very limited early distribution in terms of volume and channels.

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

Designers should produce limited editions/small production collections.

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

APPLYING

Application required.

Photos of your product required. (Samples may be requested.)

Samples of marketing, branding and/or advertising.

Open to companies not already within Vision Expo. Committee majority approval required; letters of reference from current Retailers may be helpful.

THANK YOU FOR YOUR INTEREST IN THE SPRINGS @ 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 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:** _____

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 HE/SHE 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:** _____

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

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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