

THE SPRINGS

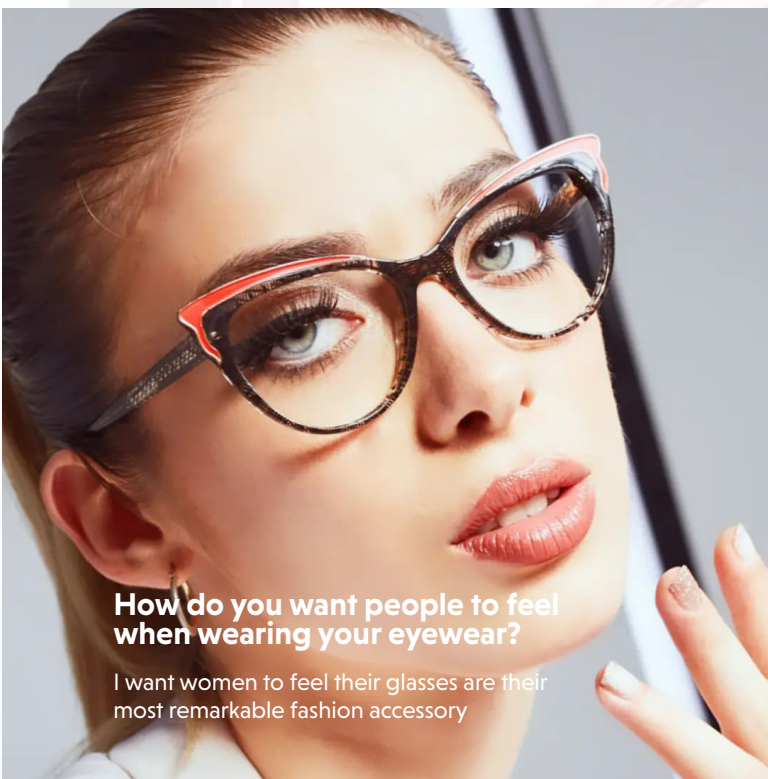
Rimmel

What's in store for your brand this year that you're looking forward to?

We're proud to make our debut at Vision Expo East. We've designed very special models to stand out.

What was your biggest learning from 2021?

The importance of being different

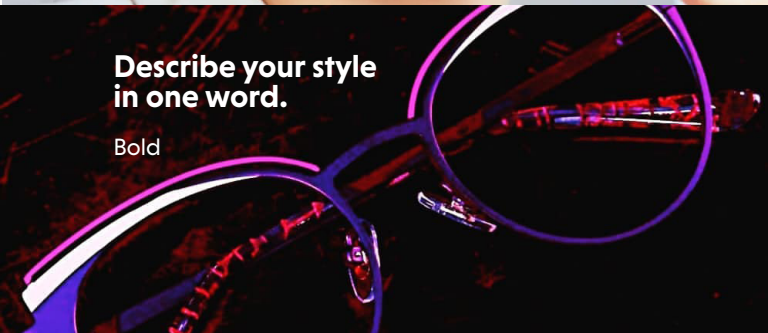


How do you want people to feel when wearing your eyewear?

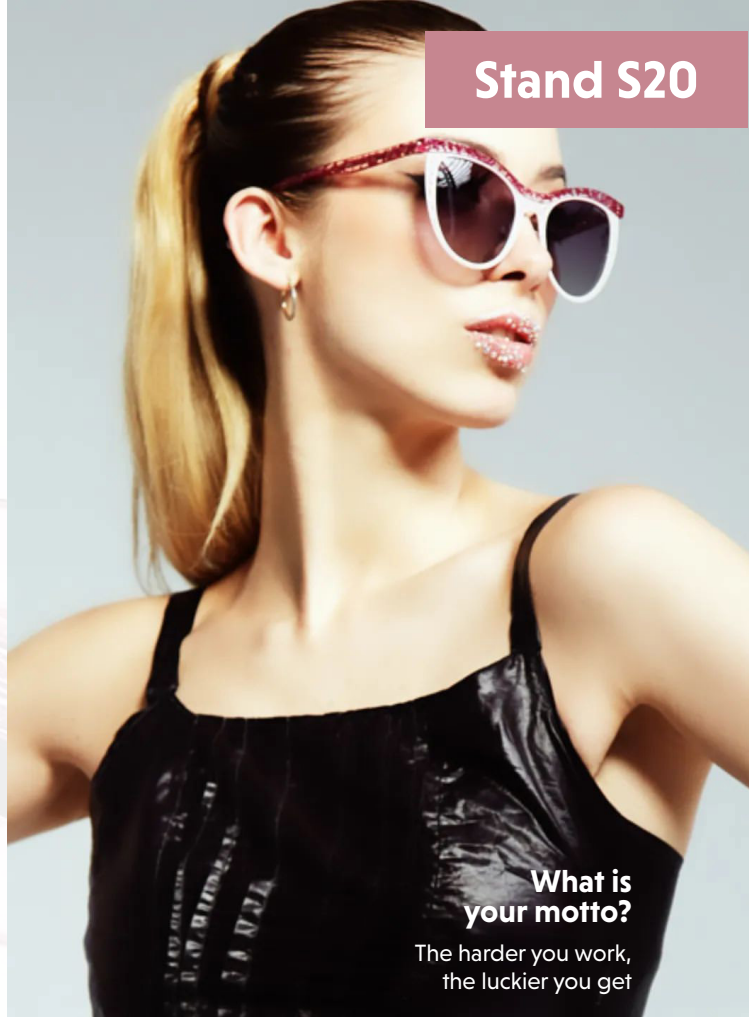
I want women to feel their glasses are their most remarkable fashion accessory

Describe your style in one word.

Bold



Stand S20



What is your motto?

The harder you work, the luckier you get

What do you consider your greatest achievement with your brand?

Reaching a balance of quality & design at an affordable price

What advice would you give to young designers just starting out and hoping to make it in the industry?

Innovation in construction, design and colors

What is your favorite part about what you do?

There's no greater satisfaction than watching the consumer wearing and loving your glasses





Lplr 

La petite lunette rouge

What was your brand's biggest learning from 2021?

That, even in difficult times, creation is a source of fulfillment



What brings you to Vision Expo?

The American Dream! Being selected in "L'atelier" among great brands is a real opportunity to get known

What did your first design look like?

It's funny because I drew it here in New York 6 years ago. It was a round shape with my double bridge.



What is your favorite part about what you do?

It is undoubtedly to create!



What advice do you have for brands looking to create some excitement?

Be really different!

What do you consider your greatest achievement with your brand?

The most beautiful boutiques distributing the brands of prestigious iconic designers have found a lot of interest in the LPLR collection



What is your biggest inspiration?

the 80's



BAARS



What is your favorite part about what you do?

The excitement of creating something new and meaningful

What are you most excited for in 2022?

In 2022, we've collaborated (again) with Julia Gogshato to create a very unique product. The project is called FLIP and will be premiered at Vision Expo East.



If you weren't an eyewear designer, what would you be doing instead?

I've always wanted to be a pilot. A lot of the frames I have created have names inspired by airplanes.



What was your brand's biggest learning from 2021?

It's time for a more sustainable and local product approach. From our beginning, we've made high-quality products in France, in respect of the environment and the people working with us.

What advice would you give to young designers just starting out and hoping to make it in the industry?

Trust yourself and your ideas. Work hard and don't compromise on your vision.



EMMANUELLE KHANH

What's one unique aspect of your design and manufacturing process?

Emmanuelle Khanh's (EK) manufacturing process has over 90 steps, taking four months to create a beautiful and shiny frame. Many manual steps as well.

What is your favorite part about what you do?

To go from an idea to a physical product – and then to see how people appreciate the details and wear the styles I created.

How do you want people to feel when wearing your eyewear?

Free. In love with life and with themselves. Wearing EK is a way to express yourself.



What makes your brand unique?

Its history. Back in the 70's, EK was the first to create big glasses, and to really view eyewear as a way to express yourself.

What advice would you give to young designers hoping to make it in the industry?

Be faithful to your creativity. It's good to listen to advice, but it's better to follow your own feelings.

THE ATELIER



What are you most excited for in 2022?

The Fall 2022 is a collection that really has inspiration and attention put into it. There is a collaboration frame coming out in October that I'm particularly excited about.

What is your biggest inspiration?

Haters. Nothing gets me more fired up than when I know someone believes I can't do something.

Stand A402



What is one unique aspect of your design and manufacturing process?

Craftmanship is a key pillar at GLCO. Subtle details and technical features are carefully considered for fit, proportion and comfort. We spend years mastering the intricate details of a GLCO frame with our factory partners before releasing a frame to market.

What did your first design look like?

It was a massive aviator, all the way back in 2007. It was so bad that it probably would be good now, especially with some bells and whistles on it.



THE UNION KREWE

What's one unique aspect of KREWE's design and manufacturing process?

The entire product line is designed in our office meets pool deck meets studio in New Orleans.

What are you most excited for in 2022?

We're launching an immersive retail strategy, Maison de KREWE, in New Orleans and New York. The goal is to encapsulate our brand through aesthetic and experience, emphasizing architecture, hospitality, natural light and a sense of community.

What advice do you have for brands looking to create some excitement?

Don't try to create a brand — be a brand. Be authentic and let your individuality thrive.

How do you want people to feel when wearing your eyewear?

Like themselves. When you make the choice to wear a pair of KREWE glasses, you're celebrating your individuality.

What do you consider KREWE's greatest achievement?

Being able to authentically grow. We're not institutionally backed so our success has come from genuine consumer excitement, thoughtful partnerships and intentional expansion.



sabine be..

What are you most excited for in 2022?

Finally being able to go to trade shows, meet with customers, share our new collections and see the smiles on their faces.

How do you want people to feel when wearing Sabine be eyewear?

Happy, joyful, cheerful, bright, bold...

Stand A407



What superpower would you most like to have?

When I design a product, it is made immediately



What makes Sabine be unique?

It's a project that's been with me since I was a teenager. Each creation is unique with a fresh and bold design. I like to mix materials and colors so each model can match a different complexion, eye color and hair color.

What is one unique aspect of Sabine be's design and manufacturing process?

The Sabine be brand is characterized by a design with pure and geometric lines. The round and square symbols are the signature of the brand that you find on each pair of frames at the end of the temple.



THE ATELIER



Stand A106

JEAN PHILIPPE JOLY



What is your favorite part about what you do?

When I receive the final prototype from the factory

What advice would you give to young designers just starting out in the industry?

Be patient. Take your time to release your ideas, and do it with passion



What do you consider your greatest achievement with your brand?

Our style, Professeur, was nominated at Silmo Paris 2021

What brings you to Vision Expo?

The city, the vibes, the atmosphere, the people – it always gives me inspiration



How do you want people to feel when wearing your eyewear?

Like they're wearing high-quality and exclusive eyewear artwork



Stand U539, U538



What advice do you have for brands looking to create some excitement?

Define your DNA and follow your personal vision.

What is your biggest inspiration?

Modern architecture largely influences our designs. We are always listening to new generations of artists, new fashion codes, and new trends in design.

What makes J.F. REY unique?

Our free, ambitious and provocative stylistic choices. The visual strength and artistic expression of the models are differentiating keys of our design.

What do you consider J.F. REY'S greatest achievement?

Still being there as an independent leading player, and over 25 years after the launch of the company. We always continue to develop our own collections, always preserving the same brand philosophy: bold, free-spirited creations that rewrite the rules of established codes and trends.





What are you most excited for in 2022?

We are excited about our new collection, available soon, that will be even more exceptional. We're bringing the 70's back with pops of color and new shapes.

How do you want people to feel when wearing your eyewear?

Everyone has a unique personality, so we want people to feel the same way when wearing our frames. Wearing STRUKTUR is daring to be different.

What is STRUKTUR's biggest inspiration?

We are inspired by everything around us, like architecture, fashion, jewelry or even sports.

What did your first design look like?

My first eyewear design was not good. At the time, I did not know that it requires practical rules and a lot of experience. But today, as a co-owner of an eyewear factory, I have acquired this experience.

What makes STRUKTUR unique?

The singular shapes, the exclusive colors and above all, our deep French, Normand know-how in manufacturing.





What is one unique aspect of your design and manufacturing process?

The first step of creation is the sketch. I like to share this with customers during shows while our designers are drawing.

How do you want people to feel when wearing your eyewear?

We want each person to feel unique thanks to our design, colors and technicity, without disregarding comfort.

When did you first realize you wanted to pursue a career as a designer?

I was an optician before creating Variation Design. I got tired of offering the same frames to my customers, so I decided to create my own collections.

What advice do you have for young designers?

Believe in your skills and remain curious and amazed by everything around you.



THE SPRINGS

What was your brand's biggest learning experience in 2021?

This year we were able to fully appreciate Steve McQueen's notoriety. We were eager to discover how well our inspired collection would be received, that it was fitting with the Steve McQueen image and an homage to the star. The SMQ Eyewear Project was very well received, at times exceeding our own expectations.

What are you most excited about for 2022?

Our development in the American market. Currently we are setting up distribution for launch in 2023.



Stand S5

SMQ

STEVE MCQUEEN

EYEWEAR

What is one unique aspect of your brand's design and manufacturing process?

Our frames are handmade. Each component is specially designed for the brand: hinge, end-tips, screws... Every single piece is a SMQ eyewear creation, inspired by his life and loves. Each frame is named in reference to Steve McQueen's life.

What makes your brand unique?

Our design, details & quality products with, of course, the Steve McQueen spirit

What brings you to Vision Expo? How does Vision Expo help your business?

Vision Expo represents an opportunity to achieve immediate visibility on the US market, consult with important figures in the eyewear sector and get valuable feedback with regards of US opticians to our brand.

