

VITRIS®

LUXURY SWISS EYEWEAR

VITRIS® Makes Its Debut at Vision Expo East 2016

VITRIS has its eyes on the prize.. Winning the 2016 New Product SAward presented during Vision Expo East.

DALLAS, TX, Wednesday, March 30, 2016 –With its recent debut in the 2016 Oscar Nominee Gift Bag, VITRIS® Independent Luxury Eyewear Company based in Zurich, Switzerland attracted tremendous interest from a-list celebrities, media outlets, and fashion bloggers, now has its eyes on the prize, the 2016 New Product Award presented during Vision Expo East. VITRIS® will be exhibiting as a first-time exhibitor at the 2016 International Vision Expo East, the world's most inclusive ophthalmic conference and expo, being held at the Jacob Javitz Convention Center in New York, NY April 14 -17.

VITRIS® is the art of combining uncompromising design, quality and exclusiveness in every detail of its frame and decor. Establishing a new level of luxury, taking sun and vision eyewear to a new apex ***“From eyewear to I wear.”*** Handmade in Switzerland with exquisite craftsmanship and cutting-edge technology VITRIS® frames are manufactured with exclusive materials; 18 karat solid yellow, white or rose gold, titanium or silver palladium; precious diamonds, sapphires, Swarovski stones, or gems unobtrusively incorporating into the lens décor; alongside leather and horn detail- creating the finest in luxury eyewear. Glasses can be manufactured to clients' exact specifications and as a bonus VITRIS® offers to engrave the name or initials of the customer into the spectacle lens. Each model is only available as a limited edition or can even be completely made as a one of ~***“Create Your Style.”*** Closing a gap in the market and filling a niche for wealthy and fashion-conscious clients who have a desire for individuality.

Co-Founder and Master Optician, Andreas Himmes has designed exclusive eyewear pieces for a-list celebrities: Ivanka Trump, Leonardo DiCaprio, Cate Blanchett, Sylvester Stallone, George Clooney, Jennifer Jason Leigh, Chris Rock and Christian Bale suitable for their anatomy of style. VITRIS® entire Spring/Summer Collection: Wildlife, Eyemotion and Diamond Line, the 2016 Oscar Nominee Collection, in addition to a sneak preview of the Fall/Winter Collection will be on display in the New Designer Gallery at Vision Expo East Booth #N5059. VITRIS® is new (since January 2016) to the United States and scheduled launch its collection in Toronto, Canada July 2016.

About VITRIS

VITRIS® is Switzerland's first luxury eyewear brand founded by Master Optician and Designer Andreas Himmes, and International Business Developer and President Andrew Young. VITRIS® is the art of combining exclusive materials such as 18-karat solid yellow, white or rose gold, titanium, and silver-palladium, incorporating precious and semi – precious stones unobtrusively into the lens, along with leather and horn as detail in the frames using state of the art software in harmony with exceptional design. These innovative features highlights VITRIS® platform to sustainability, and brand recognition in the optical and fashion industry. VITRIS® is registered internationally under IR 1241515 All designs including tech-nique are protected under design patent CH 141075 and CH 141009 which will provide VITRIS security for the foreseeable future.

About VITRIS USA

Founded in 2016, VITRIS USA □ LLC are the exclusive wholesale distributors for the U.S. and Canada, headquartered in Dallas, Texas. "As a wholesale luxury eyewear distributor, our primary goal is to provide the finest collection of optical frames and sunglasses which are timeless, trendy, and up-to-the-minute luxurious", says President / CEO Claudine Williams. VITRIS USA □ is strategically seeking to partner with key accounts interested in master distribution licensing opportunities for expansion. Distribution options are available for luxury retail stores, independent optical boutiques offering premium eyewear, and jewelry retailers within U.S. and Canada. For more information, visit VITRIS USA™ at www.vitris.com, or follow us on Twitter at twitter.com/vitrisusa

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