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## **IMAGINEM Magazine Announces New “Flaunt The Frame” Eyewear Fashion Show Series at Vision Expo East – March 2024**

*IMAGINEM Magazine* proudly announces the new visionary “Flaunt The Frame” eyewear fashion show series, set to captivate audiences at Vision Expo East taking place at the Javits Center in New York City in March 2024. This landmark special event complements the Vision Expo experience by spotlighting independent eyewear collections through five themed mini-shows that embody the latest industry trends.

“Flaunt The Frame” transcends conventional fashion shows by focusing solely on eyewear, providing an unfiltered view of the most cutting-edge. The events’ Master of Ceremonies, Rachel Hill, a passionate advocate for independent eyewear will infuse the occasion with her fervor and unique perspective as an Optician and Independent Optical owner.

Shan Khan, Optician and IMAGINEM Ambassador, enthuses, “Flaunt The Frame is more than an event; it’s a dynamic tribute to the craftsmanship and originality of independent eyewear. As an optician and devoted supporter of independent eyewear, I’m thrilled to be part of a show that spotlights frames as true works of art. Expect a paradigm shift in how we perceive eyewear trends, where each frame becomes a canvas for innovation and self-expression.”

Fran Pennella, Event Vice President for Vision Expos, expresses excitement, “We are looking forward to this new, dynamic and sought-after special event addition to Vision Expo East. The ‘Flaunt The Frame’ fashion show series promises to bring a fresh wave of excitement and value to both show attendees and exhibitors alike.”

Scheduled to take place on “The Bridge”, Vision Expo’s main stage prominently located in the center of the exhibit floor, “Flaunt The Frame” will offer exhibitors an unparalleled opportunity to present their new releases to industry insiders and tastemakers.

Exhibitors can tailor their involvement to meet communication goals and budgets, enhancing their brand before, during, and after the show.

Further information about “Flaunt The Frame”, including participation details and show schedule, will be released in the upcoming months. Prepare for an eyewear showcase that elevates independent eyewear design to unprecedented heights.



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**About IMAGINEM (<https://www.IMAGINEMeye.com>)**

IMAGINEM, derived from the Latin word for image, is a new global omni-channel media brand that captures the creativity and daring reflected in the spirit of independent eyewear designers. The brand concept was conceived in Milan, heart of the European fashion world, and celebrates independent eyewear collections from around the world.

IMAGINEM proudly presents exquisite creative works of independent eyewear designers through a comprehensive multi-media eco-system. IMAGINEM's media omni-channel consists of a premium quality print and digital replica magazine, an exquisitely curated Instagram page, an interactive bold website and digital e-newsletter communications.