

FOR IMMEDIATE RELEASE

Eyewear Artwalk 2024 - Where Eyewear and Art Converge for an Immersive 360° Commerce Experience

Los Angeles, CA October 3, 2023 - Get ready to embark on a journey that blends the world of eyewear and optometry with the captivating realm of artistry with Eyewear Artwalk.

The organizers of Eyewear Artwalk have announced the 2024 tour including dates & locations in the US. Beginning in April in Los Angeles and culminating in December in Miami, Eyewear Artwalk will be the first ever B2B event of its kind; a 360° commerce experience with education, fashion, entertainment, eyewear, music, and direct connections with avid consumers to discover art-centric eyewear brands.

Alongside presentations featuring independent eyewear collections, brands will introduce innovative new technologies, telemedicine platforms, and lens products & services. Plus, optical professionals and consumers alike will be able to engage with the Optical Metaverse and the Optical Near Me consumer portal focused on the distribution of independent brands and eye care products.

“Like a rock band and its entourage that tours from city to city, Eyewear Artwalk will be the place to be, complete with immersive digital content, entertainment, and a focus on the ultimate consumer. There will be opportunities for meet and greets with the creators, influencers, and tastemakers of art-centric eyewear”, stated Stephen Fournier, eyewear designer and rock musician.

“We came together during the pandemic at a time when the world was shuttered with some of the most important independent & legacy eyewear brands in the world. Our team of rebellious innovators stood together and engaged with curators at the retail optical shops in a year where there was no other option. Following that collaborative experience, Eyewear ArtWalk continues to raise the bar and set the pace to supply the most unique optical retailers with capsule collection eyewear, services that support ultimate luxury consumers, and technology to empower eyecare B2B businesses and consumers the opportunity to connect and experience new products & services together.”

About Eyewear Artwalk 2024:

An eyewear experience curated to cater to both optical professionals and discerning eyewear consumers, Eyewear Artwalk is the ultimate fusion of creativity, innovation, and style.

This groundbreaking experience is designed to provide attendees with a fresh perspective on discovering new eyewear brands, exploring styles that resonate with their unique tastes, and indulging in the magic of artistry.

This 3-day experience promises to be a pop-up immersive masterpiece, educating eyecare professionals with innovative sessions while connecting directly with consumers, unlike any other event in the industry.

Eyewear Artwalk will house a 3-day experience in 7 cities across the US: Los Angeles, Nashville, Denver, New York, Chicago, Austin, and Miami.

What to Expect:

Eyewear professionals can interact during insightful keynote sessions and hands-on workshops that delve into the fascinating intersection of consumerism and art.

The star-studded team of presenters has a successful history of innovation from the 4-year My Vision Show and Optical Metaverse platforms. Plus, our education partner IOT will be on-site providing continuing education (CE) credits for all eyecare professionals.

From groundbreaking design techniques to the latest trends that are shaping the eyewear landscape, attendees will gain invaluable knowledge and inspiration to elevate their practice and delight their clients.

Inspired by the artists, frame designers from around the world will curate unique eyewear collections that attendees can buy directly. This proves to optical professionals which collections attendees are engaging with, verifying data before acting on it.

Why Eyewear Artwalk 2024 Matters:

In a world where the eyewear industry is constantly evolving, Eyewear Artwalk brings a fresh perspective that goes beyond the same traditional conferences.

This event isn't just about lectures and networking - it's a dynamic exploration of how eyewear and art intertwine, shaping the way we see the world, literally and figuratively.

By uniting the best of both worlds, Eyewear Artwalk provides an unparalleled platform for professionals and enthusiasts to connect, learn, and be inspired.

Save the Date:

Unlock a new world of inspiration and aesthetic exploration as Eyewear Artwalk 2024 unfolds. Grab your tickets for the dates below at EyewearArtwalk.com.

Los Angeles April 18-20, 2024	Nashville May 16-18, 2024	Denver June 13-15, 2024	New York July 18-20, 2024
Chicago August 15-17, 2024	Austin October 24-26, 2024	Miami December 5-7, 2024	

Join us as we redefine the boundaries of eyewear and art, and discover the endless possibilities that await.

Tickets and sponsorships are on sale now. For more information, please visit www.EyewearArtwalk.com and follow us on social media @EyewearArtwalk.

Media Contact:

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