

## Awe-Inspiring International Brands Paint Diverse Exhibitor Collage at The Frame Affair

**New York, NY** – The Frame Affair announces its' growing lineup of diverse, international brands exhibiting in New York City March 13-15, 2025. Located in beautiful Hudson Yards District, The Frame Affair will showcase unparalleled premium & luxury frame brands and the inspiration behind the collections.

Brands exhibiting at The Frame Affair currently include AllSaints by WestGroupe, Arthod, Danshari, Dansharian, De Rigo House Brands, Enki Eyewear, Exclusive Optical Lab, Frenk Eyewear, GDI Optical, Herian Firenze, House of MODO, ILLA Eyewear, Imago Eyewear, Italia Independent, Johann Von Goisern, Kazoku Lunettes, Lancel, LOOK Occhiali, Lowercase, LOZZA, Matisse Eyewear, New Millennium Eyewear, Odette Lunettes, Police, Rye & Lye, Shwood, Tech Print Industries, TR Projects Eyewear Agency, X-IDE, Xavier Garcia, and Yalea.

Brands exhibiting inside Cirque d'Optique hosted by The Frame Affair, which focuses on a 360° eyewear experience, includes De Rigo, Derek Lam, ECO Eyewear, Liberated Eyewear, Optical X, twelve84, Western Optical, and WestGroupe.

"We [The Frame Affair] challenged ourselves to see differently and attract premium & luxury eyewear brands not currently exhibiting in NYC," emphasizes Trevor Williams, Producer of The Frame Affair.

"Our goal is to ensure attendees walk away discovering new brands and purchasing new collections that differentiate their practices. Plus, by focusing on sharing the inspiration behind the collections, attendees will be able to sell the stories behind the eyewear; not just the basic stats."

### A Premier Experience for Industry Professionals

Guests of The Frame Affair will enjoy:

- **Luxury and Ultra-luxury Eyewear** – Featuring collections from visionary independent brands that push the boundaries of design.
- **Immersive Storytelling** – Exhibitors will share the passion and innovation behind their collections, creating a deeper connection between designers and attendees.
- **Upscale Cuisine and Beverage Service** – Complimentary upscale cuisine and refreshments will enhance the luxury experience throughout the event.
- **The Golden Eye Awards** – A highlight of The Frame Affair, this new awards show will recognize excellence in independent eyewear across five categories: Best Trends in Color, Fashion at Its Best, Art Everywhere You Look, Ultimate Luxury, People's Choice
- **Luxury Eyewear Fashion Show** - End your week with a beautiful orchestrated Luxury Fashion Show where the spotlight is on Luxury Eyewear.

### Why Attend The Frame Affair

For optometrists and opticians, The Frame Affair offers an unparalleled opportunity to:

- Discover exclusive, high-end collections and gain early access to new trends and innovations.
- Build relationships with independent designers driving innovation in luxury eyewear.
- Explore unique design narratives that inspire creativity and differentiation in the competitive eyewear market.
- Participate in the Golden Eye Awards live judging and vote for the People's Choice Award.

#### **Event Details**

- **The Frame Affair Luxury Eyewear Trade Show**
- **Date:** March 13-15, 2025
- **Location:** 450 W 31st St 7th floor, New York, NY 10001
- **Show Doors Open:** 9 am to 9 pm EST

For more information, visit [www.TheFrameAffair.com](http://www.TheFrameAffair.com) or contact Trevor Williams at [trevor@cirquedoptique.com](mailto:trevor@cirquedoptique.com).

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