

Win A Trip For 2 to SILMO Paris & More at The Frame Affair NYC March 13-15, 2025

Discover independent eyewear collections and network with industry professionals all while winning incredible prizes!

**New York, NY** – Calling All Optical Boutiques! Here is your chance to win a trip for 2 to SILMO Paris plus other incredible prizes.

The Frame Affair is pleased to announce the launch of their Art Display Contest. True to TFA's artistic theme, eye care professionals are encouraged to submit a video showcasing how they incorporate art into their window or in-store displays.

Submissions will be judged LIVE on March 14 at 6:30 pm by the same Judges Panel as The Frame Affair's Golden Eye Awards.

Art Display Contest Prizes

3 winners will be chosen on March 14, with the following prizes up for grabs:

**First Place:** Flights and hotel for 2 to SILMO Paris September 26 - 29, 2025

**Second Place:** Dinner & drinks for 2 in NYC

**Third Place:** 2 mezzanine tickets to a Broadway Show of your choice

Winners will also be featured in our digital media & social media campaigns!

How to Submit

Eye care professionals are encouraged to submit directly on The Frame Affair's website at [www.TheFrameAffair.com](http://www.TheFrameAffair.com) or by clicking [here](#).

T's & C's

In order to win, if chosen, you must attend The Frame Affair at least 1 day throughout the 3-day event. Full terms and conditions on The Frame Affair's website.

Brands Exhibiting at The Frame Affair NYC

Brands exhibiting at The Frame Affair currently include AllSaints by WestGroupe, Arthod, Danshari, Dansharian, 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, Mattisse Eyewear, New Millennium Eyewear, Odette Lunettes, Rye & Lye, Shwood, Tech Print Industries, TR Projects Eyewear Agency, X-IDE, and Xavier Garcia.

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

#### The Frame Affair 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).

**Join the conversation on social media using #TheFrameAffair #LuxuryEyewear #EyewearArtistry**