



March 13, 2026

**Press Release: Something to Celebrate!
USA**

Orlando, Florida,

We are honoured to announce that **Francis de Lara** has been named a **double finalist at the NOW Awards at Vision Expo 2026**, recognised in both **Best Emerging Brand** and **Ultimate Luxury Accessory**, with our 'Tuxedo' frames in gold-plated titanium with hand-set lapis lazuli cabochons and a diamond round.

From **hundreds of entries submitted globally**, only a select number of brands were shortlisted—and **just three brands, including Francis de Lara, were recognised in more than one category.**

For a young and independent brand, this recognition represents an important moment of industry validation. It reflects the growing resonance of the Francis de Lara vision: eyewear conceived as **"jewellery for the face,"** where craftsmanship, materials, and design meet at the intersection of art, fashion, and object.

Being a double finalist speaks volumes about the strength of the concept, the craftsmanship, and the vision behind Francis de Lara; an encouraging signal of the momentum behind the brand as we continue to expand internationally.

With warmth,

A handwritten signature in black ink that reads "J. P. Francis de Lara P." The signature is written in a cursive, flowing style.

John-Paul Francis de Lara Pietrus

www.francisedelara.com, Instagram @francisedelara_finejewels, Tiktok francisedelara_finejewels

