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## Transitions® Lights Up Festival d'été de Québec with Interactive Lens Experience

Montréal, Québec – June 25 2026 –

Transitions® will bring an interactive brand experience to this year's Festival d'été de Québec (FEQ), from July 15 to 19 on Grand Allée, inviting festival-goers to explore the impact of light and discover personalized lens solutions for everyday life.

Designed as both an educational and experiential activation, the Transitions® presence at FEQ will help attendees better understand the effects of light exposure - including UV and blue light - while showcasing how Transitions lenses adapt seamlessly to changing environments. At the heart of the activation is an immersive booth experience, including a dedicated **UV** black light room where visitors can step into simulated UV conditions and watch Transitions® lenses darken in real time - before fading back to clear moments later.



Within the booth, attendees will have the opportunity to:

- Explore the full range of Transitions lens colors and identify their best match
- Discover the latest Color Touch™ effects and new style-driven offerings
- Try on frames and experiment with lens combinations using the Transitions Color Match app
- Experience the speed of activation and fade-back to clear, and test key Transitions® products, including Transitions® GEN S™, XTRActive®, XTRActive® Polarized, and Drivewear®
- Engage directly with brand ambassadors to learn more about the technology and everyday benefits of Transitions lenses
- Participate in the 2026 Transitions consumer contest

-more-

In addition to the booth experience, Transitions® will extend its presence beyond the daytime activation with a special evening event during FEQ. This extended experience will feature live music, a dynamic atmosphere, and a branded photobooth, offering attendees another opportunity to engage with the brand in a vibrant, festival setting.

By blending education, personalization, and entertainment, Transitions® aims to transport festival-goers into its world - where light, vision, and style come together. Optical professionals and consumers alike are encouraged to visit the activation to discover how Transitions lenses can enhance vision and comfort in everyday life.

Come and visit us beside the Parlement, on Grand Allée street.

### **About the Transitions® Brand**

Transitions®, part of the EssilorLuxottica group, has been pioneering light modulation for more than 30 years. With over 1,400 patents and patent applications, today it is the leading brand of the dynamic lenses category recommended by eyecare professionals worldwide and worn by more than 60 million people. Transitions® features a full portfolio of light-responsive lenses that seamlessly adapt to changing light situations, from clear indoor to dark outdoors. [Transitions Lenses | Light Intelligent Photochromic Lenses](#)

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