



**FOR IMMEDIATE RELEASE**

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## **NOW AWARDS TAKE CENTER STAGE AT VISION EXPO EAST 2024**

*Submission deadline extended to February 9, 2024*

**Alexandria, VA – February 1, 2024** – The Vision Council and RX, co-organizers of Vision Expo, are excited to share NOW by Vision Expo and the accompanying NOW Awards will return to spotlight industry trends with a curated collection of frames from exhibiting designers and brands. Due to overwhelming interest, the deadline to submit products for consideration in NOW by Vision Expo has been extended to February 9.

The latest edition will debut at Vision Expo East 2024, scheduled to take place from March 14-17 at the Javits Center in New York City. In celebration of nearly four decades of Vision Expo in New York, NOW by Vision Expo is set to amplify its impact, showcasing a diverse range of eyewear designs reflecting the latest industry trends in colors, materials, and styles.

This year's NOW by Vision Expo will spotlight the most eye-catching frame designs, aligning with the following themes for Vision Expo East 2024:

- **NOW loves NYC NOSTALGIA:** Commemorating nearly 40 years of Vision Expo with archives or vintage-inspired frames.
- **NOW loves NYC FASHION:** Featuring high fashion eyewear accessories, from runways to NYC activewear.
- **NOW loves PEACH FUZZ:** Highlighting the 2024 Pantone Color of the Year.
- **NOW loves EARTH:** Showcasing innovation, new technology & materials.
- **NOW loves LOVE:** Featuring independent WOW and the jewelry of the eyes.

**Submissions:** Eyewear exhibitors at Vision Expo East 2024 are invited to participate by submitting one product per brand and/or collection that best encapsulates the 2024 themes. The submission deadline is extended to **February 9, 2024, and all products must be received by February 14, 2024.** Exhibiting eyewear companies can participate by filling out the [submission form here](#).

**2024 NOW Awards:** The NOW Advisory Committee will present the 2024 NOW Awards at The Bridge, Vision Expo East's main stage on Friday, March 15. All participants of NOW by Vision Expo will be automatically considered for the NOW Awards.

**Awards will be presented in the following categories:**

- Best Optical Style of 2024 by a Licensed brand
- Best Optical Style of 2024 by an Independent brand
- Best Sunglass Style of 2024 by a Licensed brand
- Best Sunglass Style of 2024 by an Independent brand
- Best Sustainable Style of 2024
- People's Choice Award
- New Emerging Brand / Designer
- "Eyewear, the Ultimate Accessory" Award presented by Accessories Council
- Optical Lifetime Achievement Award

Participation in NOW by Vision Expo is free for all companies exhibiting at Vision Expo East, and the NOW Awards is free for all Vision Expo East attendees to attend. For details on the application process, [click here](#). For any inquiries about submitting your application, contact Suzanne Krauss at [skrauss@thevisioncouncil.org](mailto:skrauss@thevisioncouncil.org).

Vision Expo East 2024 will take place at the Jacob Javits Center in New York City from March 14-17, 2024. To secure your spot as an exhibitor, [click here](#). To register as an attendee, [click here](#). To register as media, [click here](#).

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**About Vision Expo**

Vision Expo East and West are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the complete event for ophthalmic professionals, where eyecare meets eyewear, and education, fashion and innovation mingle. In the Vision Expo Exhibit Hall, eyecare providers can discover trends, interact with new technologies and access innovative products and services. The Vision Expo education program is driven by the profession, offering content of the highest quality and relevance to enhance overall patient care. For more information on Vision Expo, visit [visionexpo.com](http://visionexpo.com) and follow Vision Expo's social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

**About The Vision Council**

The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives. Learn more at [thevisioncouncil.org](http://thevisioncouncil.org).