



**FOR IMMEDIATE RELEASE**

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## **Vision Expo East Announces Winners of NOW Awards: 1<sup>st</sup> Edition**

**Alexandria, VA – March 23, 2023** – Vision Expo East 2023 announced the winners of the inaugural NOW Awards on Saturday, March 18 at the Javits Center in New York City. The awards honored brands that embodied the latest trends and innovation in eyewear.

More than 100 companies and 180 brands participated in the competition, submitting products to eight different categories. All Vision Expo East exhibitors were invited to enter one frame (optical or sunglass) or lens product per company they felt best represented one of the themes for this year's show, which included Eyewear Icons, Colors of 2023, Showstoppers, Alternative Materials and Technologies, and Diversity and Inclusion.

Winners were chosen by an Advisory Review Committee comprised of esteemed media and retailers.

### **The 2023 NOW Award Winners:**

*NOW Best Sunglass Award: Under \$250 retail category*

MITA Eyewear

Nora Cabrera

Boca 20W frame

*NOW Best Sunglass Award: \$250 to \$500 retail category*

Maison Nathalie Blanc

Guillaume Pottecher

Clara C656 frame

*NOW Best Sunglass Award: \$500 & above retail category*

BAARS x Gogosha

Julia Gogosha and Guillaume Thuau

CHKE frame

*NOW Best Optical Award: Under \$250 retail category*

Rimmel Eyewear

Andres Warszawski

RMLOP11 frame

*NOW Best Optical Award: \$250 to \$500 retail category*

Ethnicity Eyewear

Chris Esposito

Laval C04 frame

*NOW Best Optical Award: \$500 & above category*

Le Lab by Pierre

Pierre Cariven

HABIBI Tokyo frame

*NOW Optical Achievement Award*

James Spina, Jobson Publishing

*NOW Special Design/Brand Activation*

Vintage Frames Company

Corey Shapiro

*NOW People's Choice Award*

Strak Eyewear

Tom Kramer

A5 frame

"NOW by Vision Expo brought together the most innovative designs, trends and technologies from iconic, world-class brands and exciting newcomers, alike," said **Nico Roseillier, Creative Director at Europa / State Optical / American Optical, and Creator and Organizer of NOW.** "I am thrilled by the talent and creativity submitted this year and offer my sincerest congratulations to all of this year's winners. I am looking forward to seeing NOW by Vision Expo grow next year for the 2024 edition."

"It is a breath of fresh air to be honored amongst creatives striving to change the game," said Corey Shapiro, CEO and Founder, Vintage Frames Company, and winner of the NOW Special Design/Brand Activation Award.

NOW by Vision Expo was developed in partnership with the NOW Advisory Committee, who helped select the winners for the NOW Awards: 1<sup>st</sup> Edition.

**NOW Advisory Committee Members include:**

- Christian Roth and Eric Domège – Designers/Co-Founders, Christian Roth & OPTICAL AFFAIRS | CFDA Member
- Julia Gogosha – Owner, Gogosha Optique
- Kristen McLaughlin – Director of Marketing, Tura
- Dr. Nwamaka Ngoddy – Optometrist and Founder/Designer, Anwuli Eyewear
- Jessica Goebert - Public Relations & Communications Consultant
- Sophia Strawser - Editorial Assistant & Social Media Manager, Accessories Council

"When I heard my name, I was excited thinking the NOW Committee was asking me to come up and present the award," said James Spina, Editor-in-Chief, 20/20 Magazine and winner of the NOW Optical Achievement Award. "When I realized I was actually being presented with the trophy, tears of absolute gratitude hit my eyes. I'm so honored."

A curated selection of submissions were displayed at the NOW Pavilion for the duration of Vision Expo East. Launched in 2022, the NOW Pavilion returned to Vision Expo East 2023, and exhibitors were invited to submit products as a complimentary, value-added opportunity to gain additional exposure at the show.

For more information on Vision Expo, visit [visionexpo.com](https://visionexpo.com) and follow Vision Expo's social media channels, [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).

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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, visit [visionexpo.com](https://visionexpo.com) and follow Vision Expo on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#)***

### **About The Vision Council**

*As the vision care leader in enabling better vision for better lives, The Vision Council positions its members for success by promoting growth in the vision care industry through education, advocacy, research, consumer outreach, strategic relationship building and industry forums. Learn more at [thevisioncouncil.org](https://thevisioncouncil.org).*

### **About RX**

*RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. [www.rxglobal.com](https://www.rxglobal.com)*