



FOR IMMEDIATE RELEASE

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Fashion at the Forefront! Vision Expo East 2024 Welcomes Back the Italian Trade Commission & 18 Coveted Designers

Alexandria, VA – February 15, 2024 – The Vision Council and RX, co-owners of Vision Expo, are thrilled to announce the return of the Italian Trade Commission to Vision Expo East 2024, taking place from March 14-17 at the Javits Center in New York City.

Dating back to the 11th century, Italy has been celebrated for its rich craftsmanship in designing opulent and fashion forward eyewear and has played a pivotal role in shaping the global eyewear market with the U.S. holding paramount importance. For the first time since 2016, Vision Expo East is excited to showcase such an important contingent of designers and the very best of Italian eyewear skill and innovation.

"We are delighted to welcome back the Italian Trade Commission to Vision Expo East," **said Fran Pennella, Vice President of Vision Expo at RX.** "The return of this esteemed delegation is a significant milestone for the show, as Italy's influence on the global eyewear industry is immeasurable. We look forward to fostering meaningful connections, promoting collaboration, and celebrating the extraordinary craftsmanship that defines Italian eyewear."

These designers will be featured on the Vision Expo East exhibit floor as part of the brand-new **Italian Trade Commission Pavilion**, enhancing the diversity and sophistication of the eyewear showcased at this event. These designers will present their extraordinary eyewear collections, highlighting the fusion of traditional craftsmanship with modern design aesthetics. Attendees can expect to witness a diverse range of styles and innovations that showcase Italy's continued commitment to excellence in the eyewear industry.

"The Italian Trade Commission is excited to participate in Vision Expo East 2024. The U.S. market holds significant importance for Italy's eyewear industry, catering not only to major players but crucially supporting small and medium-sized firms that form the backbone of eyewear manufacturing and distribution. Italy's legacy of exceptional craftsmanship and opulent designs dates back to the 11th century. The production and export of stylish eyewear have become integral to the country's economy, with eyewear taking a leading role in this endeavor. Vision Expo East is the principal industry event in the U.S., and we are pleased to bring 18 companies for you to see Extraordinary Italian Eyewear," **said Erica Di Giovancarolo, Trade Commissioner and Executive Director for the USA.**

Don't miss the chance to experience extraordinary Italian eyewear at Vision Expo East 2024. For more information about the Italian Trade Commission, [click here](#).

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 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.

About the Italian Trade Agency

Since 1926, the Italian Trade Commission, with 79 offices worldwide, has been the Italian government agency entrusted with the mission of promoting trade between Italian companies and foreign markets. The Fashion department, based in New York City, works on increasing the awareness of Italian products in the U.S. by being the point of reference for trade and press and promoting fashion through educational events, informational materials, special events, and promotions. For more information on the ITA and its presence in Italy and the World, please visit:

www.ICE.IT

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