

Featured Designers from The Union  
at Vision Expo West 2023



EYES ON  
**THE UNION**  
LOOK BOOK



PHOTO BY OWP BRILLEN

\*Not all designers are represented\*





📍 U21011

**How do you want people to feel in your eyewear?**

I want them to feel free to be themselves. I want them to show their true colors with joy. I want them to feel unique, beautiful, and handsome, so they can be proud of themselves in the most stylish way possible. I want my clients to feel like they are truly participating in life by sharing that freedom and joy with others regardless of people's judgment. Faniel frames are designed to bring happiness to one's daily life. That is the purpose of my creation.

“

**What is your favorite part of what you do?**

There are many parts of the process that I love, but first, my favorite part is drawing new designs and letting the inspiration flow to create new patterns and colors. Then the most rewarding part is seeing the smile on people's faces as they finally recognize the freedom and beauty of their own style.

01



L.G.R

📍 U21007

**What is your favorite part of what you do?**

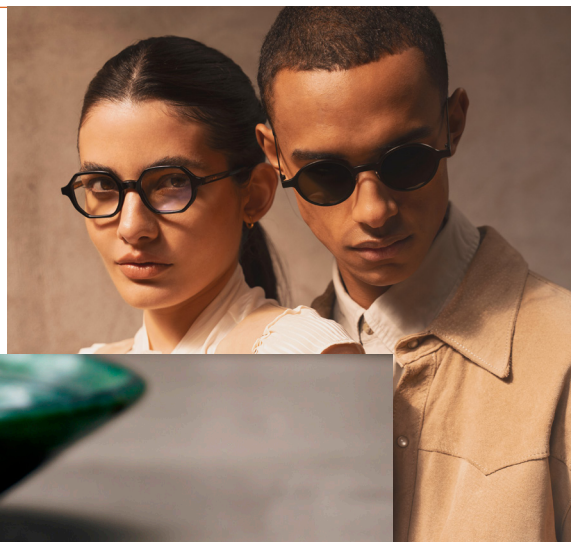
Definitely the passion to design eyewear which is a burning flame that ignites the creative soul, driving designers to craft visionary frames that become more than just accessories, but elegant and functional works of art that adorn faces with style and grace.

”

**How do you want people to feel in your eyewear?**

Wearing our L.G.R eyewear gives people a sense of timeless elegance, bestowing upon them an aura of sophistication and distinctive style that complements every occasion perfectly.

02





LAIBACH & YORK

 **U22010**

**How do you want people to feel in your eyewear?**

Comfortable, fashionable, sophisticated and bold.

“

**What makes your brand unique?**

We have limited edition eyewear, colorful and unique.

03



 **U21007**

**How do you want people to feel in your eyewear?**

MAD frames are all about making you feel stylish and good about yourself, but without ever compromising quality and the perfect fit! MAD frames are to be worn every day and ALL day long!

”

**What is your biggest inspiration?**

As the brand name already tells, our greatest inspiration is our homeland. Italian creativity and style that is recognized worldwide

04





Ørgreen

📍 U21001

**What brings you to Vision Expo?**

Ørgreen Optics continues to bring high quality, fashion forward and classic Danish designed eyewear to the independent optometrists and opticians – we are at Vision Expo to meet the best candidates to become brand preferred partners.

**Describe your brand's aesthetic in 3 words.**

Classic, timeless, art of color.

“

05



OWP

📍 U22045

06





# TC CHARTON

Made To Fit

## U22016

### What brings you to Vision Expo?

It is the largest playing field in the US to showcase our collection.

“

### What advice do you have for young designers?

Be brave and bold enough to be the trailblazer.

07



# THEMA<sup>®</sup>

A Family Factory

## U21005

### Describe your brand's aesthetic in 3 words.

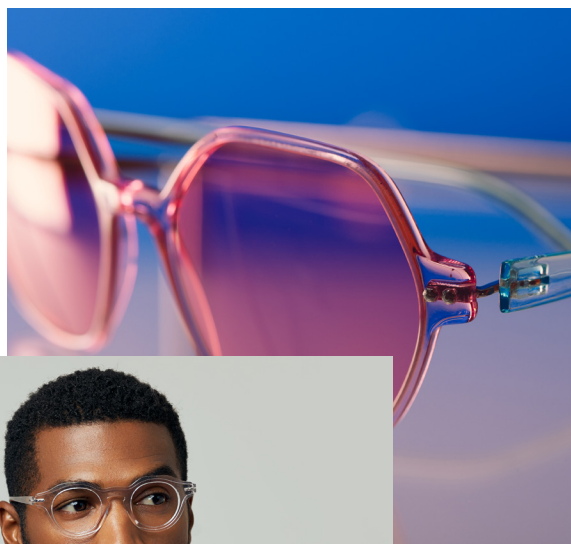
Vibrant, Customizable, Contemporary

”

### What makes your brand unique?

Our unparalleled customization options set our Brands apart.

08







UNIQUEDESIGNMILANO

📍 U21007

**What brings you to Vision Expo?**

The opportunity to expand our market and meet our customers and friends.

“

**How do you want people to feel in your eyewear?**

Comfortable and cool.

09



Rimmel

EYEWEAR

📍 A23045

**What is your favorite part of what you do?**

When the optician reorders, that's when you know your model was a success.

”

**What are you excited about in 2023 and beyond?**

This is the most competitive era, the drive to always show something new is exciting.

10

