

FASHION QUARTER DRAWS EUROPEANS TO OPTRAFAIR

Europe's trendsetting frame suppliers, some who do not have UK sales teams, will be exhibiting within Optrafair's stylish Fashion Quarter, at next April's show.

Complete with champagne bar, the Fashion Quarter at the Birmingham showcase is where visitors can seek out the creative buzz and spot new trends and creativity.

"MIDO, being earlier, means that some of our new designs will not be ready for this show, so we will preview new shapes and concepts at Optrafair – always an important show for us," said Michaela Rene, Communications Manager at **Face a Face**.

Stylish eyewear from around the world will be displayed by **Ebony Eyewear** with its Ethix label, which includes a polarised clip-on collection, junior range and titanium models –

"We are only a small company but Optrafair always generates a lot of leads for us. We find the fashion area to be very good as people who are looking for our kind of product come here," said Lisa Mulvey, UK Manager.

Andrew Actman sees the Fashion Quarter as "the perfect showcase to show our collections to so many customers, and potential customers, allowing them to touch, feel and try on our frames in a relaxed, friendly, environment."

Andrew Actman will be exhibiting collections from Oasis, Karen Millen Eyewear and the signature Andrew Actman and Mico Eyewear.

"The Fashion Quarter, with its High Street concept, is a natural choice for us, suiting the of-the-moment fashion boutique style of many of our brands. We're

especially pleased to be adjacent to the Champagne Bar, so that we can help our customers take a well deserved break in style,” said Andrew.

Orange Eyewear will launch a major new collection and as a seasoned exhibitor knows how well the dedicated trend area works:

“Optrafair is a great platform to promote our diverse frame collections. We have specifically chosen to exhibit in this area as we carry a number of niche designer brands,” said Managing Director Hanna Nussbaum.

Caseco Managing Director, Peter Wood, is proud to be “the only eyewear company that has exhibited in every fashion quarter of Optrafair”. As a seasoned exhibitor he knows that certain of the company’s brands suit the ambience of the area, including J.F.Rey, Boz, Shoc and Art for Eye.

“These individual brands are for opticians who are really seeking something different,” he said.

William Morris (London) will be exhibiting retro acetates, some in darker colours with brighter tones, and lots of colourful metals, with some specifically for smaller faces. Also to be promoted, according to owner Robert Morris, will be new collections from Elizabeth Arden, More and More, OWP, Mexx and the stylish collection of ready readers by Cross.

UK Eyeworks believes its range is “so fantastic and we feel very confident of success in this area,” said Director, Shafik Haji.

“We are going for the quality end of the children’s market with a vibrant collection from Holland for children and also adults in the You’s and Youpi ranges which are “very wearable and very colourful,” said Shafik.

White Vision will be displaying “funky frames with a wearable twist” says Sales Manager, Joy Clift –

“We have exhibited at Optrafair before and it was very successful for us. We’ll be launching new Spring Collections for our Vanni and Derapage ranges,” she added.

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