

**Seminar on "Latest Eyewear & Fashion Design Trends"**  
**「最新眼鏡及時裝設計趨勢」研討會**

- Date 日期 : 4 /11/ 2010 (Thursday 星期四)  
 Time 時間 : 3pm – 4pm  
 Venue 地點 : Meeting Room N204-205, Hong Kong Convention & Exhibition Centre  
 香港會議展覽中心會議室 N204-205  
 Language 語言 : English (no simultaneous interpretation will be provided)  
 英語 (不設即時傳譯服務)  
 Remarks 備註 : Free admission 免費入座

**Speaker's Biography 講者簡介**

**Ross Vance, CEO, Sama Eyewear, Los Angeles, USA**

Ross Vance has been with Sama Eyewear since 1997, and is a force to be reckoned with in the optical industry. He began his optical training in San Francisco at the age of 19, and quickly developed a passion for the technological components involved in developing high-end eyewear collections. His experience and education in the industry have enabled Ross to develop and master such advances as flat sheet titanium, laser etching, multi-layer laminates and plating techniques. With more than three decades of experience in the optical field, Ross now plays an instrumental role at Sama Eyewear, creating technical advances that enable his wife, world-renowned eyewear designer Sheila Vance, to bring her complex, beautiful and extraordinary designs to life.



**Isabella Morpurgo, Publisher, magazine VEDERE, Edizioni Ariminum, Milan, Italy**

Isabella Morpurgo is the daughter of Claudio Morpurgo who, in 1953, founded the magazine VEDERE. This publication became international in 1972 with texts in 4 languages and worldwide diffusion. Mrs Morpurgo has been running the company since 1990.

In June 2010 VEDERE International merged with 20/20 Europe thus creating the only international optical trade magazine in the world. Isabella Morpurgo and her publishing house are in charge of advertisers in Northern Europe, of the VEDERE International's editorial section and of the overseas optical exhibitions.

*In July 2010 she started publishing also a quarterly magazine, named obviously VEDERE, devoted to the Italian national optical market.*



2: 45pm-3pm	Registration 登記
3pm – 3: 30pm	<p><b>Luxury Eyewear and Fashion Trends in Asia and across the Globe</b></p> <p>Speaker 講者: Ross Vance, CEO, Sama Eyewear, Los Angeles, USA</p> <p>"In today's luxury consumer market, specialization is everything. I cannot stress this enough. One stop shopping may work for the lower-end consumer marketplace, but in the luxury market, the consumer wants to feel elite, catered to, pampered, special and, well... outright luxurious!"</p> <p>Q &amp; A Session 答問環節</p>

3:30pm - 4pm

**Eyewear and Fashion trends in Europe**

Speaker 講者:

Isabella Morpurgo, Publisher, magazine VEDERE, Edizioni Ariminum, Milan, Italy

“Fashion and glasses. An unbreakable bond. The new trends speak of Nature, eco-friendly materials, high technology, vintage inspiration to the happy decades of the last century. Let's make together an overview on the future that awaits us.”

Q & A Session 答問環節

Remarks :

1. The Organiser reserves the right to make changes of the programme without prior notice.
2. Trade only, persons under 18 will not be entertained.