



HKTDC Hong Kong Optical Fair 2012

Interesting Products

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Exhibitor Information	Highlights of the Brand
 <p>Arena Investment Development Limited (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-D18</p>	<p><i>Hummer</i></p> <ul style="list-style-type: none">▪ As a worldwide renowned vehicle brand, Hummer is extending its arm to optical industry.▪ The designs focused on patterns of bold and high-tech performance, specially created for those consumers who care about their eyes.▪ The sports & fashion sunglasses feature a sleek curved design with HD black lenses.▪ The fashionable sports sunglasses are suitable for all weather, sports, cycling, driving, etc.
 <p>Chang's Optical Asia Limited (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-F32</p>	<p><i>ic! berlin</i></p> <ul style="list-style-type: none">▪ ic! berlin are noted for producing eyewear from 0.5mm thick stainless spring steel sheet metal, using a patented hinge design which avoids the use of any screws or glue in the construction of their frames.▪ The combination of materials and techniques allows their products to be light and flexible.▪ The new model - "Harmonic oscillator" is exemplary, young, elegant, and for everyone! Timeless design with a strong finish, coupled with a rough and raw spirit.▪ After the award crowning of "Power Law Black Rough" in a Silmo d'Or 2011 sunglasses category, other classics are joining the "rough" serie.▪ "Rough" doesn't just work in black; the new models are coming in a tricolor style which has never seen before.



Power Bloom Ltd. (Hong Kong)
Zone: Brand Name Gallery
Booth No: 1B-D15

OGA+

- Black Stamina: A word of Latin origin synonymous with endurance. Wood-based composite material combining the aesthetic appearance of wood but with better resistance and without the defects that wood is subject to (cracks, warping, shrinking and blemishes). The color is completely stable and will not change over time.
- A curved shape worked from a solid piece of Stamina wood that closely follows the shape of the head and is arched over the ear for maximum grip. A "spoon-shaped" end tip for maximum wearing comfort.
- Use of an integrated spring-hinge - This "double-action" stainless steel hinge is produced using the MIM (Metal Injected Molded) technique.



Red River International Holdings Limited (Hong Kong)
Zone: Brand Name Gallery
Booth No: 1B-F20

K2

- The brand is well-known by the young people in Hong Kong under "Another" group. The brand debuted their eyewear accessories series in the spring of 2012.
- In order to keep up with the fashion trend, K2 eyewear focuses on fashion elements and prefers to pick unisex acetate styles to meet the demand of the youth from all ages. With the distinctive styles and high quality, K2 eyewear aims to reach the expectation of high-quality life among the young people.
- By using creative stylish strikes and absorbing optimistic designing concept, K2 eyewear also presents a vital and outstanding lifestyle. It is lucky to enjoy an outstanding life, but it is irresistible to own a splendid K2 eyewear.



TD Tom Davies (HK) Limited (Hong Kong)
Zone: Brand Name Gallery
Booth No: 1B-E12

TD Tom Davies

- Tom Davies Bespoke is custom-made eyewear. This British designer's mission is to create frames as original as you are. Each frame is created for you like a piece of art; fitted perfectly to your features and personal style. Each frame is handmade and finished to the highest quality.
- This featured double bloc titanium frame is part of the limited-edition collection with technical innovation, creativity and exclusivity as its signature. With use of high quality materials such as Cotton Acetates, Titanium and Natural Horn, this gives the collection an international appeal and desirability.
- With your name laser engraved into the frame this is the most unique and exclusive eyewear product in the world.



Wing Fung Optical International Limited (Hong Kong)
Zone: Brand Name Gallery
Booth No: 1C-A23

Guy Laroche

- This hand-made sunglasses using Italian acetate, with Swarovski crystal and metal decors, created a mixture of Fashion and Vintage taste.
- Also, the sunlens from optics by CARL ZEISS provides exceptional quality and protection from blocking the sunlight.



Vanessa & Mehdi S.A.R.L (France)
Zone: France Pavilion
Booth No: 1B-F12

Vanessa & Mehdi

- Vanessa & Mehdi is a French brand born from two designers who make their optical creations with passion.
- The models and concepts focus on the association of design and comfort. All frames can be adjusted on each wearer, each prescription and each fitting.
- Vanessa & Mehdi patented a mechanism inside temples, which allow changing the inclination of the frame.



Inottica SRL (Italy)
Zone: Italy Pavilion
Booth No: 1B-B08

Flexus

- Founded in 1984, Inottica produces “Made in Italy” eyewears and distribute worldwide their special adult collections and kids brands.
- Flexus’ designs are stylish and comfortable, their frames are eye-catching and retro-vintage, which also emphasis a fashion sense that provide a contemporary look.
- The innovative and original hidden hinge ensures a perfect fit and maximum flexibility, which is nicely integrated to its eyewear designs.



BLICK (Korea)
Zone: Sporting & Professional Eyewear
Booth No: 1C-G30

Blick

- Unbreakable and Flexible temple
- Over the glasses (OTG)-good for glasses wearers
- High quality of lenses function
- Ergonomic design and light weight
- Various color combination
- Comfortable fitting
- Compatibility
 - Cinema : Real D, Master image
 - TVs : LG and Panasonic 3D Passive TVs



QEF Design Corp. (Taiwan)
Zone: Sporting & Professional Eyewear
Booth No: 1C-G31

QEF Design

- Suitable for any kinds of activities such as biking/motorcycling/fishing/mountain climbing/water sports...and so on.
- No matter your specialty is in safety or sunglasses market, this style is definitely your choice.
- EN166 Qualified:
 - Tested by ICS Labs
 - Adjustable Nose Pad and Temple Ends
 - Removable Inner Foam
 - RX insert, Headband Available
 - TR90 material – Durable and Lightweight



ASTUCCI

Astucci International Limited (Hong Kong)
Zone: Eyewear Accessories
Booth No: 1D-F18

Astucci

- Astucci designers created a vibrant collection by integrating influences straight off the runway.
- Each coloured section complements and enhances the other colours used on the case. Neutral-toned colours are paired with a fresh and vibrant colour which translates into a beautiful and harmonious silhouette.
- To give the entire collection an interesting twist, different material textures were used for each colour section.
- The overall fun yet minimal design of the cases are created to give eyewear a trendy yet classy and opulent feel, which makes it the perfect choice for any season.



New Bio Co., Ltd (Korea)
Zone: Contact Lens & Accessories
Booth No: 1C-E22

New Bio

- Since the history of 25 years tradition along with technological development and investments, New Bio well-known for its remarkable in water content, fascinating design, special patented material “Terpolymer”.
- Newbio recognized with certificate for ISO, CE, and KGMP and these prove the quality of Newbio’s contact lens.
- With the most advanced casting mold production, New Bio lens heightened moisture level against the corneal dryness and it is also famous for comfortable feeling.



Sauflon Pharmaceuticals Limited (United Kingdom)

Zone: Contact Lens & Accessories
Booth No: 1C-E18

Sauflon

- Sauflon are a global manufacturer of contact lenses and aftercare solutions, manufacturing a wide range of reusable and daily disposable contact lenses in both hydrogel and silicone hydrogel materials.
- Earlier this year Sauflon launched the world's first silicone hydrogel, daily disposable lens for presbyopia - clariti 1day multifocal - the latest addition to the world's only silicone hydrogel, daily disposable contact lens family.
- The clariti 1day family is now available in sphere, toric and multifocal designs, providing a lens design to suit the majority of patient requirements.



Creative Square Limited (Hong Kong)

Zone: Visionaries of Style Pavilion
Booth No: 1B-C14&16

KIO YAMATO

- KIO YAMATO defines a high fashion philosophy getting to the front end of the trend; pushing through innovative boundaries. Their new application of titanium has led the whole industry into a new district.
- KIO YAMATO has constant its good quality of work. It tickles every possible edge with fine craftsmanship. Most of their frames are made of titanium. The brand has passed the European standard test - 'Nickel Release' by its high standard. Simplicity has given the brand a strong and stylish outfit.
- With the usage of Titanium and the premium materials from Italy and Japan, the high technology 3D die-cutting technique would extend the whole life spend of each eyeglasses. The fine finishing offers the best fitting and comfort to each KIO YAMATO wearers with great charm.



Topcon

- Topcon is proud to introduce the 8900 series of auto Ref / Keratometer and Auto Refractometers.
- Ease of use, high accuracy and sophisticated design are the main characteristics of the KR-8900 & RM-8900.

Focus Mercantile Company Limited (Hong Kong)
Zone: Optometric Instruments, Equipment &
Machinery
Booth No: 1A-A12