












HKTDC Hong Kong Optical Fair 2013
Interesting Products



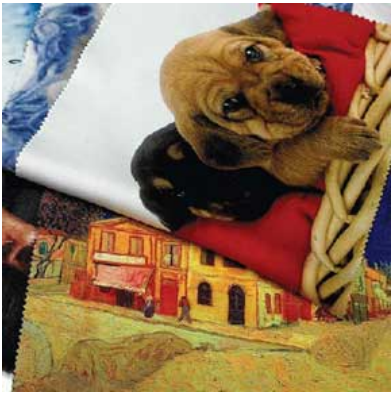
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	Exhibitor Information	Highlights of the Brand
1	 <p>Chang's Optical Asia Limited (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-D23</p>	<p align="center"><u>ic! berlin (Germany)</u></p> <ul style="list-style-type: none"> ▪ ic! berlin is noted for producing eyewear from 0.5mm thick stainless spring steel sheet, using a patented hinge design which is free from using any screws or glue in the construction of their frames. ▪ Designed and made in Germany, the combination of materials and techniques allows their products to be light and flexible. ▪ The very popular ic! berlin "power law", its design has won Silmo D'or award for sunglasses, dresses in new colours - Ghetto havanna with the well-known rough finishing. ▪ This colour gives heaps of camouflage for the everyday urban angle - but it looks outstanding for occasional event as well. ▪ Materials: Acetate front and stainless spring steel sheet metal temple with a patented screwless-hinge-insert-system. ▪ Lens: Gradient UV protected lenses with anti-reflective lens coating.
2	<p align="center">undoistrial</p>  <p>Concept Eyewear (Asia) (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-D01</p>	<p align="center"><u>undoistrial (France)</u></p> <ul style="list-style-type: none"> ▪ The brand name undoistrial means undo the industrial. ▪ Lucas de Stael, one of the most celebrated eyewear designer in France won the grand design award Lunetiers in 2004. ▪ In 2006, Lucas founded the high functionality brand, undoistrial, to challenge the conventional industrial production method, and insisted all processes from design, R&D and manufacturing be done in France. ▪ This frame is made in a cut out Swedish stainless-steel surgical sheet 0.5 mm. ▪ Thanks to the elasticity of the steel shape memory, the frame is folded by crossing temples, profiled in such a way that self-lock to keep the frame in the closed position, they're adjustable at the pin and nose.

		<ul style="list-style-type: none"> ▪ This collection offers 8 different shapes available in two colors of metal, which can be combined with 12 colors of exchangeable temples made of soft gum ecofriendly plastic.
3	 <p>Hong Kong Bestsoar International Trading Limited (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-D31</p>	<p><u>Paris Hilton (USA)</u></p> <ul style="list-style-type: none"> ▪ Since its establishment, Paris Hilton insists on the concept of elegance and fashion. ▪ A new special series of sunglasses, “The Flower Serial”, will be introduced at the upcoming Hong Kong Optical Fair. ▪ The sunglasses are produced by the creative idea of dehydrating fresh flowers and printing them onto the eyewear temples. ▪ This inspiration will make each of the Paris Hilton sunglasses truly unique to every individual user.
4	 <p>Lava Limited (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-D37</p>	<p><u>Fitovers Eyewear (Australia)</u></p> <ul style="list-style-type: none"> ▪ Fitovers Eyewear™ is specifically designed to be worn right over your prescription eyewear. ▪ With 25 frame shapes to choose from there is sure to be a style that is a perfect fit for your frame. ▪ And the new POLALVUE HD™ lenses eliminate glare and provide 100% protection from harmful UVA and UVB rays. ▪ They also offer high natural colour definition, superior visual acuity and enhanced contrast.
5	 <p>New Megapolis International Company Limited (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-D33</p>	<p><u>Hummer (USA)</u></p> <ul style="list-style-type: none"> ▪ Eyeglasses model #H2-1002 with a fashionable rims shape. ▪ Adding nose pads specially designed for Asian. ▪ Both temples have the Hummer's iconic grille metal by 3D cutting, the style with rich textured sense features the Hummer spirit of staunch.

6	 <p>Perfect Vision (Hong Kong) Zone: Brand Name Gallery Booth No: 1B-D10</p>	<p><u>Airflex (Malaysia)</u></p> <ul style="list-style-type: none">▪ Revolutionary high-tech polymers with medical properties are ultra-light and flexible.▪ Comfortable and natural material that do not cause skin irritation and are antiallergenic.▪ Unique fit systems for nose and ears that guarantees physical comfort and prevent pressure points. Ensuring ensure perfect vision at all time.
7	 <p>Seesun Co Ltd (Korea) Zone: Brand Name Gallery Booth No: 1B-E15</p>	<p><u>Seesun (Korea)</u></p> <ul style="list-style-type: none">▪ To help reserving the environment and reduce Co2 emission, SEESUN releases eco-friendly kid frame.▪ Used material is extracted from plants which is natural and not harmful to kids.▪ Additionally, it is very flexible and light.▪ SEESUN has tried not only to develop practicality but also to solve environmental issue through SEESUN Collection.
8	 <p>Astucci International Limited (Hong Kong) Zone: Eyewear Accessories Booth No: 1E-B17</p>	<p><u>Astucci (Hong Kong)</u></p> <ul style="list-style-type: none">▪ Our designer combines various materials to give the case a luxurious and fashionable look.▪ Fits both sunglasses and optical.▪ Use of mesh gives the case a chic sexy finish.▪ Comes in different shapes and sizes.

<p>9</p>	 <p>BNL Eurolens (France) Zone: France Pavilion Booth No: 1C-A07</p>	<p><u>BNL Polarfun Sport (France)</u></p> <ul style="list-style-type: none">▪ Welcome to the world of fusion and precision. Truly eliminate glare.▪ Widely used by athletes and recognized for its performances, BNL Polarfun Sport lenses eliminate glare (reflected light), provide clarity of vision with high definition, superior impact and abrasion resistance.▪ POLARFUN Sport polarized lenses are designed and manufactured for the most demanding quality sunglasses, for wraparound sports and function sunglasses.▪ POLARFUN Sport polarized lenses are highly valued at all levels and price points of the sunglass industry. Welcome to the world of fusion and precision.
<p>10</p>	 <p>EMS Grivory (Switzerland) Zone: Sporting & Professional Eyewear Booth No: 1C-F17</p>	<p><u>Grilamid TR (Switzerland)</u></p> <ul style="list-style-type: none">▪ This polyamide material (PA) is a transparent and tough thermoplastic material.▪ It offers excellent bending strength, memory behavior and stress crack resistance against alcohol, halogenated and aromatic solvents.▪ The material is perfectly suited for making spectacle frames and lenses.▪ Suitable for injection molding and extrusion.▪ Also ideal for consumer and industrial applications in which chemical resistance, transparency and toughness are desired.
<p>11</p>	 <p>Maxvue Vision SDN BHD (Malaysia) Zone: Contact Lens & Accessories Booth No: 1C-G07</p>	<p><u>ColourVUE (Malaysia)</u></p> <ul style="list-style-type: none">▪ Crazy lenses are designed to offer funky and wild looking eyes that match with your costume.▪ With a huge selection ranging from animal eyes to movie characters, special effect and blind lenses, you will never run out of ideas for your party and carnival outfit.▪ The high quality design emphasizes users' comfort at the same time.

<p>12</p>	 <p>Minima (France) Zone: Eyewear, Frame and Lens Booth No: 1D-E02</p>	<p><u>Minima (France)</u></p> <ul style="list-style-type: none">▪ The glasses feature super-fast interchangeable temples for convenience.▪ A new patented clipping system brings in the simplest way to interchange types and colors of temples. These frameless glasses showcase an elegant timeless style.▪ Made of stainless steel or plastic (grilamid).▪ 14 different materials: offering a large array of possibilities.▪ 2 colors for bridge and end pieces: mat black or shiny silver.
<p>13</p>	 <p>Pin Optik SRL (Italy) Zone: Italy Pavilion Booth No: 1B-B07</p>	<p><u>Emozione (Italy)</u></p> <ul style="list-style-type: none">▪ Emozione frames are jewels for your eyes.▪ With thirty years of experience, Emozione frames are produced exclusively in Italy. They are metallic glasses of high quality, embellished with Swarovski crystals, semi-precious stones and zircons.▪ With special attention to detail and elegance, each pair of Emozione glasses comes from passionate skilled hands that are able to transform pure metal to a piece of jewel that will light up the face of the wearer.▪ Pinoptik is able to realize your idea of glasses, starting from design to the delivery of the finished product, allowing them to better meet the needs of their clients.
<p>14</p>	 <p>Sang Jin Co Ltd (Korea) Zone: Eyewear Accessories Booth No: 1E-A29</p>	<p><u>Ultra Clearlens TM (Korea)</u></p> <ul style="list-style-type: none">▪ This is a collection of microfiber cleaning cloth that is ideal for effectively wiping away fingerprints, dust, and grease on spectacle lenses.▪ The soft texture is extremely gentle to the lenses. The cute design and bright colors will grab your attention instantly.▪ Deluxe silky style microfiber, circular knit fabric, 80% polyester, 20% nylon, conjugated s/t yarn 120d (sd).▪ Pinked edges, with one side full color digital printing cloth (customer's design is available without charge).▪ Bulk package, individual package is possible

		with some extra charges.
15	 <p>Skyview Optical Company Limited (Hong Kong) Zone: Optometric Instruments, Equipment & Machinery Booth No: 1E-C21</p>	<p><u>Nidek (Japan)</u></p> <ul style="list-style-type: none"> ▪ The cutting-edge lens edging system offers the ultimate beveling cycle that processes highly curved lenses. ▪ It creates remarkable bevel profile for highly curved lenses by processing the front and back bevel independently. ▪ This lens edging system features advanced technology to create customized bevel to suit even the most challenging eyewear.
16	 <p>Subvision Limited (Hong Kong) Zone: Visionaries of Style Pavilion Booth No: 1B-A16</p>	<p><u>Subcrew (Hong Kong)</u></p> <ul style="list-style-type: none"> ▪ Subvision Limited offers high-quality products, competitive prices and prompt delivery. ▪ Subcrew eyewear business started in 2010 and the first collection is cooperated with French luxury brand - Alain Mikli. ▪ The first cooperative business operation product is called "Subcrew by Mikli", which had a great reputation in the market for the first collection. ▪ In 2012, Subcrew started to use the new name - Subcrew eyes wear® to product frames and play sola in the eyewear market. ▪ This pair of deep blue-toned sunglasses features a butterfly shaped design for a touch of uniqueness. The frame is constructed from acetate for impact resistance. This pair of unisex sunglasses is a must-have when going out in a scorching summer day.