





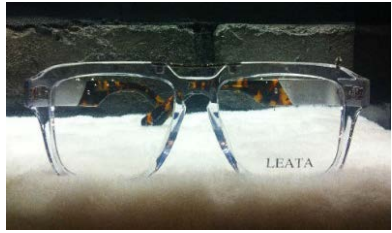


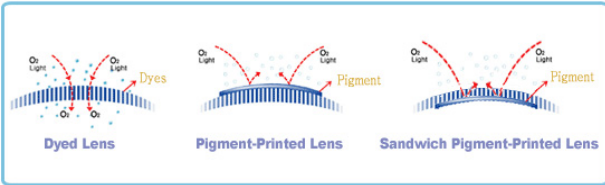
HKTDC Hong Kong Optical Fair 2014
Highlighted Products
(Information provided by exhibitors)

Photo download: http://filesharing.tdc.org.hk/hktdc/download.php?fid=_phpj90i9V

	Exhibitor Information	Highlights of the Brand
1	 <p style="text-align: center;">All Sun Asia Limited (Hong Kong) Booth No: 1B-E30</p>	<p>NEUTRO (Korea)</p> <p>Made of ECOZENeye, an eco-friendly bio-plastic developed in-house, NEUTRO contributes to anti-global warming by reducing CO2 emission. With the advanced clip system, the temples are attachable and detachable in one easy movement, enabling users to make unique and trendy colour combinations.</p>
2	 <p style="text-align: center;">Art International High Quality Goods Co., Ltd (Taiwan) Booth No: 1C-A50</p>	<p>Gentle Monster (Korea)</p> <p>Founded by Kim HanKook, Gentle Monster is a Korean eyewear brand that is aspired to create vintage future. Gentle Monster has also collaborated with many Korean brands, for example LOW classic, Blankof and Diafvine. It has a loyal customer group of high-profile Korean celebrities and others for its unique, artistic vision of eyewear.</p>
3	 <p style="text-align: center;">Arts Optical Company Limited (Hong Kong) Booth No: 1E-A02</p>	<p>CEO-V (Hong Kong)</p> <p>CEO-V, through superior design innovation and manufacture, takes the concept of foldable glasses to a new level. When not in use, the design of CEO-V features a patented system that allows the glasses to be worn around the neck without the need for a cord or chain. Alternatively the CEO-V frame can be stored in an ultra-slim protective case.</p>

4	 <p>Bushnell Performance Optics Asia Ltd (Hong Kong) Booth No: 1C-A48</p>	<p>Bollé® (France)</p> <p>Bollé polycarbonate lenses are made from premium-grade resin, resulting in lenses that are 20 times more impact-resistant than glass and three times lighter, with unrivaled precision and clarity.</p> <ul style="list-style-type: none"> ➤ New Polycarbonate Polarized Lens 3 in 1 ➤ Photochromic lenses ➤ Oleophobic/Hydrophobic treatment ➤ Anti-Fog treatment, Anti-reflective coating ➤ Optics Control System ➤ Sport Optical System (S.O.S.) ➤ ANSI Standards ➤ Carbo Glas® Coating
5	 <p>Chang's Optical Asia Limited (Hong Kong) Booth No: 1B-D30</p>	<p>mad in Italy (Italy)</p> <p>Claudio Dalla Longa, creative director of Mad in Italy, combines a vintage silhouette with NXT materials, one of the formula 1 quality materials with advantages of extreme lightness, high flexibility, anti-sweating and anti-allergy. Whereas laser coating enables Porro having a reflective surface not only to generate chromatic dispersion, but also sparkle in fantastic colors that in striking contrast with its subtle elegant temples.</p>
6	 <p>Concept Eyewear (Asia) (Hong Kong) Booth No: 1B-E22</p>	<p>STRADA DEL SOLE (Switzerland)</p> <p>STRADA DEL SOLE unites Swiss innovation with "joie de vivre". With one click, the flexible and light-weight glasses become ultra-flat and may be easily fitted into a trouser pocket. It was awarded the DDC-Awards Deutscher Designer Club 2014 and the Eyewear of the Year 2012.</p>
7	 <p>Design Eyeworks Inc. (Korea) Booth No: 1C-B45</p>	<p>LEATA (Korea)</p> <p>LEATA uses materials same as artificial joint and implant which are harmless to the human body. The glasses are made of antimicrobial titanium and the frame fits perfectly to the structure of users' facial bone. The entire manufacturing process is handmade and in original design.</p>

8



E.O.S. Co., Ltd
(Korea)
Booth No: 1C-E07

EOS Lens (Korea)

In contrast to the traditional coloured lenses, EOS lenses use a patented dyeing method that allows coloured pigments to penetrate into the lenses, eliminating all surface roughness due to printing. The lenses offer higher oxygen permeability, resulting in lenses that stay clear, smooth and silky.

9



Eyestyle Limited
(Hong Kong)
Booth No: 1B-D07

Mykita (Germany)

EDMUND and HUDSON combine the sports/casual look with perfect light protection. The duo's design incorporates cues from the expansive 1950s frames. Wide temples and a wide bridge avert sunrays from above and the sides, while the frame design with snug-fitting browline and nose-chip similarly keeps incoming light to a minimum. Bold frame colours combined with mirrored lenses deliver protection and excellent vision.





10






Hachill (HK) Limited
(Hong Kong)
Booth No: 1B-A08

Hachill – Plasmetallic (Hong Kong)

With mix and match of two materials, metal and acetate, Hachill's new collection PlasMetallic not only brings out the rock & roll style, but also the personality.

<p>11</p>	 <p>Hug Ozawa Co., Ltd. (Japan) Booth No: 1B-F22</p>	<p>EYE s CLOUD (Japan)</p> <p>Designed in Japan, with the process of injection molding and mold making in Korea, EYE s CLOUD's features include: ultra-light weight, 3D design, super elasticity, Japanese quality and a variety of colours. It was awarded the 2013 Good Design Award by Japan Institute of Promotion.</p> <p> GOOD DESIGN AWARD 2013</p>
<p>12</p>	 <p>Inspecs Ltd (United Kingdom) Booth No: 1B-C23</p>	<p>Superdry (UK)</p> <p>Superdry's ethos is to produce future classic pieces. Inspired by this season's theme "Complementary Contrasts", the collection features bright power-coated finishes that are softened with muted super-tort acetate temples and hand oak temples, along with vintage-style finishes of distressed denim and leathers.</p> <p>Awarded the Frames of the Year Award 2012 at the Optician Awards held in London.</p>
<p>13</p>	 <p>JULBO SAS (France) Booth No: 1C-A07</p>	<p>Tensing Flight (France)</p> <p>Designed with the assistance of the Soul Flyers, Tensing Flight is the technical answer to the demands of extreme aerial sports. Its dual-material front literally sticks to the face and stops air getting in. The elastic band provides perfect hold around the head and fits easily under a helmet. Fitted with two types of lenes (Zebra Light and polarized) and Twinflex temples.</p> <p>Awarded Silmo d'Or last year in Sports eyewear category.</p>

14	 <p data-bbox="342 438 591 546">Kingvisions Limited (Hong Kong) Booth No: 1B-A11</p>	<p data-bbox="786 100 1117 132">FreddieWood (Germany)</p> <p data-bbox="786 178 1477 405">Designed and created by Peter Biller from Munich-Germany, FreddieWood is one of the best quality Buffalo Horn frames in the world. The collection uses the finest natural materials and low-allergic materials such as buffalo horn, titanium and gold, with modern and creative design.</p>
15	 <p data-bbox="350 907 583 1014">MUZIK Co., Ltd (Korea) Booth No: 1B-E08</p>	<p data-bbox="786 558 993 590">MUZIK (France)</p> <p data-bbox="786 642 1474 716">A special eyewear case when turned upside down, the case will become a speaker.</p>
16	 <p data-bbox="280 1299 652 1407">Nishimura Precision Co., Ltd. (Japan) Booth No: 1C-A02</p>	<p data-bbox="786 1024 1036 1056">PaperGlass (Japan)</p> <p data-bbox="786 1102 1477 1367">PaperGlass are reading glasses that are 2mm in thickness and extremely light. The glasses were developed based on the intention of creating eyewear that is easily and safely stored. Folding flat when not in use, “paper glass” creates a dynamic curve once opened and forms to fit on one’s nose and face comfortably.</p> <p data-bbox="786 1413 1477 1520">The design has been acknowledged as one of the “Best 100” of the Japan G-mark Good Design Award 2013.</p>

17



Opticon Ltd
(Hong Kong)
Booth No: 1B-D16

Italia Independent I-Thermic 0090T (Italy)

The I-Thermic sunglasses are the first sunglasses with changeable frame colour when expose to a temperature of 30°C or above. It is characterised by an enzyme with coloured pigment that reacts and reveals the hidden pattern once the temperature reached 30°C.

Italia Independent I-VELVET 0092V (Italy)

Italia Independent’s best seller, I-VELVET has an iconic shape reinterpreted with the velvet effect. The UV LUX treatment is soft to the touch as if it was covered with velvet. Scratch-proof and the frames keep their colour even after long exposure to the sun. Italia Independent has a worldwide patent for the treatment.

18



Rem Eyewear Asia Company Limited
(Hong Kong)
Booth No: 1B-E07

ZEISS / TUMI ZR3™ (USA)

Each pair of sunglasses features Carl Zeiss Vision CR-39 TUMI ZR3™ lens which offer superior optics and innovative performance features, such as hydrophobic coatings that make water roll off the lens, anti-static coatings that shun dirt and fingerprints.




19



Rochester Optical
(United States)
Booth No: 1B-A13

Chimmm by Simon Chim Smart Frames™ for Google Glass (United States)

Smart glasses are getting a makeover with Rochester Optical’s Smart Solutions™ and Simon Chim’s fashion design flair. With Rochester Optical’s scientific approach, Simon Chim is designing prescription eyeglass frames that seamlessly work with the Google Glass and Vuzix® M100. Simon has also designed accessories for the Epson® Moverio BT-200 including shields that take the augmented reality experience to a new level.

<p>20</p>	 <p>Seesun Co., Ltd. (Korea) Booth No: 1C-B49</p>	<p>Seesun (Korea)</p> <p>Seesun provides flexible tension and support by using extremely thin sheet (0.8mm) on the eyewear. It employs lightweight (10g) and durable materials in their frames, manufacturing products that are comfortable and of good value.</p>
<p>21</p>	 <p>Tommy Fashion Sunglasses Trading L.L.C (United Arab Emirates) Booth No: 1C-A29</p>	<p>FashionTV Eyewear (France)</p> <p>As the new and sole licensee of Fashion TV from France, Tommy Fashion produces the original line of sunglasses. This f.sunglasses “Phoenix Lady Gaga” symbolises the rebirth of the immortal phoenix, making a memorable entrance in the fashion world.</p>
<p>22</p>	 <p>Yick Kwong Optical Company o/b St Martin Collection Limited (Hong Kong) Booth No: 1B-D12</p>	<p>Incredible (Italy)</p> <p>Made from a unique lightweight Nylon-based compound, the collection is extremely comfortable and flexible. The chromatic palette, available in different colours and patterns, is unique and influenced by a sense of Italian culture. The entire production cycle carries out in Italy, ensuring a 100% made-in-Italy product.</p>