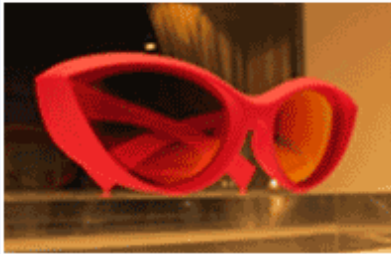


## Trend Report

The optical globe is definitely getting to a new era with innovative design. Let's get heads-up of high-tech eyewear at HK Optical Fair!

3D printed frames are hot in the US and Europe, and Asia Pacific is welcoming this new trend too. Walking past the booths - you can barely step in as there are too many curious buyers trying to get to know the technology and the newly launched products. Thanks to the material nylon, the semi-aromatic polyamides, the features of heat resistance, featherweight, and high durability - account for the success of 3D printed eyeglasses in western markets. The exhibitor Amante FrameWorks Limited (GH-F39) shows "PQ BY RON ARAD" collection, an Italian tailor-made kaleidoscopic 3D-printed frame. Danish brand Monoqool (GH-G12) is another option if you are looking for simple and functional frames. If you are looking for something fancy, unique designs could be found at Morgenrot Eyewear (GH-H05). The German designed ic! berlin (GH-E30) is joining the high-tech syndicate by launching the "I See Exoskeleton" sunglasses.



Talking about eyewear, the most important component— lens should not be overlooked. Blue block lens is apparently the focus of this year's fair. By using the coatings, the blue block lens could block high-energy, artificial blue light and UV to improve clarity, focus and performance, not to mention protecting your vision. Hong Kong Optical Manufacturers Association is introducing this recently developed technology at the fair. Taiwan Koda Optical Co., Ltd (1C-D36) allows buyers to design their desired patterns and put them on goggles, sunglasses and blue block lens. Jiangsu Youli Optics Spectacles Co., Ltd. (1CON-028) from the Chinese mainland could also provide lens with blue and green coatings. Everyone was obsessed with Google Glass when it was first launched few years ago. Its magnificent features have amazed the consumers. Hong Kong Optical Lens Company Ltd (GH-F30), the only provider of the Smart Gold Lenses & Frames in Asia, brings the latest smart glasses with enhanced comfort and functions this time.

