

8-10 Nov 2023

Market Talk - Road Ahead for Eyewear Industry

市場探索 - 眼鏡業市場趨勢概況



Date 日期 : 9/ 11/ 2023 (Thursday 星期四)
 Time 時間 : 11:30am – 12:30pm
 Venue 地點 : The Forum, Hall 1D, HKCEC
 香港會議展覽中心, 展覽廳 1D, The Forum
 Language 語言 : English (No simultaneous interpretation service will be provided)
 英語 (不設即時傳譯服務)

In this session, industry experts will discuss the latest fashion trends forecast and sustainability elements in the U.S. eyewear sector. Speakers will also explore the digitalisation of supply chain in the industry and its impact on manufacturing and retail, as well as the latest market outlook and potential of smart eyewear.

Let's take a glance at the market outlook and stay ahead in the dynamic eyewear industry!

Time 時間	Programme 講座內容
11:30am – 11:50am	<p>FW23-24 Eyewear Fashion Trends in the U.S. and Sustainability Elements within the Sector 2023-24 美國眼鏡設計潮流及環保元素</p> <p>Which eyewear styles are trending in the U.S. right now? Eyecare Business managing editor Kerri Ann Raimo discusses the eyewear fashion trends to look for into the new year. The second portion of this presentation will discuss sustainability's impact on the optical sector in the U.S.—and how retailers of all shapes and sizes can benefit from highlighting eco-friendly offerings.</p> <p>Speaker 講者: Ms Kerri Ann Raimo, Managing Editor of Eyecare Business</p>  <p>Question & Answer Session 答問環節</p>
11:50am – 12:10pm	<p>Digital Transformation of the Supply Chain in Eyewear Industry 眼鏡業供應鏈數碼化新發展</p> <p>Digital transformation technology opens up new opportunities and possibilities for manufacture and distribution.</p> <p>The current state of the market is unsustainable. Costs are rising, overproduction has disrupted traditional supply networks, and vertical integration and consolidation has impacted everyone.</p> <p>Learn more about how your factory, brand, or retail store will be affected; get a</p>

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	<p>birds eye view with Dennis during his informative talk.</p> <p>Speaker 講者: Mr Dennis G Zelazowski, Co-Founder, 3DNA Technology Ltd</p> <p>Question & Answer Session 答問環節</p> 
<p>12:10pm – 12:30pm</p>	<p>Latest Market Outlook of Smart Eyewear 智能眼鏡最新市場概況</p> <p>Smart eyewear integrates into modern lifestyles, fusing style and tech. Enhancing experiences with AI-powered features like translations, they make voice a versatile tool. Merging high-tech with fashion, customizable frames suit various occasions and head shapes. Lightweight and functional, they represent the nexus of technology, style, and comfort.</p> <p>Speaker 講者: Mr Kenny Cheung, Co-founder and President, Solos Technology Limited 所樂思科技有限公司, 聯合創始人兼總裁 張惠權先生</p> <p>Question & Answer Session 答問環節</p> 

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About Speakers 講者介紹:



Ms Kerri Ann Raimo, Managing Editor of Eyecare Business

Kerri Ann Raimo is the managing editor of Eyecare Business and Contact Lens Spectrum magazines. She serves on the board of directors of the Optical Women's Association (OWA) and as co-chair of the OWA's Digital Marketing Committee.



Mr Dennis G Zelazowski, Co-Founder, 3DNA Technology Ltd

Dennis G Zelazowski is a 3rd generation Optician, inventor, entrepreneur and co-founder of 3DNA Technology Limited, an Hong Kong company focused on digital transformation of eyewear industry. He is author of multiple US patents for eyewear and Optical lens design, winner of the Japan Good Design Award and Award of Excellence by the Optical Lab association.



Mr Kenny Cheung, Co-founder and President, Solos Technology Limited

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Kenny Cheung is the President and Co-founder of Solos®, leading smartglasses innovation. With a rich 30 years tech background, he's held executive roles at Motorola, Kopin, Solomon Systech, and founded WE3 Technology. His journey merges technological advancement with dedication to sports and exercise.