

ABOUT THE ATELIER

The Atelier is home to small, predominantly design-led owned and operated ateliers dedicated to creating artisanal product portraying unique and distinctive style and artistry. Catering to the needs of top tier retail boutiques, Atelier collections represent the intersection of fashion, art, culture and craftsmanship

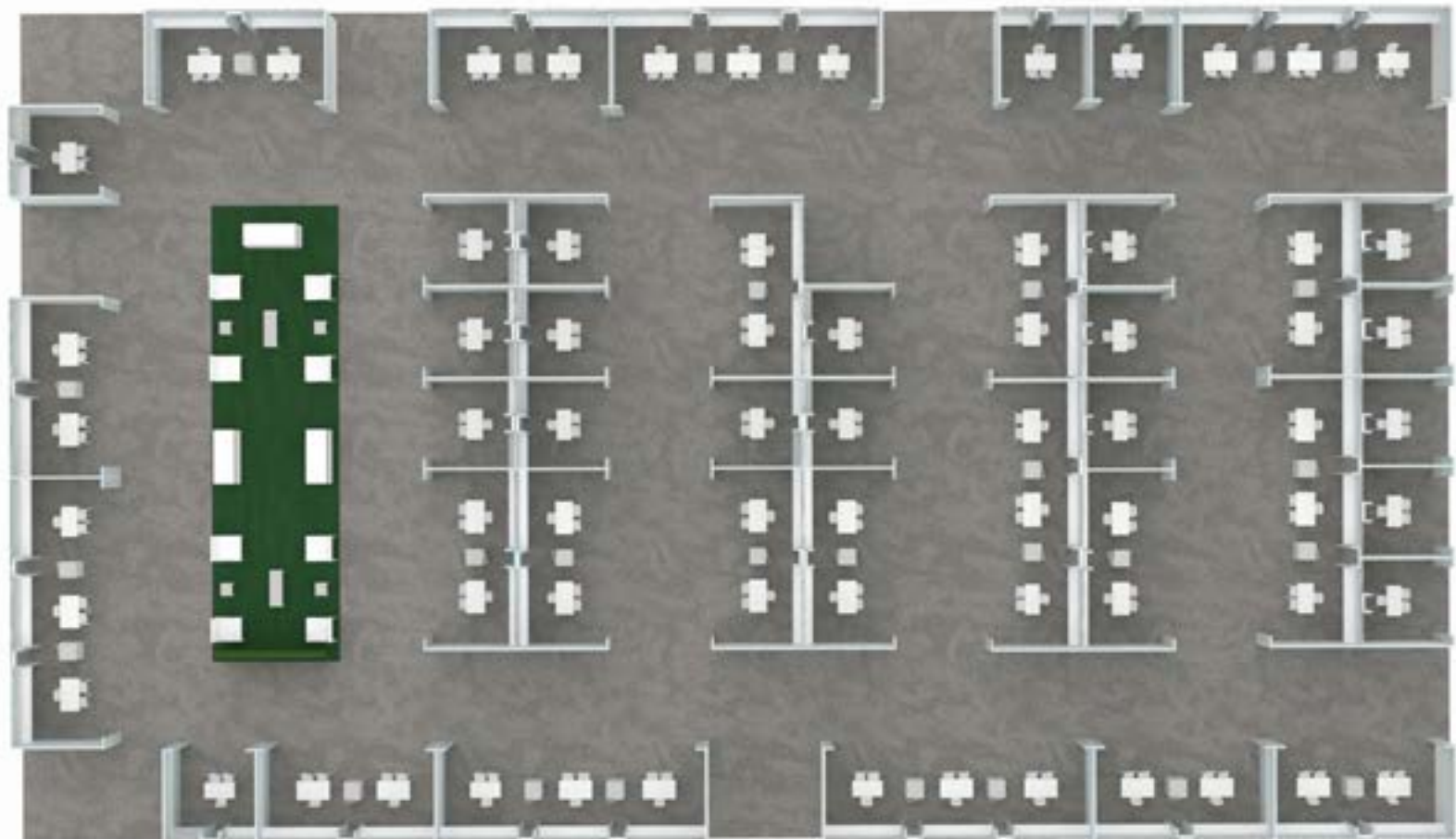
Friday, March, 17 - Sunday, March 19, 2023

Javits Center | New York City

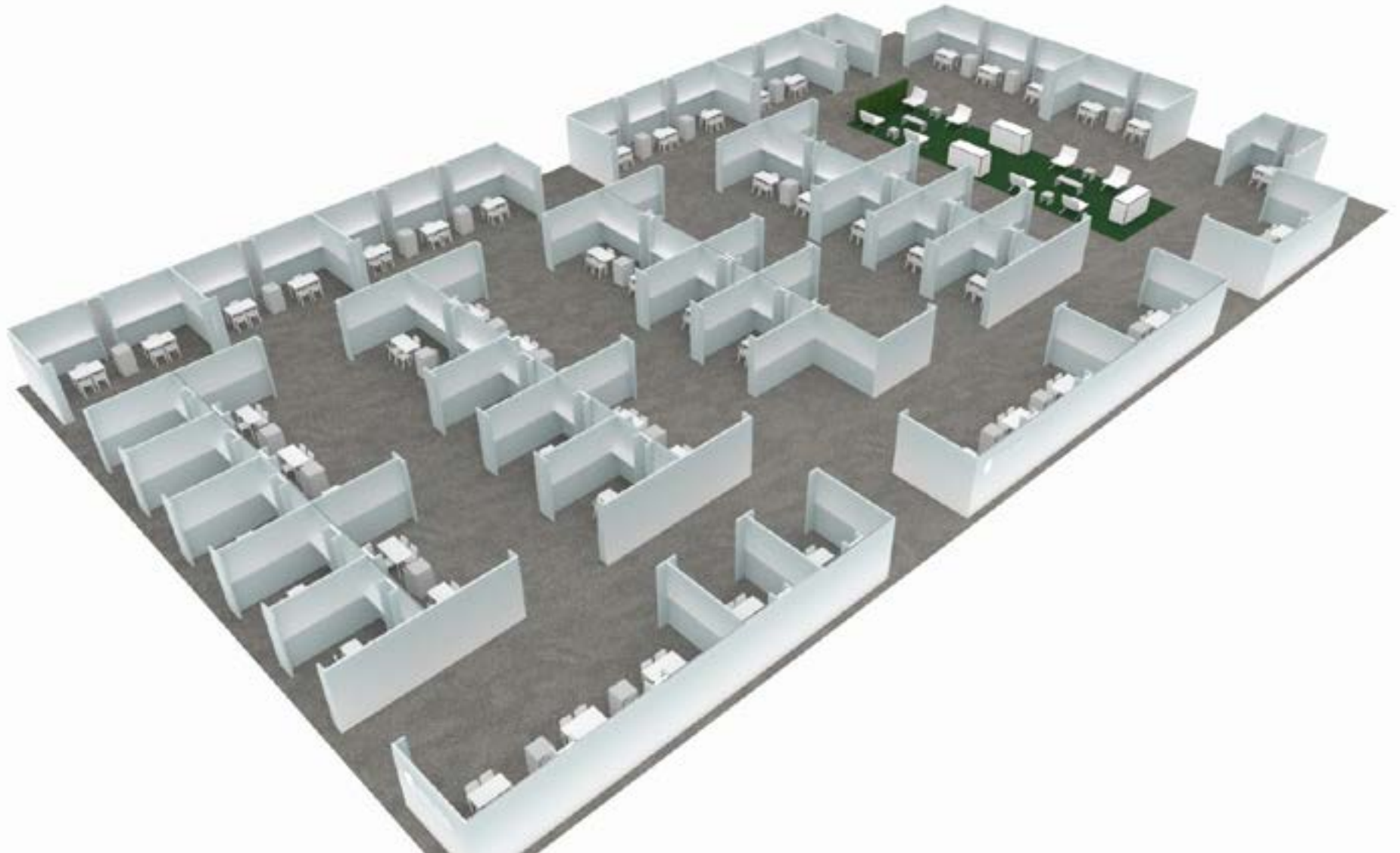
An exclusive vetted community of designers and retailers.

THE ATELIER

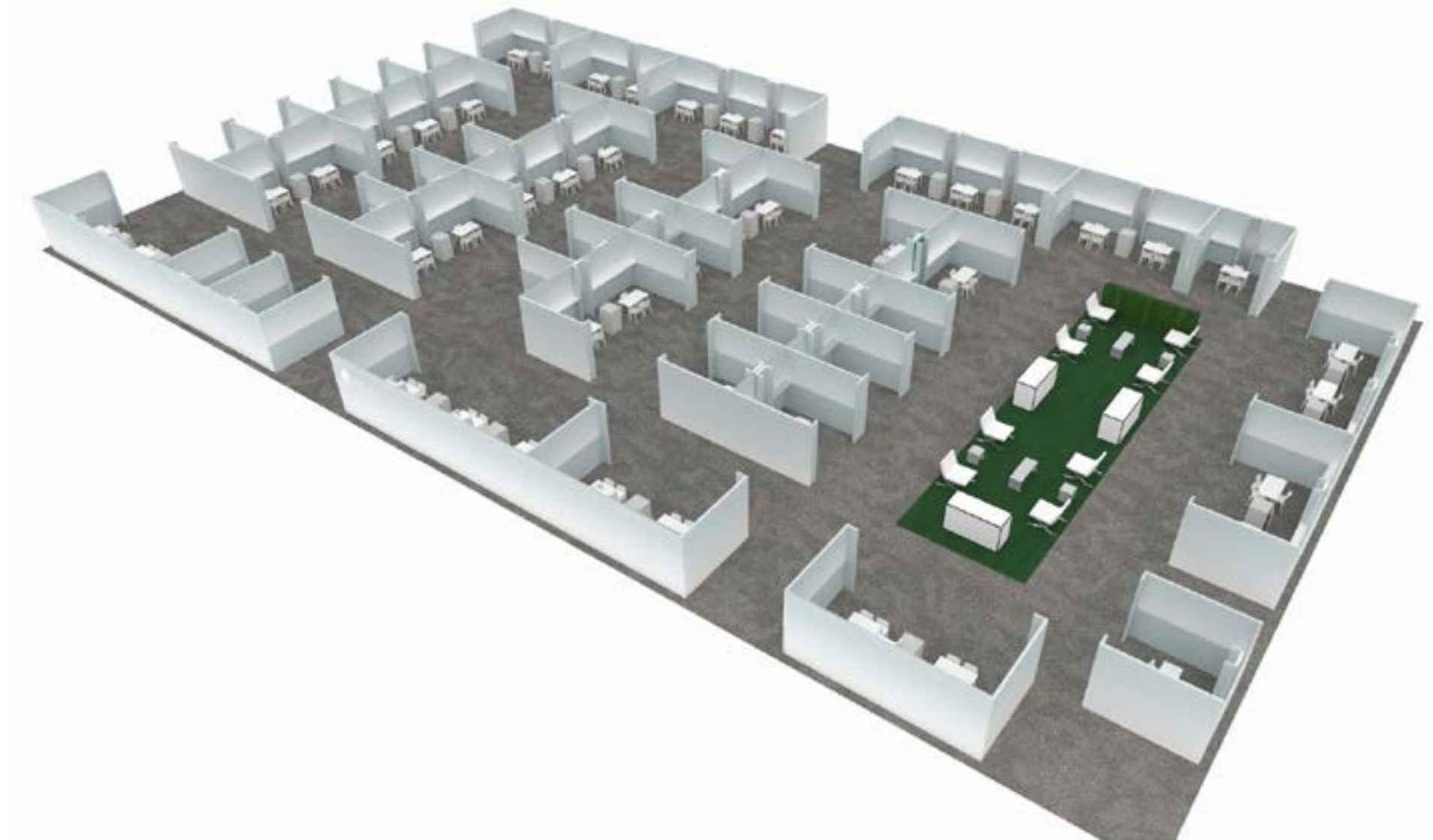
The layout of The Atelier, our new show-within-a-show, will celebrate some of the most well-known brands in the eyewear industry. The Atelier offers an exceptional experience to create an inimitable universe for both exhibitors and VIP attendees.



THE ATELIER



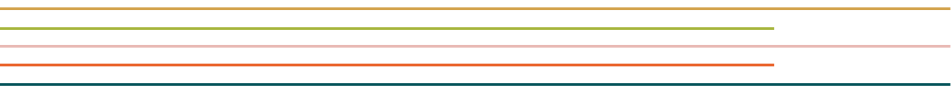
THE ATELIER



THE ATELIER **BENEFITS**

As an accepted member of the exclusive Atelier community, companies will be afforded:

- Distinguished independent designer exhibitor participation
- Luxury hard-wall booth design
- Canape food activations/service each day
- Beverage activations each day
- Live music activation
- Exclusive lounge
- Welcome concierge desk
- Prime positioning in the front of the exhibit hall
- Exclusive Atelier Giveaway
- Exclusive Matchmaking Program



THE ATELIER QUALIFICATIONS

- Small, established, owned and operated design-led ateliers, dedicated to artisanal product.
- Limited distribution via Tier 1 optical retailers in terms of volume and channels.
- Collections should be created/produced/inspired by a designer – a person behind the brand.
- Collections should include some limited-edition styles/collections.
- Collections should have unique and distinctive styling in terms of design aesthetic and craftsmanship.

Product photos required; samples may be requested.

RETAILER LETTERS OF RECOMMENDATION HELPFUL.

THE REVIEW COMMITTEE MAJORITY APPROVAL PREFERRED.

THE REVIEW COMMITTEE IS COMPRISED OF A SELECT GROUP OF RETAILERS AND DESIGNER PROFESSIONALS WHO SHOP AND CURATE COLLECTIONS.

SOME PAST ATELIER EXHIBITORS

BALMAIN
PARIS

AKONI

 **HOFFMANN**
NATURAL EYEWEAR

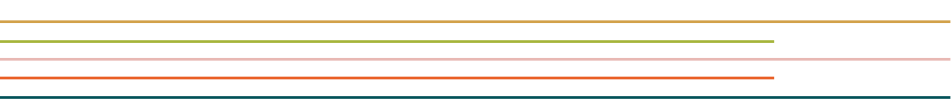
MATSUDA

 **T HENRI**



GARRETT LEIGHT CALIFORNIA OPTICAL


MAYBACH
EYEWEAR



DESIGNER EXHIBITS

10X10 BOOTH



INCLUDES:

- Two (2) shelves
- One (1) mirror with sign decal of booth name
- One (1) table
- Three (3) chairs



DESIGNER EXHIBITS

10X20 BOOTH



INCLUDES:

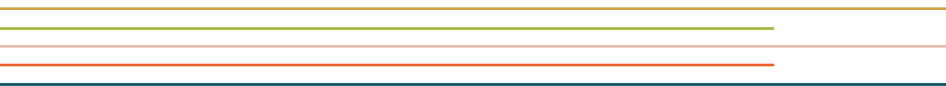
- Two (2) shelves
- One (1) mirror with sign decal of booth name
- Two (2) tables
- Six (6) chairs
- One (1) storage unit

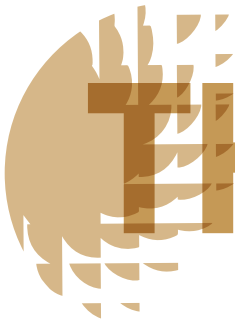


THE ATELIER BOOTH PRICING

SQUARE FEET	STANDARD RATE
100	TVC Member: \$10,050 Non-TVC Member: \$10,410
200	TVC Member: \$19,625 Non-TVC Member: \$20,225
300	TVC Member: \$28,950 Non-TVC Member: \$30,030

*Booth fee includes: booth set up, breakdown, listed furnishings, website listing, lead retrieval and all Atelier amenities.





THE ATELIER



VISION EXPO

2023 | NYC
EDUCATION: MARCH 16-19
EXHIBIT HALL: MARCH 17-19
JAVITS CENTER | NYC

CONTACT

Cedric Fellows

Sales Director

T: 408.931.1639

E: cedric.fellows@rxglobal.com

