



**FOR IMMEDIATE RELEASE**

**NOW Awards: Vision Expo 2026 Reveals First-Ever Industry-Wide Finalists**

**Norwalk, CT (March 3, 2026)** – The NOW Awards by Vision Expo return for 2026, and for the first time, submissions were open to the entire global eyewear community. Exhibition at Vision Expo was not required, and participation was free. Designers, brands, and creators worldwide submitted their most visionary eyewear frames, and the finalists were selected for their artistry, innovative design, exceptional functionality and their role in pushing the eyewear industry to the next level.

The NOW Awards ceremony which will name the winners of each category will take place on Thursday, March 12 from 4:30 PM to 5:30 PM at the NOW Stage during Vision Expo 2026, held March 11–14 at the Orange County Convention Center in Orlando, Florida. All submissions, including finalists, will be included in a NOW showcase at show entry for the duration of Vision Expo.

“The idea behind NOW has always been to create a space where creativity leads and talent is celebrated,” said Nico Roseillier, Creator and Director of NOW by Vision Expo. “By opening the NOW Awards to the entire industry, we’re giving every designer, no matter where they are, the chance to showcase their work in a deeply meaningful way. These finalists represent the pinnacle of artistry, design, and innovation, and attendees at Vision Expo will have the exclusive opportunity to see their groundbreaking work on display and celebrate their achievements firsthand.”

The finalists span multiple categories from these brands:

**Best Optical Style – Independent:**

- Silhouette Atelier
- MOREL
- Bruno Chaussignand
- FORALL
- NINA MÛR

**Best Optical Style – Licensed:**

- Vera Wang by Kenmark
- RACHEL Rachel Roy by A&A Optical
- 2 Blind Brothers by L’AMY

- Calvin Klein by Marchon
- Prada by EssilorLuxottica

**Best Sun Style – Independent:**

- Paloceras
- Paradigm
- PRESS Eyewear
- KARÜN
- Thierry Larsy

**Best Sun Style – Licensed:**

- Moncler by EssilorLuxottica
- Bradley Mischka by McGEE
- Alain Mikli by EssilorLuxottica
- All Saints by WestGroupe
- Sunday Somewhere by WestGroupe

**Best Emerging Brand:**

- Francis de Lara Edition
- PRESS Eyewear
- Vuzix
- Paloceras
- EyeFly by MODO

**Best Direct-to-Consumer Brand:**

- CEV Collection
- Pair Eyewear
- Jonas Paul Eyewear

**The Ultimate Accessory, presented in partnership with the Accessories Council:**

- TALLA
- COTTI
- Sydnie Banks
- KURO Athletics
- Francis de Lara Edition

Hundreds of submissions were reviewed by an influential panel of leaders spanning design, retail, fashion, and eyecare including Gary Black, Founder of Black Optical; Christian Roth and Eric Domege of OPTICAL AFFAIRS; Selima Salaun, Designer and Owner of Selima Optique; Victor Sanz, Creative Director at TUMI; Bob Schulze, Owner of Globe Design and Vision; Dr. Jennifer Tsai, O.D. and Founder of Line of Sight; and Jeneene Allen, Founder and Fashion Educator at ASGNMT.

Vision Expo remains the premier destination for the global vision community to connect, discover, and be inspired by the latest trends, technology, and education in eyecare and eyewear. Don't miss the chance to witness the industry's most innovative designs and see who takes home the coveted NOW Awards.

Register now for the most anticipated event in vision care.

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For more information and updates, visit [www.visionexpo.com](http://www.visionexpo.com).

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### **About Vision Expo**

Vision Expo is the trade-only conference and exhibition for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the most comprehensive event for the entire Vision community, built for the industry by the industry. The only balance of conference and exhibition to learn from industry pioneers, explore cutting-edge advancements, and gain a new perspective on the future of eyewear. In the Vision Expo Exhibit Hall, eyecare providers can discover fashion trends, interact with new technologies and access innovative products and services. The Vision Expo education program is driven by the profession, offering content of the highest quality and relevance to enhance overall patient care. For more information on Vision Expo, visit [visionexpo.com](http://visionexpo.com) and follow Vision Expo's social media channels, [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#), and [LinkedIn](#).

Vision Expo images can be found [HERE](#) and new logo can be found [HERE](#)

### **About The Vision Council**

The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives. Learn more at [thevisioncouncil.org](http://thevisioncouncil.org).

### **About RX**

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organizations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX,

a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).