

Trend Report Hall of Frames 2024: It's going to be colourful

On Sunday, 15 September 2024, the time had come again: over 50 brands presented their autumn innovations to an interested professional audience at the Swiss Museum of Transport in Lucerne. As the Hall of Frames 2024 proved, wood remains on trend and colourful eyewear is setting new accents.

For the third year in a row, the Hall of Frames (HOF) opened its doors at the Swiss Museum of Transport in Lucerne in mid-September and offered interested opticians an impressive platform to discover the latest trends and innovations from eyewear designers and manufacturers.

Wood remains in vogue

When it comes to eyewear made from natural materials, Rolf is a must. Whether wood, stone or beans - Rolf is a pioneer in sustainable eyewear. The unique creations are even on display in the Tyrol State Museum. Feb31st has also made a name with its colourful wooden glasses. The northern Italians impress with their almost infinite colour variations. Overall, autumn seems to be becoming much more colourful again. One newcomer from western Switzerland stood out in particular at this year's HOF: Claude Zysset. Under the label Six-Sept, the timber construction technician produces an exclusive wood collection by hand.



Colourful variety

Woodys from Barcelona was present at HOF for the first time. Its first collection of eyewear was made from old wakeboards, but today it is best known for its colourful and spirited designs.

Colours also play a central role at Anne & Valentin. The renowned label from Toulouse produces its eyewear in the French Jura. The models are striking, but also suit narrow faces.

Colibris from Lübeck, on the other hand, specialises in particularly petite faces - here, too, the collection has become much more colourful.



If you are looking for colourful eyewear, you should definitely take a look at Ørgreen from Copenhagen. Colours are deeply rooted in the brand's DNA. The in-house colourist never ceases to surprise with her creative colour combinations - whether for titanium frames or glasses from the 3D printer.

Andy Wolf's latest collection radiates pure joie de vivre. The shape-in-shape line in particular is a real eye-catcher, as are the fine metal frames decorated with a delicate layer of colour.

Green design

It is striking that many of these innovative brands have returned to European manufacturing. Sustainability has long been standard practice for many eyewear brands, without making a big fuss about it. The HOF concept also impresses with its remarkable sustainability: the trade fair has always been characterised by a minimal ecological footprint. Compared to other events, hardly any waste is produced, which makes the HOF particularly environmentally friendly.

Innovation and commitment from the partner companies

The HOF's main partner, Reize AG from Olten, caused quite a stir. Reize has been producing Nikon lenses in Switzerland since the middle of the year. Since its foundation, the company has focussed on independent, owner-managed specialist opticians in Switzerland.

Beck Optikhandel presented the trendy Barner Eyewear collection with blue blocker. Dynoptic is preparing the rollout of its Connect software programme, promotes young managers with the Dynoptic Future Group and supports



business takeovers with advice and succession financing. Martha Arenas presented a miniature model of a shop remodelling based on her numerous projects for optical shops.

Strong favour for the Lucerne Museum of Transport as a venue

The exhibitor survey revealed that the majority of participants prefer the Swiss Museum of Transport Lucerne as the venue and do not wish to change. The exhibition received a high satisfaction rating of 8.5 out of 10 points.

The Hall of Frames 2024 has once again shown that Lucerne is not only a popular venue, but also a successful one - a meeting place for creative minds, innovations and sustainable design that inspires the industry and provides forward-looking impetus.

HALL OF FRAMES

The Hall of Frames (HOF) has been promoting independent opticians and eyewear designers for the past 15 years. Around 50 domestic and foreign eyewear brands present their latest collections every year at this table-top trade fair, which includes both established brands and promising newcomers. The HOF offers a comprehensive insight into the latest trends and innovations in the industry and is an important meeting place for professionals in the Swiss eyewear market.

Contact:

HALL OF FRAMES GMBH
Bahnhofstrasse 1
CH-6312 Steinhausen
Tel. +41 41 878 00 13
contact@hallofframes.ch

Main Partner:

Nikon

Partners:

Dynoptic, Beck Optikhandel, Studio Arenas, Contedi

Pictures & more:

<https://www.hallofframes.ch/marketing-downloads?lang=en>

Links:

www.hallofframes.ch
www.verkehrshaus.ch
www.nikonlenswear.com/ch
www.dynoptic.ch
www.beckoptik.ch
www.marthaarenas.com
www.contedi.de
www.myclimate.org
www.saubere-veranstaltung.ch



contedi
martha arenas
architektur_design_inszenierung