

Hall of Frames 2025: The Swiss eyewear industry get-together enters the next round

Steinhausen, May 6, 2025 – The Hall of Frames (HOF) will once again take place on September 14, 2025, at the Swiss Museum of Transport in Lucerne. Around 40 national and international eyewear brands have already confirmed their participation – a clear signal of this tabletop fair’s importance within Switzerland’s independent optical industry.

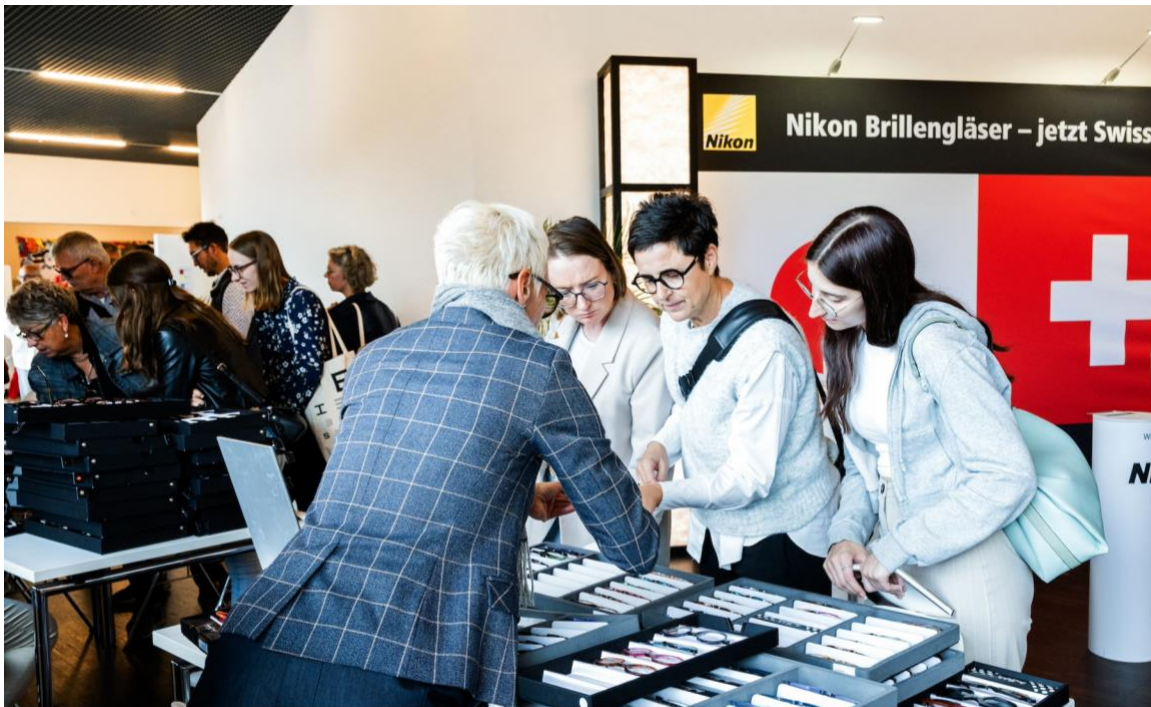


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Participating are renowned labels such as ØRGREEN, ROLF, FEB31st, MOSCOT NYC, PAUL & JOE, WOODYS, EINSTOFFEN, and NIRVAN JAVAN – as well as distinctive newcomers and exciting niche brands. The range includes everything from sustainable design and technical innovation to colourful eccentricity. Luxury in its finest form will be presented by MARCUS MARIENFELD and WOLLENWEBER HORNLINIE, both of which set high-end accents with exclusive materials and masterful craftsmanship. A promising newcomer from France, PONTET EYEWEAR, adds an extra highlight to this year’s line-up.

Nathanaël Wenger, founder and organiser of HOF, is delighted with the strong response: “The Hall of Frames is more than just a trade fair – it’s a statement for independent opticians. The large number of early sign-ups shows that our industry is vibrant, creative, and open to fresh inspiration.”

HOF offers opticians and eyewear designers a relaxed, familiar environment to exchange ideas, discover new collections, and cultivate personal contacts. The Swiss Museum of Transport in Lucerne remains the ideal venue – central, inspiring, and highly rated by participants.



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Hall of Frames 2025 is once again supported by Nikon as the main partner. Partner companies Dynoptic, Beck Optikhandel, Studio Arenas, and Contedi are also making vital contributions to the success of the event through their innovation and industry expertise.

Event details:

-  Sunday, September 14, 2025
-  Museum of Transport Lucerne
-  9:00 am – 5:00 pm
-  www.hallofframes.ch
-  contact@hallofframes.ch

The current line-up (as of the beginning of May):

BLACK ICON · BOLLÉ · BRETT · CARVEN · CATCH LONDON · CENTROSTYLE ACTIVE · COBLENS · COLIBRIS · DIDIER VOIROL · EINSTOFFEN · ELEVEN PARIS · FEB31ST · FELLER · HEADRIX · JOOLY · LOOK · MARCUS MARIENFELD · MCSWISSEYEWEAR · MILO & ME · MOREL · MORGAN DAVIES MD1888 · MOSCOT NYC · NEW YORK YANKEES · NINE EYEWEAR · NIRVAN JAVAN · OXIBIS · ØRGREEN · PAUL&JOE · PONTET EYEWEAR · POPCORN · REYKJAVIK EYES · ROLF · SERENGETI · SNOB MILANO · TOM DAVIES · WOLLENWEBER HORNLINIE · WOODYS · YOU MAWO

HALL OF FRAMES

For around 15 years, the Hall of Frames (HOF) has been supporting independent opticians and eyewear designers. Each year, around 50 Swiss and international eyewear brands present their latest collections at this tabletop fair, which features both established names and promising newcomers. HOF offers a comprehensive insight into current trends and innovations in the industry and serves as an important meeting point for professionals in the Swiss eyewear market.

Kontakt:

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

Hauptpartner:

Nikon

Partner:

Dynoptic, Beck Optikhandel, Studio Arenas,
Contedi

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