

## Hall of Frames 2023 in Lucerne, Switzerland

Steinhausen, 20.07.2023 - The Hall of Frames (HOF) will take place on Sunday, 24 September 2023 at the Swiss Museum of Transport in Lucerne. The event, which showcases independent eyewear brands, will be held in a large exhibition hall with table space for all exhibitors. Independent opticians and eyewear designers have the opportunity to meet in a familiar and informal setting.



Rega ambulance jet at the Swiss Museum of Transport in Lucerne @ Pius Koller

The organizers expect fifty brands to participate, making it a must-attend event for anyone involved in the Swiss eyewear scene. Visitors can combine their visit to the HOF with a tour of the Museum of Transport, which is the most visited museum in Switzerland and features displays of locomotives, cars, ships, and planes.

### Lucerne

The location of the Museum of Transport directly on the shore of Lake Lucerne with a view of the Swiss mountains is unique. Lucerne is a tourist hotspot and offers many famous sights worth visiting, such as the world-famous Chapel Bridge, the Lion Monument and the picturesque Old Town.

### Partners

The organizers of the HOF are pleased to announce that Beck Optikhandel has joined HOF as an additional partner company. Beck Optikhandel distributes a large assortment of optical products throughout Switzerland. The HOF's main partner, Nikon, will continue its cooperation with the exhibition in 2023. Dynoptic, an association of around 100 owner-managed opticians from all over Switzerland, the Basel-based architectural firm Studio Arenas and Contedi, a developer of online tools for opticians, will also be back as partner companies.

## Eyewear brands

The latest overview of the brands registered to date can be found at [www.hallofframes.ch/aussteller?lang=en](http://www.hallofframes.ch/aussteller?lang=en).

## Further information

Those brands interested in exhibiting at the HOF can find more information and register on the HOF's website [www.hallofframes.ch](http://www.hallofframes.ch).



Steamboat in front of KKL Luzern and Mount Pilatus @ Luzern Tourismus AG / Laila Bosco

## Hall of Frames

For more than 10 years, the Hall of Frames (HOF) has been supported independent opticians and eyewear designers. Around 50 domestic and foreign eyewear brands showcase their latest collections at a tabletop fair that includes both established brands and promising newcomers. The HOF offers visitors a comprehensive insight into the latest trends and innovations in the industry in an informal atmosphere and is an important meeting place for professionals in the Swiss eyewear market.

Date: 24 September 2023

Time: 9:00 h - 18:00 h

Place: Museum of Transport Lucerne, Switzerland

Contact: [contact@hallofframes.ch](mailto:contact@hallofframes.ch)

Further information & registration: [www.hallofframes.ch](http://www.hallofframes.ch)

## Links

[www.hallofframes.ch](http://www.hallofframes.ch)

[www.verkehrshaus.ch](http://www.verkehrshaus.ch)

[www.nikon-lenswear.ch](http://www.nikon-lenswear.ch)

[www.dynoptic.ch](http://www.dynoptic.ch)

[www.beckoptik.ch](http://www.beckoptik.ch)

[www.marthaarenas.com](http://www.marthaarenas.com)

[www.contedi.de](http://www.contedi.de)

## Pictures & other downloads



[www.hallofframes.ch/marketing-downloads?lang=en](http://www.hallofframes.ch/marketing-downloads?lang=en)

### **Exhibition location & opening hours**

Swiss Museum of Transport

Lidostrasse 5

6006 Lucerne

Sunday, 24 September 2023 from 9:00 a.m. to 6:00 p.m.

### **Contact**

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