

Hall of Frames 2025: A Farewell from Lucerne with Many Highlights

Steinhausen, 26 September 2025 – On Sunday, 14 September 2025, the Hall of Frames (HOF) opened its doors at the Swiss Museum of Transport in Lucerne for the last time. Next year, the trade fair will take place for the first time in Zurich, at the Emil Frey Autocity Nord in Oerlikon.



Image: Opticians are inspired by the latest trends at HOF 2025.

For the fourth and final year in a row, the HOF took place in mid-September at the Swiss Museum of Transport in Lucerne, offering interested opticians an impressive platform to be inspired by the latest trends and innovations in eyewear.

More Visitors

Despite the fine late-summer weather, the HOF 2025 recorded significantly more visitors than the previous year. The quality of the optical shops was also high. This underscores the importance of the HOF as a meeting place for the independent Swiss eyewear scene and as a platform for high-quality specialist shops.

Established Brands and Newcomers

The label Atelier by Silhouette presented elegant highlights, including rimless glasses and luxurious models made of gold, impressing with both restraint and exclusivity. Adding fresh momentum was French newcomer Pontet Eyewear, whose creative designs immediately attracted great attention.



Image: French eyewear label Pontet Eyewear presents its collection.

High-quality Materials Remain in Demand

The HOF is also a good place to discover which materials are in demand. Alongside established materials such as acetate, titanium and polyamide, eyewear made from carbon and horn was also on display. Brands such as Marcus Marienfeld and ic! berlin (carbon) or Wollenweber and Marcus Marienfeld (horn) confirmed the continued demand for robust, lightweight and elegant frames. These also include the distinctive wooden spectacles from Rolf.

The oversized models from Coblens, with or without gradient lenses, continue to be among the must-haves of the season, as do the striking and characterful shapes from Nirvan Javan, Moscot NYC and Ross & Brown.

From Sports Eyewear to Swiss Craft

Sports brands were also strongly represented in Lucerne. Out Of, Bollé and Evil Eye underlined the growing importance of functional eyewear. In addition, Swiss labels such as Didier Voirol, Einstoffen, Feller, Nirvan Javan and Marcus Marienfeld were in the spotlight, highlighting the close ties to the domestic eyewear scene.

Committed Partners

Among HOF's valued companions in 2025 were Nikon – distributed by Reize Optik – as main partner, as well as Dynoptic, Beck Optikhandel and Studio Arenas. For the first time, the trade magazine Schweizer Optiker also took part as an exhibitor. With its own stand and a photo booth, the magazine – celebrating its 100th anniversary this year – contributed to the success of the HOF 2025.



Image: Once again this year, Nikon – distributed by Reize Optik – was present as main partner.

Exhibitors' Voices

The exhibitor survey revealed thoroughly positive feedback. All participants were satisfied with the organisation of the HOF. Half of the exhibitors have already confirmed their intention to return in 2026.

Back to Zurich

With the HOF 2025, the chapter at the Swiss Museum of Transport in Lucerne comes to an end, a venue that has provided an inspiring platform since 2022. In 2026, the HOF will take place in Zurich – at the Emil Frey Autocity Nord in Oerlikon. The concept of regular changes of scenery remains alive and promises fresh impetus for the independent eyewear scene in Switzerland.

HALL OF FRAMES

For almost 20 years, the Hall of Frames has been promoting independent optical retailers and eyewear designers. Around 50 national and international eyewear brands present their latest collections each year at this table-top exhibition, which features both established brands and promising newcomers. The HOF offers a comprehensive insight into current trends and innovations in the industry and is an important meeting place for professionals in the Swiss eyewear market.

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