

Focus & Frame Eyewear attends the 2023 Essence Festival of Culture presented by Coca Cola in New Orleans, Louisiana June 30th-July 2nd.

As a first year SOKO Marketplace vendor Focus & Frame headed to the Big Easy with a truck full of inventory and a dream. Naïve to the inner workings of an event of this magnitude owner, Brittney Adams leads a small team through a new experience in hopes of building momentum in her eyewear business.

Essence Fest, as it has affectionately become known as hosts nearly 500k people every year including celebrity guests, vendors, and attendees hosting a line up of concerts, exhibitions, and panel discussions. In knowing this Brittney knew that if it was ever a place to provide proof of concept it would absolutely be here.

In Focus & Frame's three-year existence this event has been their most successful to date. The company generated almost a year's worth of revenue throughout the three-day weekend. The company sold hundreds of stylish and affordable prescription and non-prescription glasses to customers across the U.S., Canada, and the Caribbean.

Since vending at the Essence Festival, the company has accelerated their steady momentum and upward trajectory. They have experienced an uptick in sales and social media following across all platforms.

Brittney has big hopes of attending next year with a larger booth and more staff to accommodate the many patrons the event brings out as they celebrate the festival's 30th Anniversary.

For more information email support@focusandframeeyewear.com

