



FOCUS & FRAME  
EYEWEAR

Focus & Frame Eyewear attended the Texas Optometric Association Conference (TOA) in Austin, Texas February 17<sup>th</sup>-18<sup>th</sup>.

Focus & Frame Eyewear officially launched the distribution arm of its business model at the TOA conference. The company believes that Focus & Frame could translate its success as an online retailer into the distributor space.

CEO, Brittney Adams's goal is to help ECP offices diversify their frame selection to include trendy and equitable options. The company's unique position helps them understand customer buying habits, identify on-trend styles, and determine effective pricing strategy.

Focus & Frame was well received generating wholesale orders and qualified leads by attending Optometrist, Administrative staff, and optometry students. The two-day event quickly became a success for the eyewear company garnering much buzz throughout the conference.

Brittney Adams looks to continue to partner with TOA to continue to provide a wide selection of stylish and affordable options to ECP offices worldwide.

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