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Zenni Launches New York Fashion Week Partnership with #ZenniNYFashionWeek Campaign in 2022

Brand to offer those eligible tickets to the event and a chance to meet Kendall Jenner

NOVATO, Calif., March 7, 2022 – Zenni Optical, the online eyewear industry leader, announced today that they will be the title sponsor of New York Fashion Week beginning in 2022, and will work as the Official Eyewear Partner of the annual fashion event. The new name of the event will be Zenni New York Fashion Week, which will feature established and emerging fashion designers as well as celebrities from modeling, movies, television, music and sports.

Zenni New York Fashion Week will take place on November 14-17, 2022 throughout New York City.

“We’re so excited to finally announce our partnership with New York Fashion Week,” said Sean Pate, Brand Communications Officer for Zenni Optical. “ We’ve been working on this project for a long time now, and we really feel that the stylish and trendy environment that New York Fashion Week embodies reflects the chic and contemporary layout of our website and products.”

Zenni will also be working with model and media personality Kendall Jenner to launch the #ZenniNYFashionWeek social media campaign on Twitter. Zenni will be choosing 10 lucky guests to fly out to New York City for Zenni New York Fashion Week for a chance to meet Kendall Jenner and experience the event in person.

In order to be eligible, users must upload a tweet with the hashtag #ZenniNYFashionWeek. Aside from being flown out to New York, the winners will also receive 50% off their first pair of Zenni glasses.

While New York Fashion Week is the first non-sports sponsorship for the brand, Zenni Optical also sponsors the Chicago Bulls, San Francisco 49ers and Boston Red Sox.

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“I’m so glad to be working with Zenni on this social media campaign,” said Kendall Jenner. “It’s easy for a lot of people to see the models on these runways and feel pressured to look like them. I hope that Zenni’s glasses can give people the same confidence as the models they see in fashion week.”

Since its founding in 2003, Zenni has focused on providing high quality prescription eyewear at a low cost and direct delivery to consumers via its online store. With a complete prescription pair starting at just \$6.95, and averaging just over \$40, the company has brought massive price disruption to the traditional retail model.

About Zenni:

Zenni Optical pioneered the online eyewear industry in 2003 with a mission to make prescription eyewear affordable and accessible to everyone. Based in Marin County, Calif., Zenni offers men, women, and children the freedom to express their personal style and individuality through high-quality prescription and protective eyewear curated with a sense for fashion and incredible selection. With over 29 million frames sold worldwide, a pair of Zennis is owned in every country across the globe. Zenni is proud to be the Official Eyewear Partner of the San Francisco 49ers and Chicago Bulls. For more information, visit www.zenni.com or connect on Facebook, Twitter, Instagram or Pinterest.

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