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First Look London 2027:

The UK's Most Eclectic Showcase of Independent Eyewear

A brand-new London eyewear event is scheduled for September 2027, designed to showcase independent brands and emerging designers to eyewear buyers. First Look London will present a tightly curated group of brands in a clean, gallery-style environment designed to give buyers meaningful time with designers, founders and makers.

Stunning venue with British Design excellence

Set within the newly reimagined Town Hall at King's Cross, First Look London brings independent eyewear to one of the capital's most connected cultural spaces. Up to 50 brands will be housed in the stylish bright sanctum of the Inner Space at Town Hall, designed by Tom Dixon. With St Pancras and King's Cross on its doorstep, the event is perfectly placed for buyers and brands travelling from across the UK and Europe and beyond.

Nathan Garnett, Founder of First Look London, said; "We have the opportunity to create something genuinely different for the UK market, a focused, design-led event that gives the right brands meaningful time with the right buyers. The response so far has been exceptional, and we're only just beginning."

Founding brands at First Look London

Early adopters include: Bird Eyewear, Caroline Abram, Einstoffen, Eyewear Ltd, Feb31st, House of Spectacles, JF Rey, Kirk & Kirk, Linda Farrow, M2M Eyewear, Ransome, Talla Eyewear, Traders & Makers, Vasuma, and the official lens sponsor is Nikon Lenswear UK.

New designers will also be a key focus for First Look London, from the UK and around the world. A select number of places will be reserved for new designers to present themselves for the first time in the UK.

Alongside the showcase of frames will be a world class content programme, designed to allow independent eyewear retailers with vital advice and leadership to flourish on the high street amid a competitive landscape.

Knowledge sharing a core ingredient

A high-profile advisory group has been formed to help steer the editorial direction of First Look London. The group will meet in the months ahead, taking part in round tables and a launch event to build anticipation and share updates with the buying community.

Industry voices back the launch

The event has already attracted support from across the independent eyewear community, including designers, makers, retailers and industry leaders:

Dr Pretty Basra, CEO, Edwards & Walkers Opticians, said: "Independent practices don't need another event that simply shows us more of what we already know. We need spaces that expose us to new ideas, from global retail and consumer behaviour to technology, design and entrepreneurship. First Look London has the opportunity to bring independent eyewear and independent practice owners into a much broader conversation about where retail is heading."

Rob Barrow FBDO SMC (Tech), Founder, Spec-Care Ltd, said: "First Look London is energetic and just what the UK eyewear market needs. I believe the time is right! Quality over quantity is no longer an aspirational thought, a distant dream. It is real and called for. High value niche and boutique stylists are here in the UK and ready."

Jason Kirk, CEO, Kirk & Kirk, said: "The UK needs a serious, focused, independent eyewear event and, with Nathan's proven track record in this arena, Kirk & Kirk have enormous confidence in First Look London. We think this event has the makings of becoming the must-attend UK optical fashion event and we're thrilled to be a part of it from the outset."

Jack Lupton, Founder, Ransome, said: "First Look London is exactly what the independent eyewear world needs. As a London-based spectacle maker, I'm excited to be part of it and to show our first Ransome collection, classic shapes, honest materials, handmade in London."

Natalie Edwards, Co-Founder, House of Spectacles, said: "London has always been known for its creativity, fashion, art and design, so it feels completely natural to have an eyewear show right in the centre of the city that reflects that side of the industry. The direction Nathan wants to take First Look London in feels very much aligned with where we want to be."

Panos Nicolaou, Creative Director, Traders & Makers, said: 'We're looking forward to taking part in First Look. The UK needs an eyewear show that lifts eyewear out of the bargain basement and into the retail gallery.'

Ed Bird, Founder & CEO, Bird Eyewear, said: "First Look London genuinely aligns with what Bird stands for: responsible design, positive impact and eyewear with a story. Bringing our collection into a space that celebrates independent thinking feels exactly right for 2027."

Luis Fonseca, Founder, Eyewear Ltd, said: “First Look London brings together the brands, makers and opticians who care about how frames are truly made. We’re proud to stand alongside a community pushing British manufactured and designed eyewear forwards.”

First Look London will take place on 17th September 2027, with advisory group meetings, round tables and a launch event to take place in early 2027.

A number of partners will be announced in the coming weeks, and those wishing to be kept up to date with developments with this exciting new platform can subscribe to newsletters to be kept up to date – visit www.firstlooklondon.com.

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Notes to editors

ABOUT ZENCK:

Zenck is an independent event organiser led by Nathan Garnett, creating design-driven, commercially focused events that connect brands with buyers. With three decades of experience launching major UK shows across hospitality, design, construction and eyewear sectors, Zenck specialises in building curated, high-impact events that drive discovery, create communities, conversation and growth.

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