

GOTHIKA CONTACT LENSES: CONTINUING A LEGACY OF QUALITY AND EXPANDING INTO NEW REALMS

PORTSMOUTH, NEW HAMPSHIRE, UNITED STATES, June 12, 2023 /EINPresswire.com/ -- [Gothika Contact Lenses](#), an esteemed name in the Halloween contact lens industry, honors its roots while embarking on an exciting new chapter. Originally founded by John Patterson of [Orion Vision Group](#) with a vision to deliver unparalleled lenses without compromising quality, Gothika has now evolved under the leadership of Scott Smiledge Ferragamo, a seasoned veteran in the contact lens, makeup, film, and retail markets. With over 30 years of experience, Ferragamo has steered Gothika to new heights, building upon its legacy of excellence.

In 2016, the passing of John Patterson marked a pivotal moment for Gothika Contact Lenses. However, his vision and dedication remain deeply ingrained in the company's DNA. Under the guidance of Scott Smiledge Ferragamo, Gothika has continued to uphold Patterson's commitment to quality, safety, and innovation while venturing into exciting new territories.

Drawing from his extensive expertise and creative background, Scott Smiledge Ferragamo has piloted Gothika Contact Lenses into uncharted realms. With a keen understanding of the makeup, film, and retail markets, Ferragamo brings a fresh perspective and a wealth of knowledge to the company, driving its expansion and growth.

The Gothika logo, featuring the word "GOTHIKA" in a large, black, gothic-style font. The letter "O" is replaced by a skull, and the letter "I" is also replaced by a skull. A registered trademark symbol (®) is located to the right of the word.

Gothika is thrilled to announce its foray into additional consumer goods, embracing a Halloween-themed twist this season. The brand will introduce diverse products, including clothing, makeup, home goods, and more. Gothika aims to provide customers with a complete Halloween experience that extends beyond contact lenses by seamlessly blending their expertise in eye transformations with these new offerings.

One of the key highlights this season is the introduction of the [FX Colors Contact Lenses](#), in partnership with Softlens Optical. These cutting-edge lenses combine comfort, style, and exceptional visual impact, allowing wearers to express themselves boldly. The FX Colors Contact Lenses will further enhance Gothika's position as a special FX contact lens market leader.

With these new additions and the expanded product range, Gothika is poised to witness a substantial increase in sales this Halloween season. Projections indicate a growth of over 30%, fueled by the brand's commitment to delivering top-quality products that meet the ever-evolving needs of consumers.

"Gothika Contact Lenses has always been committed to providing the best lenses in the market, and we are excited to take our brand to new heights," said Scott Smiledge Ferragamo, CEO of Gothika Contact Lenses. "With our expanded product offerings and strategic partnerships, we aim to create a comprehensive Halloween experience that goes beyond contact lenses, allowing our customers to fully embrace the spirit of the season."



As Gothika Contact Lenses continues to innovate and captivate the market, the company remains dedicated to maintaining the highest standards of quality, safety, and customer satisfaction. By honoring its heritage while embracing new avenues, Gothika is set to redefine Halloween aesthetics and become a destination for enthusiasts worldwide.

About Gothika Contact Lenses:

Gothika Contact Lenses is a trusted name in the Halloween contact lens industry, known for delivering exceptional lenses that capture the essence of Halloween. Founded by John Patterson and currently led by Scott Smiledge Ferragamo, Gothika continues its legacy of providing top-quality lenses without compromising on quality. With an expanded product range, including clothing, makeup, home goods, and the new FX Colors Contact Lenses, Gothika aims to offer a complete Halloween experience. For more information, visit <https://gothika.com>.

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