

## italian eyewear designer magazine

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# Company

## SAP partners NICO.

Since the beginning of the year NICO has been using world leader and multinational SAP as its management consultants.

SAP has developed an all-inclusive system designed to enhance business management and increase profits in all company areas.

At the moment we are working with SAP to build up CRM (Customer Relationship Management ) which aims to achieve continual liaison among all processes relating to sales, customer assistance and customer contacts, all properly meshed in with other functions inside the company.

## Staff

At the end of March Elisa Bucz is leaving us after seven years in the administration office. Thank you and aloha Elisa.

Daniela Vincenzi will be taking Elisa's place in the administration office, looking after supplier accounts and overseas customer accounts.

Daniela has had the benefit of two years' experience in the UK.

We have enlarged our logistics area resources with the appointment of Davide Nicastro who

comes from the textiles sector.

Gian Luca Belotti was born and bred in the eyewear business. As of January 2007 he has joined the Italian sales group which numbers six people at the present time.

## New distributors in Greece

Since January this year Papavassiliou SA has become the new VANNI distributor in Greece where we had been absent for five years.

The firm is family run and has been in the glasses sector for over 20 years.

Greece is a tricky market (are there any that are plain sailing?) but we do expect to be opening around fifty outlets in the course of the year.



# Company



## Launching project 3MP

Collections need to be inventive, the brand-name clearly identifiable, conspicuous and original, and the communications superb. The problem is how to get closer to the minds behind the products and keep updated.

Nico-design has come up with 3MP (Multi Media Motivation & Persuasion): a multimedia communications project where, by video/audio support, one can get oneself heard throughout the network (distributors, sales force, opticians).

The company vision, brand identities and ideas are condensed into natty communications pellets.

The system can be constantly updated by files e-mailed from Nico-design. A direct link between Nico-design and those handling the market day by day. It has taken some time to perfect, but the project is now ready for presentation at the coming MIDO 2007.

# World extracts

from "www.italtrade.com"



## Giovanni Vitaloni: "experimenting and creativity is Nico design's motto"

Rome (Ign) - "Our success is the fruit of company coherence: for years we have been aiming entirely at experimenting and at creativity and the results are there for all to see". This is how Giovanni Vitaloni sums up the mission of Nico Design, of which he is the owner. The company is based in Turin and is one of the world's leading eyewear companies that in only fifteen years has become a leading name in creative eyewear. Worldwide success, recognised and celebrated with the prestigious Silmo d'Or award, awarded for the Racing model, and the Eyewear of the Year award, received for two consecutive years.

Your trademark means attention to design. Can you describe the creative process in your company that launches a new product on the market?

The creation of a new frame by Nico Design is the fruit of extraordinary team work which involves all our company. We have a style centre that creates the initial project which is then passed to the Style and Marketing office for approval and brainstorming to add any changes. The idea then passes over to the design and the first Cad drafts are elaborated for the initial prototypes and the pre-production phase. The most important phase

for us is represented by our research of new materials with manufacturers who need not necessarily work in the optical sector. For years we have been conducting a series of experiments with innovative materials that have been very successful with the public. We also draw continuous inspiration from contemporary art.

How is business going?

Just great! Nico Design has 20 employees and a yearly turnover of €7m, 75% from exports. Our biggest markets are presently France, the Scandinavian countries

# World extracts

from "www.italtrade.com"

and Spain, but we are also interested in penetrating the United States and the Japanese markets. Japan sells eyewear made by our largest competitors, those who best represent the world leaders in eyewear. Having cut out our own niche in this market makes us very proud.

Nico Design's website ([www.nicodesign.it](http://www.nicodesign.it)) is very elegant and stylish. You have also created a portal ([www.vanniocchiali.it](http://www.vanniocchiali.it)), that is inter-active with users.

Do you believe in the Web as a tool for creating customer loyalty?

The two websites are necessary for reaching different objectives. The corporate website (Nicodesign) is intended more for communication with distribution and commercial partners; it is designed to allow us to interface with the other operators in the sector and maximise this context. Vanniocchiali.it, instead, is designed specifically for the consumer, with the objective of creating a community around our brand: there is also a section - the Vanni-

tosi - created specifically for our fans; an interactive forum that contains pictures our customers send us to show us how good they look with our eyewear. The Internet is a very important communication tool for us. With time, it will become essential.

Up to now, what future business development do you see on the horizon for Nico Design?  
Which market sectors to tackle?

Our company mission remains the design and production of high quality design

eyewear. This represents our core business where we focus our attention. A short term objective is to be among the top ten leading creative eyewear companies in the world. Our turnover now places us among the first twenty, but we are about to make the big leap. We can also increase our turnover in Italy: the market seems to be moving and offers many new growth opportunities.

# Updates to the website

nicodesign.it



## Shop window

February: Munich – Germany – The scheme

“Meet your twin” coinciding with Optimunich

March: Cairo - Egypt - Blue Eyes Shop

April: Turin – Italy - Photograph exhibition c/o

Baricole



## Download

Logos of VANNI, DERAPAGE and Nico-design can be downloaded with respective brand books.

From 14th May pictures of the MIDO 2007 collections available to creators of the on-line catalogue on nicodesign.it (Service restricted to international distributors with password).



# Updates to the website

nicodesign.it

## International press release

[INTERNATIONAL PRESS RELEASE](#)

[January - March quarter 2007 update](#)

## March

ITALY

EEF – Primavera/Estate 2007

L'Espresso – 22 Marzo 2007

Eyestyle – Marzo 2007

Glasses&Fashion – 1 Marzo 2007

Bella - 8 marzo 2007

Il Venerdì di Repubblica - 2 marzo 2007

USA

20/20 Galleria – Special Vision expo East NY

FRANCE

Le monde de l'Optique Special Createurs-

Primavera/Estate 2007

Le Monde - Homme - 2 marzo 2007

Les Annonces de l'Optique - marzo 2007

## February

ITALY

Specchio - La Stampa - 10 febbraio 2007

Il Mondo dell'Ottica - febbraio - marzo 2007

Il Venerdì di Repubblica - 2 febbraio 2007

FRANCE

Les annonces de l'Optique - febbraio 2007

## January

ITALY

Rodeo Magazine - gennaio 2007

FINLAND

ET - gennaio 2007

EUROPE

20/20 Europe - gennaio/febbraio 2007

FRANCE

bienvoir.com - gennaio 2007 - Home Page

"Accueil"

GERMANY

Optic und Vision - gennaio 2007

# Editorial

by GV

## Designer eyewear in 2007: the present and future market. Trend glasses on the way out.

The first quarter of the year is the right time to close last year's balance and state the goals of the year in progress in the light of early data and attendance at 3-4 local tradefairs to feel the pulse of the market.

A word about that current market. With 'Silmo Village' 1997 the 'Eyewear Designers' of the market launched out and gained a footing: in France they call us créateurs.

To begin with the market looked on indulgently, sales being low. The créateurs plugged away doggedly and consistently, investing in their brand-names and identity until, ten years later, they have become an interesting, if limited, alternative to the eyewear industry of big multinationals sporting big designer names. Metaphorically, David and Goliath, with David in

fine fettle, a bit cocksure though well aware of Goliath's power. In the last few years the créateur market has been latched onto by small and medium industry: year by year, MIDO through SILMO, they have cottoned on: so there was a space to invade, a niche product to jump in on, a niche beginning to gain acclaim. At this point the recipe for competing was simple: take a leaf out of the existing créateur collections, alter others' creative ideas and make them more saleable, in style and price. Watch the market needs, quickly adapt to its tastes and rush out with a simple version, palming oneself off as an eyewear creator.

Touring OPTIMUNICH and VISION EXPO EAST at the start of the year, but also local fairs like BRNO in the Czech Republic, we noted the great

array of coloured glasses, alluring shapes and prices – exactly half those of the creators' original products.

These are European companies with a fine sense of the market, in partnership with Asian manufacturers and a ready distribution network in North America and Europe.

How is the market taking the wholesale supply of a niche product? It is hard to gauge. Today's market is confused, that one can say.

With many more special products on offer than a few years back, the habit has formed of rewarding the alluring style, the unusual colour combination, the mechanical novelty. Much of the market seems to be pushing price, colour and novelty at all costs. Whether the product is the original fruit of study and creativity often

counts for little or nothing.

So what is to be done?

I would begin with a statement of the obvious: trend glasses, the so-called niche product, are a dead duck. Today's supply far outruns demand. The market is incapable of distinguishing what is original from what is taken from an original.

Many firms – some of them multinationals – are proposing attractive enough products but not original, not designed by them.

What is the best line of defence? Everyone who does go in for proper (i.e. their own) creative work devised in their own style centre must absolutely get the point across to the optician in clear, incisive terms. The route is a hard and tortuous one. We must learn to "create a culture of creativity"; circulate it in our own milieu, get

# Editorial

by GV

it across to the sales force, to the international distributors and their sales people. Training is the key word. Promotion of originality is a tough challenge that befalls those who refuse to follow where others have opened the way.

Often I lose my temper when I see a product of ours – taking months of study, testing and prototypes – sitting side by side with something that needed only a couple of hours' thought, or a skim through the specialist reviews, if not a mere surf on the net. I don't want to sound an arrogant snob, but I do feel that those who work with professionalism need defending. We will just have to help the market understand and appreciate the point. Our task is to develop the tools to enable us to explain what we are doing,

and meanwhile support the opticians more closely in their job.

There is an antidote to levelling-down in such a predicament as ours: we must be rooted in company values, brand identities, the professionalism of the human resources behind the project. Collections have to be innovative, the fruit of ingenuity and unalloyed creativity.

It is all very well being close to the market trends.

But we also need to experiment, if we are to be genuinely original. That is our role, our mission as designers.

# Fairs and Events

## Calendar (our dates for attending national and international fairs)

Period April – June

Optrafair - Birmingham 21/23 April 2007

MIDO - Milan 4/7 May 2007

ODMA - Sydney 6/8 June 2007

Reports on fairs,  
trips, national and  
international events  
attended, update on  
events promoted by  
nico-design for its  
brands

## Mission Egypt

Samir had been inviting us to see his country  
and shops for ten years. The excuses had  
worn thin: we had to go. What we found was a  
fabulous country with historical, cultural and  
human riches all its own. A big thankyou to  
Samir and his staff who were splendid hosts and  
made Giovanni and family's stay memorable.  
The Blue Eyes shops in Cairo are wonderful and  
the partnership with Nico-design is flourishing.



# Fairs and Events

## Attending the Munich Optimunich Fair

The Munich fair at the end of January is a reference point for the Mitteleurop market.

This year's event was under par, we felt. Let's hope the change of owner brings new ideas and energy to give the fair objectives new focus.

Anyway, in 2008 we shall be there in the front row.

## Participation at the Shanghai fair

Last of the great pioneers, we exhibited at the Shanghai fair for the second year, together with the SILMO delegation coordinated by M. Eric Lenoir. China is a vast market slowly opening up to products like ours at Nico-design. Patience is a virtue we possess: we have set ourselves three years to achieve a select distribution channel on the Chinese market.

## Attending the Opta Fair, Czech Republic

In partnership with our distributor AZIMI, we attended the BRNO fair in late February.

## And at the Dubai fair

As it overlapped with Shanghai, we delegated our distribution partner Pasteur Medical Instruments to attend. They reported results up by 20% on 2006.

## And at the Tunisia fair

More of the pioneering spirit. We wanted to sound out the market potential from close at hand. An interesting experience, wasn't it, Valerie?

## Not to mention Vision Expo NYC

We were the only Italians directly participating at the New York Gallery during Vision Expo.

Our stand was packed on Friday and Saturday, suggesting the American market is on the way back up. Our partner New Millennium / I-Optics had put more into the arrangements than ever. Big smiles all round.



# Flash news

Photograph exhibition c/o BARICOLE – Via Maria Vittoria, 15 Turin

## Photograph exhibition by Eugenio Volpi: “Indigo, crimson...sky in a room”

From 15 March to 14 April 2007

This set of photos show the photographer's experience in the Las Vegas hotels. In that town everything is real, tangible and monetarised, but also unreal, beginning with the site of the town itself, the way it was built, its history and its landscape. All the photographs the artist presents are absolutely 'real', direct, only developed in the dark room with no montages or digital re-touching. The everlasting game

of photography between true and false, representation and reproduction, image and trompe l'oeil is thus as 'natural' as a photographer can capture. Unreality and constant turning off abstract one from daily reality and plunge one into the forlornly glittering dreamland of Las Vegas.

## Photograph exhibition by Paolo Cugudda: “Sails and shadows”

From 16 February to 10 March 2007

The exhibition is formed of two apparently unconnected sections. 'Sails' and 'Shadows'. The series shown in 'Sails' takes for its subject the sailing craft of old and their crews standing ready to defy the laws of nature. 'Shadows' tells a short story about two fiancés who come to enjoy the sunset at the Cloisters of Santa Chiara, Imperia,

providing the artist with an original set. Paolo Cugudda styles himself a “snap-shooter”, an artist continually on the look-out for the less showy details through which to narrate his surroundings.



# Network

## Update on events and activities put on by the whole distribution network promoting our brands

“Meet your twin” is a new VANNI initiative. The first was held in late January at the Munich fair Optimunchen. Meet-your-twin involves all attending the fair in an amusing game. Whoever passes in front of the VANNI stand receives a sticker with a code number: pink for women, blue for men. Munich Trade Fair visitors who found their ‘twin’ with the same code and went back to the VANNI stand together were presented with a valuable 3MP shuffle reader each. Many were keen to take part and 20 lucky couples received their prizes. The scheme got the fairground corridors



# Network



humming and formed an amusing welcome to the VANNI world for those who didn't know us. The next round of Meet-your-twin? You give us the go-ahead and we'll repeat the game at future international fairs!

