

italian
eyewear
designer
magazine

-  Company
-  World extracts
-  Updates to the website
-  Editorial by GV
-  Fairs and events
-  Flash news

Company

Breaking our opticians' "boxes"

As of May, consignments to our Italian opticians will come in new personalised Nico-design boxes containing frames and material for their sales point. The Vanni packs are orange, Derapage dark green, all in one and the same white box with handy handles.

Eyes Wide Open; a new dawn is breaking on the UK optical industry.

From an eye-fashion point-of-view, the UK optical market was always considered a somewhat stale arena compared to its European counterparts; lagging behind anywhere between 5 – 10 years and being a place where foreign companies would struggle to gain a solid foothold. In many ways an odd phenomena, as Britain is not otherwise trailing when it comes to style. Indeed, she must be considered amongst the leaders within the world of fashion design and one of the most prolific in terms of nurturing and developing design talent in general. So why not so with eye-fashion? Much speculation

has been afforded on the subject and maybe the most obvious cause would be the self-sufficient island culture of the nation, which has so far prohibited any considerable amount of UK opticians from frequenting the European and other international trade fairs; thus leaving them out of the loop with regards to the latest trends and fashions.

Or a more complex, yet perhaps more plausible reason could be found in the fact that it is only little more than a couple of decades ago when changes to legislation would allow opticians to start advertising and actually applying pricing to their products; which in real terms



Company



mean that as a commercially driven market it is still in its infancy. Whatever the reason though, there is now a new dawn breaking on the industry and it is an accelerated process which have seen enormous changes over the past couple of years alone. The demands of modern savvy consumers, combined with a new crop of young consumer savvy practitioners and buyers is probably the driving force behind this transition; although a plethora of other factors are at play as well. However, bottom line is – it is excellent news for eyewear houses such as Nico-design and distributors such as WhiteVision! Although we have yet to witness a complete cultural overturn with regards to the way in which the British consider eyewear, we are certainly well on the way and the

gap to Europe is diminishing. Spectacle wearers here are finally steering away from the name printed inside the temple and increasingly towards the desire to 'be seen while seeing'. For our segment of the industry, this is both exciting and important news. It is exciting, because the clinical drabness of branded products is replaced with products 'born and worn' with passion, colour and fun. And important because creative eyewear is highly visible; it's right there in your face and so cannot be ignored! In this country, where at the moment the notion of eyewear as a fashion element [on par with clothing, shoes or jewellery] is still a fledgling one, we could not have wished for a more effective self promoting kind of product...it is the snowball effect and it has just started rolling! For us at WhiteVision the timing of

Company

this trend has been just right and suitably catalysed through our Optrafair (Birmingham) show participations in 2005 and again this April. Not only were we able to enjoy a fivefold sales increase (compared to the 2005 show). But notably did we experience a sensation of having entered an almost new universe. Where 2005 was very much clouded by general pessimism and insecurity (with the impending doom that the internet and low-cost high street retailers were certain to bring); then 2007 was a show positively buzzing with confidence and a newly discovered lust

for selling beautiful glasses. Where in 2005 many people were looking at our exhibits with the bemused or intrigued mental distance you would art in a gallery; then 2007 saw them eagerly trying on one frame after the other, cooing in excitement and then buying! However, our show attendances aside and in more specific terms; then the past 6 – 8 months have for us seen very significant growth in sales, with Vanni being the main stay. Other than the aforementioned market blossoming, this achievement can be attributed to two further factors, chief of which has been

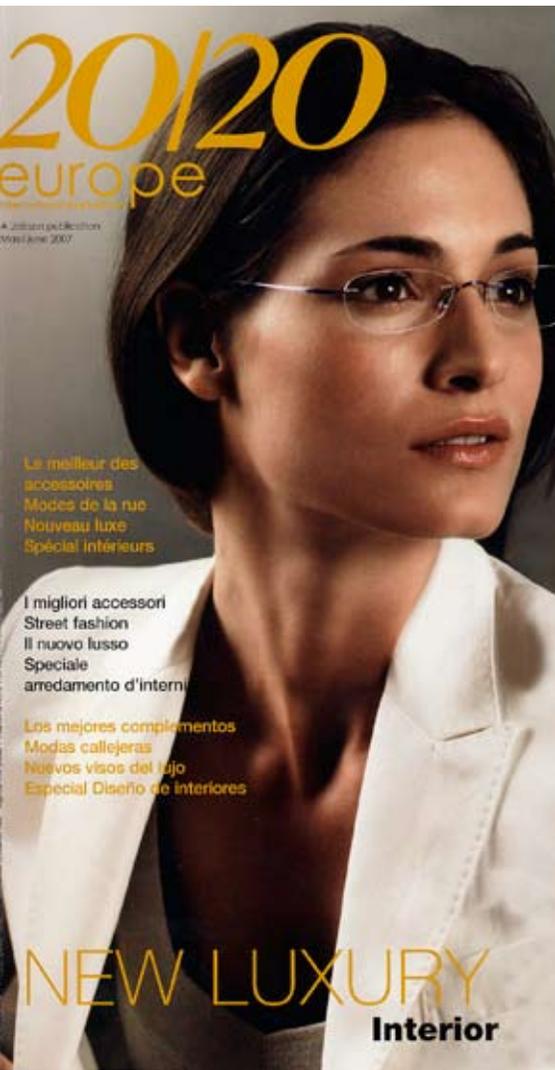
our luck in appointing excellent agents. Finding these can be tricky business, so we have been blessed to have come across a couple of high-grade individuals in a very short space of time. We still have several territories to fill, but as one wise [young'ish] Italian gentleman told me in the not too distant past; “you just need to find one good sales person, then you can afford the time to wait for the rest to come along”. Finally, but of absolutely pivotal importance as a contributing factor to our growth are the increasingly sleek and sophisticated collections coming out of Torino. During

the course of the two years we have collaborated with Nico-design, we have with pleasure been able to experience better and better designs, at every new launch. Progressively updating our collections, this has meant that following the sample supplies in the autumn of 2006 and onwards, the content quality has now risen to a level where some 70 – 80% can be considered prime selling material. And following this past MIDO, we can happily conclude that this trend is set to continue. So with eyes wide open; the UK is ready and waiting... Mads Orbesen



World extracts

from 20/20 Europe - may/june 2007



Giovanni Vitaloni, CEO of Nico-design talks about the colourful, creative Vanni eyewear collection as the company celebrates its 20th anniversary.

Please tell us about Nico-design and when you launched Vanni?

Our company was set up in 1987. We are located in Turin, Italy, a city with a strong automobile and industrial design culture. We launched the Vanni brand in 1991, and so this year will be the brand's 16th year on the market.

Vanni comes from my name – Giovanni. I wanted to create a name that was

familiar, and that had a tie with my own family and particularly my grandfather. Our mission with Vanni is to carry the Italian flag of real Italian eyewear design. I am really proud of the fact that over the last ten years we have developed a real design department within our company. We have four people including myself involved in developing the brand identity and the collections.

Today, Vanni is a player within the creative market segment of eyewear. This is a small but growing alternative to the big industrial groups. Our company – with the Vanni brand and our other line Derapage, which is very technical and innovative – has an international approach to the business

and we are now exporting to 45 countries.

What type of person wears Vanni?

Vanni is targeted at 25 to 35 year olds. The values of the collection are based on innovation, research and true Italian style and taste.

The innovations are the result of research we do with laboratories that tend not to be connected to the optical field.

We like to look for materials that are completely new to optics.

We spend a lot of time travelling around the world and sharing ideas and concepts with people that are not familiar with our sector.

World extracts

from 20/20 Europe - may/june 2007

Can you give us an example of a material you use that is not commonly used in eyewear.

We do a lot of experimentation. So for example, out of ten materials there might only be one that we can feasibly use to produce a frame or part of a frame. One material we have used that is particularly important in our Derapage collection is Icelite. This is an organic plastic material that can be worked with CNC machines. It is very light, flexible and thin, but it maintains a certain memory. At MIDO 2007 we will launch

new concepts using pure carbon fiber and fiber glass, worked from sheets of 5mm thickness. We are in contact with a company in Milan called Material ConneXion which has an archive of all the materials coming in from other fields. This helps us keep in touch with the latest innovations in materials. We also work with acetate factories to develop our own colours and patterns, to give our frames added personality. The styling of the frames is always important, but in our view, to give the frame a deeper character and true individuality you have to work on the

colours and patterns as well.

Describe the Vanni collection today.

Vanni is a very wide collection with over 200 styles in six colours each. We recently won the IOFT award in Japan for model 1016 : this frame has a very technical detail – a special closing lock and hinge, which gives a unique touch to the design. Normally with this kind of design you are always obliged to take off the screw and take off the temple to open the frame front, whereas this design has an asymmetric closing block

so you just have to open the block without taking off the temple. With this concept we have developed many different styles. We are also working with a two-tone concept. We love to take care of the design of the inside part of the frame, as well as the outside. It is a little philosophy of ours, in the sense that we like to see things from the inside, not just from the outside. We have several style, for example, that have a handmade decoration with lacquer on both sides. For Spring/ Summer 2007 we have been promoting our frames that come with a matching



World extracts

from 20/20 Europe - may/june 2007

accessory, a bangle or a ring. For these frames, which we named bikini, we have developed exclusive handmade acetate patterns and colour combinations and experimented with a very special construction of the temple which combines metal and acetate.

From where do you draw your inspiration?

Contemporary art is a source of inspiration for us because there are so many talented artists who are matching unique materials in interesting ways or using special colour combinations. This is really something that we like to see;

we visit contemporary art shows around the world. We have sponsored a couple of contemporary art shows in Italy, and this is something that we feel is very important for Vanni at the moment. It is a good way to communicate to the contemporary art community about the brand. People who are involved in art tend to be very careful with details and we care very much about this too, so this is a good synergy.

Have you always been involved in eyewear?

I am an economist but I started working in this business with my father. I have

developed a great passion for eyewear over the years. We used to have our own manufacturing company and this was an excellent challenge for me, to be able to develop a technical knowledge of frame production ...my job today is really to keep the direction of the brand under control so I am the head of design; Irene Chinaglia who trained as an architect works more specifically on the design of the products; we have now worked together for five years.

Please tell us about Vanni's distinctive advertising campaign.

Frames for us are really made according

to important values such as fashion and design, and every time we create a new frame it is like a baby – for us it is something that is alive, that has its own character and personality, that comes about as the result of a long period of study and research.

So for the campaign, we created the concept of making characters using the components of the frames. We launched this campaign at SILMO 2005 and it has been very popular.

We think that the dynamism or humanity of the frame comes out through these characters.

Updates to the website

nicodesign.it

Shop window

May
Optrafair
Birmingham

June
Angiolucci Lunettes
P.zza Trento - Catania;

Luca Ferrante - "Centovetrine" Actor
Roma

Download

Photos of the Vanni and Derapage MIDO collections are available from the area exclusively reserved for international distributors if they wish to create an on-line catalogue. All new Vanni and Derapage entire frame photos for the catalogue are in high definition .pdf format to improve the quality of printing.

VANNI

Following are available new contents:
Download VANNI Tribe logo;

Download "Emoticon" VANNI Tribe;
Download Paper Cover VANNI 2007;
Download Official Advertising Page 2007 with instructions;
Download Mido 2007 Still life;

Derapage

Following are available new contents:
Download Paper Cover Derapage 2007;
Download Official Advertising Page 2007 with instructions;
Download Mido 2007 Still Life.

Packaging and Merchandising

In the Packaging & Merchandising section we have added photos of the latest promotion material.
For Vanni the new counter cards, cylindrical one piece displays, displays, shoppers and brochures.
For Derapage the new displays and the Tornado brochure.



International press release

INTERNATIONAL PRESS RELEASE

April - June quarter 2007 update

May

ITALY

Daily Mido - 4/5/6/7 May 2007
manchettes and editorial

L'Espresso - n°18 - 10 May 2007
page 231

Donna Moderna - 30 May 2007
page 42

Mido 2007 Map - May 2007
pages 17, 18

EFF - Summer
pages 77, 84

Shop in the City - May 2007
pages 55, 77

Elle - Sguardi di Moda - May 2007
pages 1, 2, 11, 15, 17, fourth cover

Vedere International - May 2007
pages 50, 53, 54, 55

EyeStyle - n°7 Spring/Summer 2007
pages 118, 119, 172, 173, 174, 175

EUROPE
20/20 Europe - May/June 2007
pages 18, 19, 20, 38, 72

Glasses&Fashion - n°2 May 2007
page 72

April

ITALY

Il Mondo dell'Ottica - April/May 2007
pages 6, 54, 55, 91, fourth cover

FRANCE

Inform Optique - n°251 April 2007
pages 6, 34, 36

FRANCE

Bien Vu - May 2007
page 29

Le monde de L'Optique
May/June 2007
pages 6, 115

Les Annonces de l'Optique - May 2007
pages 24, 26, 36

Les Annonces de l'Optique - April 2007
page 64

GREECE

Fashion in Optics - May 2007
page 54

SPAIN

Optimoda - April 2007
page 24

SPAIN

Mundo de la Optica - May 2007
page 22

Editorial

by GV



I'm having fun

Twenty years have passed since my father and I embarked on our adventure in the world of eyewear. Banal though the phrase sounds, it “feels like yesterday”.

It really does.

Up till now it has been a brisk and eventful gallop against a backdrop of trade fairs, valleys of Cadore and far-flung countries. From the very start, though the set-up was only four people, we focused on creating unconventional eyewear collections, mainly destined for

the international market.

To measure oneself against five continents was the basic challenge. That is what gave interest and – to be honest – amusement to our doings. On one and the same day to be doing business with Marrakesh, Palermo, Tokyo, Long Island, Valdobbiadene, Perth and Cuneo has become our routine.

It makes us feel good as it makes us feel part of the global working world.

My first major business trip was to Japan and Hong Kong in 1988.

A splendid experience.

To have had dealings with Murai in the late Eighties was like a concentrated masters in eyewear expertise.

It's hard to say why I so fell for the world of glasses. I hope some explanation occurs to me in the next twenty years.

Suffice it to say that I did.

A new slab of acetate, a new frame-shutting mechanism or a 12-way hinge completely turn me on.

Passion, I believe, is not something that can be taught or induced; it's a quirk

Editorial

by GV

of chemistry. A reaction that happens, or not. At times a spark is struck: it's as simple as that. It was one summer in the early Nineties, I think, when my enthusiasm was first kindled.

I spent weeks up at Auronzo di Cadore trying to understand why the hell our production partner couldn't come up with the goods. I'm a fairly cool customer, but I was going spare.

After about twenty days working flat out, I asked myself "What's all this in aid of? There's no sense in getting all worked up". I realized one of my greatest kicks was to see the parts of a pair of glasses

coming into existence – designed by my father in those days -, to see them put together and coloured and given the final touch.

To handle and pore over a finished product has always given me a thrill (but I still don't forget the rage I've had to swallow.

Memo to the purchasing office: how are the pains in the ass going?).

It could be a VANNI or a DERAPAGE or come competitor's model: if a pair of glasses are original, the fruit of genuine invention mixed with style and taste, they deserve a big hand. I shall continue

to applaud any firm or individual who have the courage to defy the market and the 'big shots', pluckily imposing their own personality – and knowing full well the 'system' is just waiting to carp.

We've come a long way in twenty years and nowadays we're not afraid to put our ideas across pretty forcibly.

That makes me really chuffed, and for the inner band working in Turin it must be the same.

Ten years ago we wouldn't have felt ready to put on an evening 'do' like "Out of the box" at Milan's Museum of Science and Technology, together with our friends

and customers from Italy and abroad.

We would have shrunk from sticking our necks out.

We've evidently grown up: Saturday 5th May 2007 was fun.

Giovanni Vitaloni

Calendar of our dates for attending national and international fairs

June – August

6/8 July 2007

ODMA - Sidney

Report Mido 2007

In a nutshell: all new, all well.

Despite the rain, strikes and roadworks that made it quite an adventure for some people to get there, Mido 2007 turned out to be a useful work opportunity for nearly 1300 exhibitors.

The organizers reported a 15% increase in exhibition space with visitors up by 9% over the four days (totalling 46,000 - 60% of them foreigners).

Impressive figures marking a significant year and launching a new era of MIDO in its futuristic setting.

Hard work for us at Nico-design, naturally, but it was good to face the music and see the excellent impression made by the new Vanni collections and the multi-phase launch of the Derapage



Fairs and events

Tornado line.

The fair is a yearly opportunity to peep directly at the eyewear market, meet the competition in the open, gauge one's own and others' ability to come up with something really new, and spend time with customers, observing how they react to the collections. Undoubtedly, if

we could make a wish for the future, it would be to have a higher-profile Mido Design Lab – which may be the way MIDO is heading – more at the cutting edge of experimentation, a venue where the most significant experiences in the eyewear design panorama get singled out. We would also like more

concentrated use of space: pavilion organization went in for spacing out rather than bunching together. More than one visitor complained it was a fitness test, with marathons between one sector and the next.

Part of the success of the lunch breaks, restoring our customers' bodies and

minds amid a gruelling day, may have been due to the tempting tri-colour reginelle pasta; but it was above all thanks to the animating spirit of the team.

Twenty members of inside staff helped man the stand and keep the whole hospitality machine humming.



Out-of-the-Box, Nico-design's twentieth birthday party

1987
2007
20th ANNIVERSARY

For the benefit of those who missed the treat, let all who were there own up: you reverted to childhood on the Saturday evening, did you not, among the trains of the great railway pavilion at Milan's Museum of Science and Technology? And the tour of submarine Toti: incredible though it seems with its old-fashioned control levers, it was in service till 1999 with a crew of 20. Stirring, if terrifying, stuff. And the experience of eating out of recycled tin cans? More like out-of-the-

tin than out-of-the-box. That was something like the target we'd set ourselves at Nico-design, and it came off. To take the usual MIDO evening by surprise and give everyone a carefree reminder of their childhood. "Be out of the box" is our motto: break out of the mould. If the daily round doesn't turn you on any more, look for something to upset the applecart, a shot of creativity spilling over and infecting the working day, every day.



Flash news

From Baricole in Turin. Vernissage: “Noses up: surely that’s not a Tornado?”

Fruit of a lifelong passion for aeroplanes, Carlo Villanova’s photograph exhibition shows some of the most exciting displays by British, French and Italian patrols in the skies of Europe.

From the aerodynamics of the legendary acrobatic squadrons, to the technological prowess of Derapage collection’s new Tornado line: an evening devoted to daring.

Top Secret Eyestyle file

The formula for imparting worth to glasses is no mystery. Nico-design have decided to let their public in on the secret of their own creativity. Teaming up with the magazine Eyestyle, Nico-design are giving away the ‘box of tricks’ for the good eyewear designer as a freebie to mark their twentieth birthday.

If you don’t believe it, try opening the Top Secret file.

Angiolucci Lunettes Store opens in Catania: Vanni’s debut

On May 20th the historic Catania optician Angiolucci Lunettes 1948 inaugurate its new Angiolucci Lunettes Store. 1300 sq.m. in which to display the best brands of eyewear in their sumptuous art nouveau setting on Piazza Trento. Vanni’s spring/summer 2007 collection makes a first appearance in a corner all of its own. Congratulations to the Angioluccis and all the best for a successful partnership.
www.angioluccigroup.it

Invasion by Vannicon :-)

Prepare for a peaceful, colourful invasion. Vanni’s personalised emoticons are now out - cheerful silicone key-rings. From June on they will be a free gift with every pair of Vanni Tribes. When the Tribe hits town, watch out for the Vanni faces.

