

italian
eyewear
designer
magazine



Company



Updates to the website



Editorial



Fairs and events



Flash news



Network

Company

Comings & Goings

As of the end of July Valerie Masset from the sales department returns to her beloved France. Valerie has given a great deal to building up the company, especially across the Alps. We shall miss her alert intelligence and critical sense.

Bonne chance, Valerie!

With its new division of labour, the sales office sees the arrival of Serena Valgiusti whom many of you will be getting to know at SILMO...

Gabriele Limetti joins the Italian sales force and is to operate in north and central Italy. From 1st September Monica Tosco will be joining the administration

office and especially concerned with national customer accounts. Newcomer, new function, towards more capillary management of company communications: Nico-design is sprouting a press office. To keep contacts with Italian journalists, specialised or not, and the foreign press too; to help build up communications with customers at home and abroad: these are some of the chief tasks facing the new office and its chief, Alessandra Girardi Vitaloni.

A challenge on home ground and a new contact mail address: press@nicodesign.it

Vanni certificates, a guarantee of design originality

No fears of imitation for Vanni. From Mido 2007 on, every pair of Vanni glasses now comes with an original design certificate, a tiny charter of product uniqueness, a guarantee of creativity. The patent for the frame design – and hence product form and

manufacturing technique – is lodged with a law firm who safeguard intellectual property, Jacobacci&Partners. Infringements will be prosecuted under Italian copyright law. From now on the authentic Vanni design has even more solid worth.



VANNI
vanniocchiali.com

CERTIFICATE OF ORIGINAL DESIGN

MODEL _____

With this frame, you have joined the VANNI world:
originality, creativity, passion, colors.

The logo for ART 14 ISSIMA. The word "ART" is in large, bold, black letters. Below it, "ISSIMA" is in a smaller, black, sans-serif font. To the right of "ISSIMA" is a large orange circle containing the number "14" in white.

Vanni goes arty

Vanni is going in for art and will be re-newing its collaboration with Artissima. The 14th edition of the Turin International Contemporary Art Fair will take place from 9-11 November 2007. It stands out from other such world events by its promotion of national and international galleries and individual artists representing the younger generations. With Artissima Vanni will be proposing last year's brilliantly successful project, "listen who's writing". It involves guided visits to the exhibition

at which for one day the best Italian art journalists act as guides to the broad non-specialist public approaching the fair in curiosity but also some desire to understand the works on display. Contemporary art, especially that of the young, serves as a source of inspiration for Vanni's work. As of this year, therefore, the scheme "an eye on art" will be running parallel with "listen who's writing". This original venture aims to go deeper into the links between the world of contemporary art and design.

What are the points of contact or contamination between the genres, and what common source of creativity do they possess? The second year of Vanni/Artissima partnership will be sealed not with a ring, but a natty necklace to hang one's glasses on. VANNI for ARTISSIMA Model "Featuring the future" is a flower-shaped acetate pendant in the tradefair colours, and will be a gift to the most distinguished visitors. See the next Magazine issue for an account of how it went...

A promotional poster for ART 14 ISSIMA. It features the logo "ART 14 ISSIMA" in the top left. Below it, the dates "9-11 NOVEMBER 2007" and the location "LINGOTTO FIERE" are listed. The main text reads "THE INTERNATIONAL FAIR OF CONTEMPORARY ART IN TURIN" and "FEATURING THE FUTURE" in large, bold, orange letters. At the bottom, the website "www.artissima.it" and email "info@artissima.it" are provided.

Updates to the website

nicodesign.it

INTERNATIONAL PRESS RELEASE

June - August quarter 2007 update

June

ASIA

Modern Optical Magazine

June 2007 - pag. 19

SPAIN

Mia - June 2007 - pag. 44

Tu Suerte - June 2007

Very Oir - June 2007

CANADA

Optik - June 2007 - pag. 42, 43

July

ITALY

Il Mondo dell'Ottica - June/July 2007
pag. 38, 39, 40, 41

la Repubblica - Affari & Finanza

9 July 2007 - pag. 30

August

SPAIN

Gaceta Optica - August 2007

Shop window

July

Optinet - Brasov - Romania

August

Evento - Promenade de la mer 11

Menton - France

September

AbiOptica - Sao Paolo - Brasil

Download

Images of the new Vanni People are available from the area exclusively reserved for international distributors if they wish to create promotional items. Two new, funny and coloured Vanni People extend the range of images. These are available in A5 and postcard size and both in JPG, PDF and TIF file format.



Editorial

by Dante Caretti



This year I celebrate 25 years in the eyewear world.

I am grateful to Giovanni Vitaloni for inviting me to write for his Magazine. I don't wish to speak of my own way-stages, which the reader might find tedious, but of the true significance of 'niche' glasses, or should I say designer eyewear. Confusion here reigns supreme. Many a person thinks all they have to do is put together some quirky shapes and daft colours and they can be called designers. The conviction grows even stronger if they can pull a few strings and get a stand at the Silmo 'Village' zone or the Mido 'Design Lab' – thus detracting from what should be this exclusive market's showcase and jury. If I may venture to give my opinion, to

be a designer eyewear manufacturer you have to be a maniacal stickler for style and quality, and go all out for the exclusive detail that owes nothing to any other hand. Unfortunately, since a pair of glasses consists of one front and two temples, that is not always possible. At which point a little good faith is always appreciated – I mean, not copying straight from a pair of glasses on your worktable...

In the fashion business things are easier, as there are so many variables enabling the creative to produce something exclusive. The Japanese are past masters here, followed by the Belgians and British.

Editorial

by Dante Caretti

Observe a Yohji Yamamoto and you will see at once what style-quality-exclusiveness is all about. The same goes for collections by Comme des Garçons, Issey Miyake and the up-and coming Volga Volga. It is also hard not to appreciate the uniquely stylish collections of Ann Demeulemeester and Dries Van Noten or the originality of a Martin Margiela creation or a Paul Harden, two of the most ironical stylists now emerging.

In Italy the only breaker of new ground is Carpe Diem.

When it comes to manufacturing glasses, I see the Japanese as nothing short of geniuses. To date no country has matched them for quality or research. In my professional career I've had the luck to work with Oliver Peoples, Jean Paul Gaultier, Bada, Sama,

Christian Roth, Spivvy – all collections manufactured in Japan. I can assure you, I've never found quality like it in Europe. Anything attaining such a standard, I consider proper design. In the rest of the world things are a bit different: design is seen more as a search for form and style and not so much quality. Trend-setters with this mentality must surely be Alain Mikli and, in his separate way, Poul-Jorn Lindberg. The former for using "plastic" in a uniquely recognizable fashion, the latter for revolutionising the world's conception of minimal eyewear without recourse to welding. The only criticism I have of two such geniuses is their product distribution, which is not always targeted.

In the wake of these two forerunners a variety of schools of thought have sprung up: the French school composed

of Face à Face, Anne et Valentin, Lafont, J.F.Rey, Traction Production, François Pinton, Frederic Beausoleil, Histoire de Voir and others; the Danes, meaning Pro Design, Orgreen, Bellinger, etc. Other European countries have followed a different path: the British, for example, were the first to grasp the importance of vintage in fashion. One is not here talking of real design, but trend-setting, yes. Not to slight anyone, we may mention Cutler and Gross, Kirk Originals, Oliver Goldsmith and Linda Farrow. The German school is different again. Some of its exponents are unique: I would cite Ic Berlin who, with their *deus ex machina*, Ralph Anderl, have brought about a kind of revolution in eyewear by inventing a total-look product covering all age brackets. In their wake Mykita, Reiz, Onkel, Grotesque, Markus T, Frost,



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Hoffmann, and so on. In the rest of Europe each country has its exponent: thus Gold & Wood in Luxembourg, Gotti in Switzerland, Etnia Barcelona in Spain, Theo in Belgium. And what is going on in Italy? Seeing that we're the world number 1 producers of glasses, we ought to lead the field in design as well. The exact opposite is the case, alas. In a world survey we must among the last. And how come? No doubt the commercial success of colossi like Luxottica and Safilo has caused

small manufacturers to imitate instead of countering power tactics with new ideas and ventures. One of the few firms that have pursued alternative paths, not without some difficulty, is Nico-design and, in the Modena area, Danilo Procaccia with O-Six. My hosts Nico-design are an example of consistency and serious dedication to style research: as a company they compete in this with the foreigners I have been mentioning. I'm only sorry that, on the home front, considering the commercial strength

of Italy in the world, there should be so little. But at last it seems that something is now moving. Some small new firms have come to the fore and are exploring untapped areas in product distribution and product creation – though often, as yet, their products lack specific identity and are apeing styles we already know. It is important to make a start, however, knowing how complicated the road ahead is. It is, indeed, strewn with pitfalls, and calls for four times as much energy as a normal commercial venture.

If I can give those embarking on that road a word of advice, it is to begin with the soul, then the head, and last of all the rationality of a businessman. That will make their products identifiable all over the world.

Dante Caretti

Features Editor Eyestyle International Magazine. Design talent and new trends scout, distributor in Italy for over 25 years of the most prestigious international design eyewear brands.



Fairs and events



Calendar of our dates for attending national and international fairs

September – November

4/6 October 2007
Vision Expo West - Las Vegas

10/12 October 2007
IOFT - Tokyo

13/15 October 2007
Vision Canada West - Kelowna

19/22 October 2007
SILMO - Parigi



Brasil welcomes Vanni

The Vanni collection has been presented in Sao Paulo, Brasil, during the Abioptica trade fair on July 18-21.

Sydney fair beats records

The Sydney trade fair last July 7-9 was a success beyond all expectations. A great satisfaction for Vanni distributors PRIMO who were among the exhibitors at the third edition. Nearly 8,000 visitors and 15,000 metres of stands for what is Australia's prime fair event in the sector. Stuard and Kim Marland report the Aussies' enthusiasm for the new collections, a whole lot of new contacts made, and a positive overall balance showing business is consolidating throughout the country.

Vanni in Romania

From 8-10 June the sixth edition of the National Exhibition of Optics and Optometry was held at Brasov in Romania. In its field this is the country's most important trade fair, a fast-growing event at which attendances and exhibition area have increased ten-fold in 5 years. Vanni was there, of course, represented by Optinet. An excellent sales result, says Zolts Kovacs, director of the company that has been distributing Vanni products for the last two years.

Baricole novelties

Fresh air and a new dimension for Baricole. From July on the Nico-design concept store in Turin will be welcoming its customers to a new eye-test room at N° 15 Via Maria Vittoria, as always under the supervision of professional optician Barbara Tresoldi.

But that is not the only novelty.

On the night of November 10th as part of the contemporary art fair Baricole will form the venue for the event "Saturday night art fever".

To know more, stay tuned in on www.baricole.it.

Vanni on the "promenade"

A colorful corner devoted to Vanni in the newly inaugurated store "eVent" on the promenade of Menton on the French Côte d'Azur. The fashion store opened last August and offers a selection of Italian-French stylish products in the magnificent setting of the most trendy Riviera.

Preview of Vanni Magazine

As of this autumn the new Vanni Magazine will be appearing alongside the Nico-design company newsletter.

The bi-monthly will update customers at home and abroad on novelties in the collection, eyewear world trends and much else besides. Style galore, needless to say. Aren't you dying to know more?

For the moment you may safely bet, at least, that the publication will be streamlined and dynamic, and if you register on the site www.vanniocchiali.com, you'll receive your copy automatically every other month.



Vanni people catch the bus

An original stunt by the Vanni distributor for the Czech Republic and Slovakia: plaster a tourist bus in Vanni people and drive it round the streets of Prague. The company scores a bull's eye for visibility, and so does the collection. Thank you, Ondrej Kuchta, from the Azimi team. The next appointment with Azimi? the Brno fair, February 2008.

A Tornado at Canada's Formula One Grand Prix

For its Canadian preview, Derapage's latest, Tornado, was worn by the local hard-rock group, the Dizzy Racers. Their engine music formed the official background to the Formula One Grand Prix 2007 celebrations in Montreal. In the week before and during the contest the Dizzy Racers toured the streets of the F1 capital, playing from the open deck of a bus, dressed in jeans garage overalls – complete with Derapage publicity - and sporting brand new Tornadoes.

Nico-design's partner and Derapage distributor for Canada, Daniel Laoun, had this to say: "We felt Tornado deserved a 'full throttle' launch: the high tech construction and self-assertive look just fitted the world of Formula One with its speed and innovation."

Web ahoy, France is on-line

Great news from the French distributor of Vanni and Derapage, FMI: the company website is on-line as of July. Lively and humming with action, the site bears a touch of French class, thanks to Serge Mitry and his splendid team. It affords a panorama of the collections and style world of the two Nico-design brandnames, as well as a copious press review edited by Isabelle Blanchard. What else need one add? That it is definitely worth having a look for yourself: www.fmi-paris.com.



Derapage Launch in Singapore and Kuala Lumpur (Malaysia)

Vanni distributor for Singapore and Malaysia U.vision Eyewear celebrated its 15 years of activity in July launching the Derapage Collection and organising two days of presentation of the new Mido collections. Congratulations to Colin Kok and his staff.

Revolutionising Nico-design communications: our voice in your home.

That ours is an age of communications is an established fact. To keep pace with the times, Nico-design is going in for innovative communication with its new project 3MP. The frames from the Vanni and Derapage collections enjoy unique prestige on the international eyewear

scene and this fact needs fully understanding and then properly circulating. 3MP is a multimedia broadcasting tool devised by Nico-design: via select pictures and the style centre managers' own voices, it aims to put across the thinking behind the patented Vanni and Derapage products, displaying the salient points of style and manufacturing technique. 3MP is an ultramodern back-up aid intended for distributors, sales persons and opticians to help them pick up and pass on the information the customer needs, explaining the creative design behind each pair of glasses, the processes used, the special features of the materials.

Watching and listening to 3MP is like attending a meeting on the product from

the comfort of one's own office chair. In this, new technology is opening doors between production and customer. 3MP is dead easy to use: you need to procure the digital photo frame from Nico-design and follow the simple instructions that go with it – plug in, turn on the photo frame, plug in the USB pen drive and select the language required (Italian or English).

Then you will hear Irene and Giovanni's voices accompanying the images. The contents of the 3MP will change from collection to collection: regularly with each new release you will be informed of the latest developments in design and production. Ask for your 3MP today and bring the revolution home.

