

italian
eyewear
designer
magazine

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Company

DERAPAGE wins the Chicago Good Design award 2007

Tornado by DERAPAGE eyewear has won the Chicago 2007 Good Design Award, the prestige accolade of the Chicago Athenaeum-Museum of Architecture and Design (<http://www.chiathenaeum.org/gdesign/2007/personal/index.html>).

Set up in 1950, every year the Good Design Award chooses the international industrial products and ideas that have done most for design innovation.

A cosmopolitan committee judges entries from various commodity categories according to design excellence, form and look of the product, as well as the materials used, the function and the usefulness of the objects competing. It was DERAPAGE's Tornado that brought home the good design label, the only eyewear product singled out by the Chicago jury. Tornado is a totally Italian product in its style, workmanship

and assembly – a revolution in eyewear, a patented world 'first'. The frame is a completely new unwelded multilayer: three different ultrathin steel layers, secured by an innovative system of micro-riveting straight out of microtechnology and top jewellery. A light, indestructible eyewear product, a clean design and a hi-tech solution conferring a powerful assertive look. In the words of Irene Chinaglia, chief

designer at Derapage who can claim maternity of the frame: "This period is full of acclaim for Tornado: it has now earned the Good Design Award 2007 on top of the prize it brought home from Tokyo last October, "Eyewear of the Year 2008" for the technological innovation category. An extra feather in our caps as Torinesi exporting design around the world just when our town is World Design Capital."

TORNADO – PATENTED SYSTEM

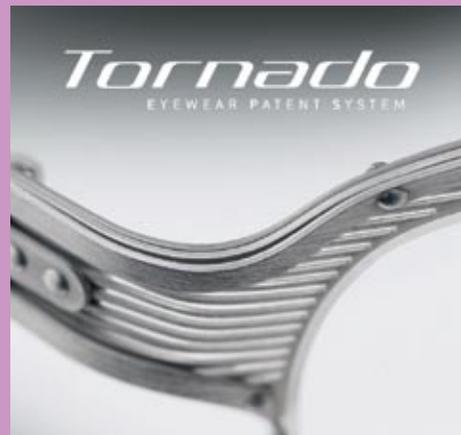
Tornado's three layers are cut by photo-blanking technology.

The shapes making up the glasses are punched from a sheet of steel corroded to hair's breadth precision by a chemical agent.

The three layers are then held in a sandwich by steel micro-rivets.

The process produces a totally steel frame, non-allergic in having no nickel at all, and recyclable.

The metal needs no protective coating, colour or paint, so the beauty of the material stays lastingly fresh.



VANNI's new image

A brandname and an image. We've come a long way. Time to glance back. In 2005 VANNI launched its series of humanoid figures: a family of beings, literally made up of eyewear temples and colours. Communication took its cue from product experimentation, and the result was surreal ... but fun. In 2008 VANNI is going in for a change

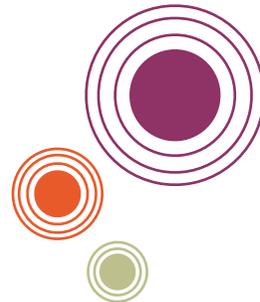
of look: not a break with the past but a transformation like the butterfly stepping out of its chrysalis. The same genetic make-up is in the chrysalis, but the butterfly is the mature product where what was hinted at now shines forth. So here are the new VANNI characters, answering a communications need to target the optician and end-user more:

the "on-your-face" look. They've got all that the manikins had – creativity, eye for the construction detail, the unexpected colour combinations – but there's something more. The glasses are on a real face. Today's characters cut across age groups, race barriers and fashion ranges. Flesh-and-blood people who wear their glasses with personal

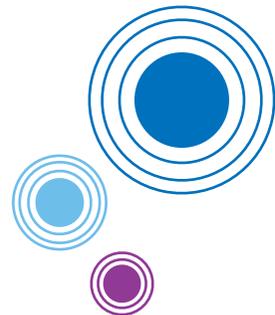
panache and irony, who use the frame features to enhance a look. And so the temple spars have fleshed out, donned necklaces, sprouted hair and beards. There are six VANNI characters for the moment ... more coming soon: portraits of our creative world.



VANNI
vanniocchiali.com



VANNI
vanniocchiali.com



World extracts

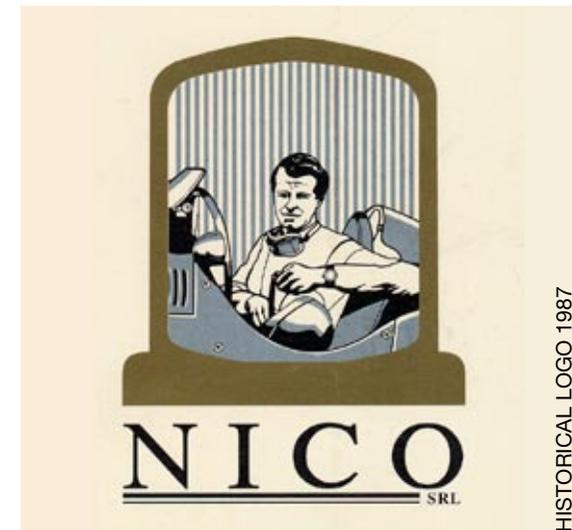
Extract from the "Corriere della Sera" January 21st 2008

Eyewear/Nico-design Seeing the world through new lenses

A famous Ernest Rogers dictum runs: an architect designs everything from a spoon to a town. Well, Turin does have a company that has progressed from car mirrors to fashioning designer eyewear. And without hiring an architect. "It is a fact," says Giovanni Vitaloni, managing director of Nico-design, "that our history as eyewear manufacturers stems from 1987 and developed out of the family's long-standing experience in the auto-

motive sector. My grandfather set up the firm and brought it to Turin from Milan so as to be near Fiat. Then the Turin giant took us over and we set about thinking of a way of branching out that would focus our know-how". In the Eighties glasses were not yet proper fashion accessories in Italy, and the American market began asking for products to match the great stylists. "That's where we took off," Vitaloni continues, "our aim

is to be a kind of last word in coachwork (a bit like Pininfarina and Giugiaro in motorcars). We count on experiment to distinguish us from competitors." The market in Italy, note, has some of the sector's world leaders operating. "That is true. But we experiment with lines the big manufacturers are not interested in, or will be in four or five years' time. That's the challenge: to be one jump ahead of the others in



HISTORICAL LOGO 1987



Updates to the website

nicodesign.it

Window

January

Derapage - Mod. Tornado -
Won "Good Design Award" the
International Design Award promoted
by Chicago Athenaeum: Museum of
Architecture
and Design

February

Stecca Group - Torri di Quartesolo
Vicenza

Fashion in Czech with VANNI

March

Alain Afflelou - Illzach
Alsace - France

Sky vivo - Italian TV - Sex Therapy 2 -
Fabrizio Quattrini wears VANNI V8742

News

We were proud that Tornado
by Derapage got the glamorous
"Eyewear of the year 2008" in Tokyo as
well as Chicago's "Good Design Award
2007" a Chicago.

The "News-Awards" section
will fill you in.

There are 3 size options:

100x70 cm

42x29,7 cm

15x10,5 cm

and 3 file formats (AI, JPG, PDF).

The following new contents can also be
used:

- download "Paper Cover" from the
catalogue;

- download "Official Advertising Page
2008";

- download of high-definition pictures
from "Packaging & Merchandising";

- download of high-definition pictures
from "Still Life" Silmo 2007.

Download

In the reserved website area for foreign
distributors the VANNI section "See
the Collection", under "Packaging &
Merchandising" contains an updated
presentation of all the promotion material
and the "Download" section has the 6
new VANNI pictures.



Updates to the website

nicodesign.it

INTERNATIONAL PRESS REVIEW

Dicember 2007- February 2008

To see the complete press review visit

www.nicodesign.it

JAPAN

Mode Optique

January 2008 - pag.101

VANNI - Twist and Spiral

DERAPAGE - Tornado RS



Mondial de l'optique Silmo 2008



ITALY

Il Mondo dell'Optica

Dicember/January 2008

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VANNI - Twist and Spiral



L'azione lunga e consistente aggrava un problema, che l'italiana che ha utilizzato il miele nei prodotti di bellezza, è nata "Body Honey Miel" una nuova e completa linea di trattamento straordinariamente ricca nelle proposte. Prodotti per il bagno e lo scrub, idratazione e nutrimento e trattamenti benessere, tutti a base di miele italiano proveniente da coltivazioni biologiche.

DERAPAGE

La montatura Tornado di Derapage ha vinto in Giappone il premio per il migliore occhiale 2008 nella categoria innovazione tecnologica. Tornado, dell'azienda torinese Nico-design, è un prodotto brevettato, totalmente italiano nello stile, nella lavorazione e nell'assemblaggio; si tratta di una montatura stratificata senza saldature, una soluzione altamente tecnologica per un occhiale leggero e indistruttibile dal design pulito e aggressivo.

ITALY

Focus

March 2008

pag.151

Derapage - Tornado



GRISPORT
Grisport presenta LightStep HFO: la prima scarpa in pelle che non teme l'acqua e si può lavare anche in lavatrice. Realizzate con un pellame di prima qualità antimacchia, resistenti all'acqua e altamente traspirante, queste calzature sono caratterizzate anche dall'Antishock System (protegge il piede dalla zona del tallone) e dalla suola in poliuretano, leggera, flessibile e antistatica.

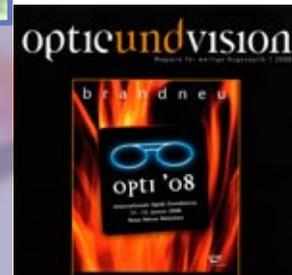


GERMANY

Optic und Vision

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VANNI - Spiral



Fake unmasked

Late autumn 2005, winter coming on, probably a Friday evening, must be seven-ish. Outside it's nippy, the bracing chill of the Italian north-east between Treviso and Belluno provinces. Irene, Fabio and I are huddled round a table littered with dozens of fronts, temples, hinges, mini-gadgets various and maybe some odds-and-ends just dumped there. Under a coating of transparent epoxy-resin we'd make a pretty good contemporary art installation.

There we are, poised on the brink of the technical solution to a new frame, something we'd been seeking for weeks.

A device serving the twin task of hinge and rim-closer. Small, discreet, tucked away inside the temple which artlessly peeks from the milled bronze front.

At long last VANNI models 1015 and 1016 take shape and become feasible.

We dive into the details: specially milled fronts for lightness, faceted at the appropriate points, temples in 0.7 thick steel, chemically cut and then mechanically finished in one rounded face; as for the tips, rounded on the inside, hollowed on the outside. There you have it, the very glasses that would be picking up the EYEWEAR OF THE

YEAR 2007 at Tokyo's international fair a year later. Strictly for the record, the insight was not mine but my two companions'. While they were talking it through and the solution, I could feel, was in the air, my mind was already running on colour variants, tickled by the idea of combining an ivory front with a pair of gleaming satin-finish chocolate dark brown frames. Models 1015 and 1016 would be presented at the 2006 MIDO and commercialized that same autumn. They are still in the collection. I look at them and find them more than up to date: I find them beautiful.





Munich, 2008, winter well under way. Another fair is flashing past. This year's edition has more pep than usual. No-one is painting scenes from the apocalypse and visitors are thronging the stands to see and buy the new collections. Organization is running smoothly on our stand. I have no meetings fixed so I set off on the classic round of reconnaissance. It's always nice to say hello to friends, acquaintances and loyal competitors at minor fairs, as well as seeing heaps of glasses. My interior

navigator takes me to a stand with attractive colours and graphics. There is free access to the samples on the rack. My eye runs over them from right to left: standard glasses copied from all and sundry and presumably filched from Asian manufacturers' catalogues. I'm just leaving when out of the corner of my right eye I glimpse a familiar outline on the lowest rack of all. I CAN'T BELIEVE MY EYES. It's him: 1016 in person. Bold as brass,

with special hinge, ivory version and chocolate dark brown temple. I ask you: how would you have played it? I'm not one for fisticuffs, but a straight left to the jaw of the gentleman who had so warmly welcomed me to his stand would have relieved my anger and made him do some quick thinking about the reason for it. As cool as a cucumber, I turn to the stand-owner and introduce myself. We exchange visiting-cards. With Anglo-Saxon aplomb I begin

Editorial

GV

to explain that he – a Scottish name identical with the world-famous hamburger -, his Chinese supplier and optician clients throughout the world were rogues, filchers of other people's intellectual property.

It will go to law and we shall see how it turns out.

And it's not an isolated episode. We recently found ten or so copies of our

leading models on the market.

To conclude the story with a moral: Creativity needs safeguarding. Ideas 'fences' are beneath our contempt, they are parasites preying off brands like ours that produce innovation, cost research and entail risks.

What line of defence is there? Legal, needless to say, but one realizes all too wryly that local laws and international

conventions can do little to combat an imitations racket that vaults national frontiers with perfect ease. Then, one must go on innovating continually to make life difficult for the imitators. Above all, the echelons of eyewear need sensitizing, especially those operating directly on the market, about

not being a party to and encourager of stolen originals. The imitation business wouldn't exist without a trade in fakes. To explain all that goes into inventing a unique product of professionalism, creativity and talent becomes our mission: company philosophy here means protection for our work.

VANNI

This is an original VANNI product designed and conceived by Nico-design in Italy.

The design of this frame is protected by Italian Law.

Any violation of our rights shall be prosecuted under the applicable Laws.

Calendar of our dates for attending national and international fairs

March – May 2008

9/13 March 2008

MSOO - Mosca - Russia

11/13 April 2008

Vision Expo East - NY - USA

9/12 May 2008

MIDO - Milan - Italy

Mission in Scandinavia

Nico-design took its new VANNI and DERAPAGE products to the fairs of Stockholm, Helsinki, Oslo and Copenhagen. New year in the freezing North warming up the sales engines.

Opti Munich '08: Germany kicks off the 2008 trade fair round

The January Munich fair traditionally launches the eyewear exhibition season and gives the pulse of the new year. Changing its organization and cutting down space, Opti Munich '08 targeted trend products. This boosted attendances over previous years and attracted a lot of visitors from central and eastern Europe. All the best to our friends at Imago who presented the new VANNI and DERAPAGE collections.

Made in Italy goes to Moscow

On 10th March at Moscow's Pushkin Museum there will be an eyewear parade, "Made in Italy" organized by ANFAO in liaison with the Italian Institute for Foreign Trade. The défilé will cover the 2008 collections of Italy's leading eyewear brands, and VANNI and DERAPAGE will be there among them. We look forward to the photo coverage and will report on it in the next issue of the Magazine.



Fairs and events

First ever fair appearance at Dubai

The Vision-X section of Dubai fair took place from 18-20 February.

This small fair attracts visitors from all the Arab countries. The Pasteur Medical Instruments stand, our Nico-design partners, was definitely the finest and best organized in the whole show. Riaz Ziaaein and Payam Mahingostar teaming with Maricris Olivas put on a great performance. Buyers focused on sunglasses. The finale was an opulent Lebanese banquet in full-scale middle-eastern style.

OPTA 2008, from Brno into Eastern Europe

From 22-24 February Brno held its eyewear fair, an important venue for the Czech and east European markets. The splendid stand displaying the new VANNI images was packed. AZIMI, Nico-design's Czech partner, seems to run on enthusiasm and dedication.

The doorway to the East opens in Shanghai

22 Shanghai International Optics Fair was on from 22 to 24 February, and going from strength to strength. Compared with our first attendance in 2006, the organization has improved and the preparations were more elaborate. Interest by Chinese visitors has also risen: they are now taking more note of original well-crafted products. The fair has become the key event for many foreigners coming from south east Asia. The VANNI and DERAPAGE stand was visited by opticians from Japan, Korea, Taiwan,

Hong Kong and other countries in the area. The Olympic Games are imminent and with these results Nico-design collections will be on display in the best windows of Shanghai and Beijing. New DERAPAGE distribution channels are also opening in Taiwan and Korea.





VANNI in the world

The Spiral model was nominated and shortlisted for the TOP OPTA AWARD at the optical fair of BRNO.

VANNI new website and brochure

On-line from March 7th the new VANNI website.

Check it out at www.vanniocchiali.com.

The new VANNI brochure is also out, totally renovated in the contents and in the graphics. The philosophy of VANNI in the two versions Italian-English, English-French.

Art Exhibition at Baricole

It will inaugurate at Baricole in Torino on the 6th of March the art exhibition of the Sicilian painter Riccardo Orlando, artistic carpenter and illustrator.

VANNI and DERAPAGE once again team-up with the world of art.

For further information: www.baricole.it, www.riccardoorlando.com

Impastare, stirare e torcere: lo fanno i bambini con i blocchetti di plastilina colorati. La linea Spiral gioca con l'acetato, sperimentando un sistema innovativo di fabbricazione delle aste. Un'asta lunga oltre misura viene manipolata a caldo, ritorta nella sua parte terminale ed avvolta intorno alla propria anima orizzontale. Ne risulta una montatura scolpita, che esalta i volumi ed esprime forte dinamicità, nelle varianti acetato e combinato. Stile inimitabile ed eleganza senza tempo.

Squash, stretch out, roll and twist: children do it with coloured sticks of plasticine. The Spiral model plays around with acetate and has come up with an innovative temple manufacturing technique. The long, long strip going to form the temple is twisted by hand around its lengthwise core at one end. Child's play that becomes a sculptural frame. A strong dynamic sense of volume, in acetate and combi versions. Inimitable style, timeless elegance.

Spiral

A Tornado in Hong Kong

Derapage hits Hong Kong; thanks to the good job of Colin Kok from March the Tornados will be available at the Puyi Optical Store near The Imperial Hotel, 30-34 Nathan Road, Tsimshatsui, Kowloon - Hong Kong.

VANNI on show in the Czech Republic

The latest VANNI collections were worn in the fashion parade attended by our distributor for the Czech Republic and Slovakia, Azimi.

FMI Newsletter

Subscribers will receive their direct copy of the newsletter from FMI, Serge Mitry's company and distributors for VANNI and DERAPAGE in France. It reaches 80% of their French optician customers, the specialized magazines and the sales force, and gives news of brands and markets as well as the latest novelties on collection products. Congratulations to Isabelle Blanchard for an outstanding press office operation.

VANNI against smoking

VANNI is taking part in the Swiss Red Smoke campaign against tobacco smoking. Thanks to collaboration by Distrito, Miss Switzerland – the actress Karin Lanz who stars in the video – is wearing a pair of VANNI V2129s. The video can be seen on <http://www.redsmoke.ch/german/index.php>.

Amusing and effective: a romantic dinner for him and her. He sips his wine and seems to enjoy it as he splutters all over his partner's face. As though a cloud of cigarette smoke were streaming out of his mouth.

