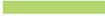


italian
eyewear
designer
magazine

-  Company
-  Updates to the website
-  Editorial
-  Fairs and events
-  Flash news
-  Network



Focus on Greece

As we get down to an intense work programme this autumn, we have decided to devote this issue of the Magazine to Greece. What springs to mind is the noble origins of civilization and western democracy, beauty of art and a limpid sea; and nowadays a sharply growing economy producing an interesting market for our sector, given the Greeks' lively attention to design and fashion trends.

Hardly an accident, then, that Chicago's Good Design Award – which recently went to DERAPAGE – should be inaugurating its first “away” exhibition in Athens. It opens on September 5th in the new Rouf district, an urban industrial estate now restyled to host art and architecture: the “Good Design Show” will be held in the new European Centre Architecture Art Design and Urban Studies. Rubbing shoulders with the world's most

visionary designers' brainchildren will be Tornado by DERAPAGE, on show until November 30th.

To find out what's brewing on the Greek market, we asked our new DERAPAGE distributor, Andreas Exarcos (actually he and his family are friends of long standing) to fill us in from his professional experience on what the next few years in Greece have in store for DERAPAGE. This is what he had to say.

Company

Part of our D.N.A.

On the 15th of July I was replicating my e-mails when I received a message from Giovanni suggesting me to write a brief article in his magazine about “DERAPAGE” in Greece. I know Giovanni since my first steps in the field and I really feel honored being able to participate in this publication. In the following lines I’ll try to present briefly my organization, my market (Greece) and our strategy for “DERAPAGE”.

My company “Exarco S.A.” operates in the Greek market since 1979 and is the evolution of all previous family business activities. Nowadays after a long term success Exarco has reached one of the top positions in the Greek optical

market. We consider to be among the main players in the medium – upper segment. We impose a multi-brand portfolio strategy, our sales activities are divide in three groups : lifestyle brands, conceptual collections and tribal stories. Every collection we carry is complimentary to each other and there are no conflicting interests between the products. In July '08 we started distributing “DERAPAGE”. For us this is the most prestigious and exclusive product in our conceptual collection division.

Greece is a market with a population of approximately 11.000.000. Unemployment rate 8,3, GDP (for the 1st trimester) 58.000 bEuros, Trading Deficit (as

percentage of GDP) 2,85 and purchasing power in constant decrease 0,2/0,4. The total eyewear users are 3,5 million, the average repurchase cycle is 3 years and the number of optical stores are approximately 1.900. Further more than 1,5 million sunglasses are sold each year.

Most sales of frames and sunglasses are being done through optical stores. No major chains are operating in the market. Eyewear business, especially sunglasses, is much connected with lifestyle and brand names. 45% of the stores are in the better to moderate category and



Company

their turnover grows about 8% annually. On the other side the rest optical shops are falling to the low to moderate category and are offering mainly cheap frames and sunglasses. The turnover of these stores is decreasing constantly in the last years.

Main players in the market are “Luxottica”, “Safilo” and “Derigo” which operate through subsidiaries. The last years differentiation is becoming a trend, especially in frames.

In “Exarco” we know that due to the nature of the eyewear distribution business the status of our company fully depends on the successful management and

positioning of the collections we handle. For “DERAPAGE” eyewear selective distribution and appropriate positioning are the key elements for the long run development of the collection in Greece. Since the very beginning of distributing the collection we have contacted opticians who have the correct environment and potential to sell such a collection. Moreover we want to work only with opticians who understands the “DERAPAGE” concept and are willing to position the product in an appropriate place to the uniqueness of the product.

Our target for the first 12 months is 40 accounts. Within the first two months,

we managed to penetrate 15. For the second year we want to increase our network by 20% and emphasizing in deeper selling. We have an active control of all placements and volume of buying per customer and ensuring optimum market penetration without allowing excessive saturation within its district.

A smoothly developing and smartly timed communication campaign will support the image of “DERAPAGE” increasing the brand preference. Our initial marketing efforts will be concentrated to the intermediate customer (optician) as well as influencing the final user (consumer) typically through in-store

promotional support. Happenings and events affecting the direct contact of the collection with the consumers and the opticians will compliment the communication exposure. Media will play an active role in the next step.

All here in “Exarco S.A.” are very excited being part of the “DERAPAGE” project, not only due to the uniqueness of the product, the future possibilities and the values of the “Nico design” team but more of these we feel that “DERAPAGE” is ...part of our DNA.

Andreas Exarcos

General manager Exarco S.A.

Updates to the website

nicodesign.it

Shop window

July

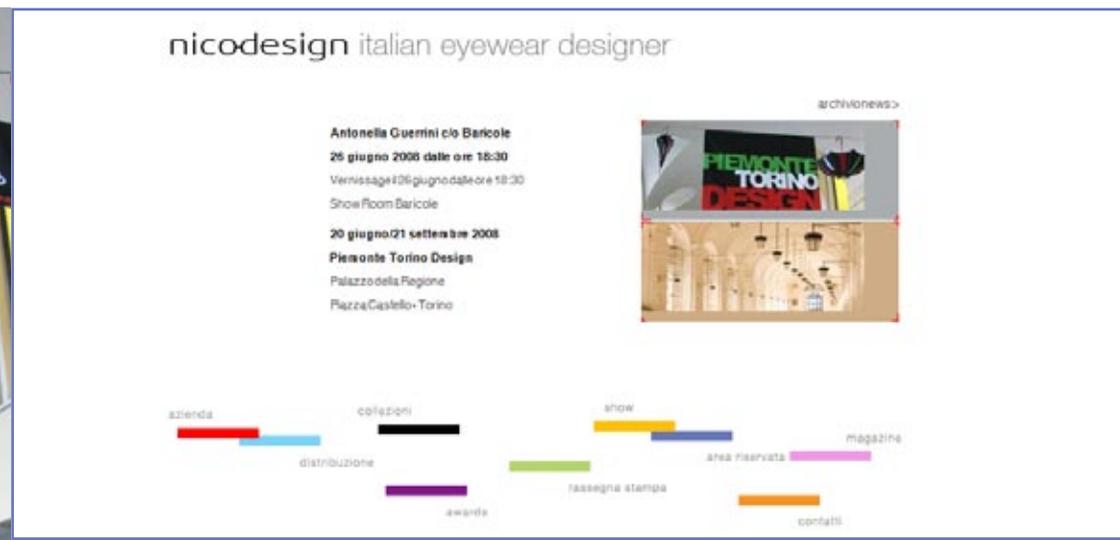
Bright Eyes - No. 79, Yangming St.,
Banciao City, Taipei Country 220, Taiwan
(R.O.C.)
www.brighteyes.com.tw

Piemonte Torino Design - 20th of June/
21st of September 2008 - Palazzo della
Regione, Turin. Mod. VANNI-Spiral and
Derapage-Tornado on show.

The nicodesign.it
website is getting
a face-lift

As of September 1st you will find the
site easier to surf on and new in content.
The home page for a start: it will carry a
spotlight on salient company news.

More coverage of specific site areas and
a section on the awards that collections
have carried off.
See you on line!



Updates to the website

nicodesign.it

INTERNATIONAL PRESS REVIEW

June - September 2008 update

To see the complete press review visit

www.nicodesign.it

HONG KONG
V.Magazine
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DERAPAGE - Tornado
VANNI - Plano and Sphera





2011: Italy's 150th anniversary

To celebrate 150 years as a united nation Torino serves as Italy's stage. For a whole year the city that has been the first capital of the country will be the place where to look back at past glories, but also to consider the present and take a look at the future of Italy. We have asked to Paolo Verri, Director of the committee for the celebrations of Italy 150°, to tell us more about it.

Why celebrate 150 years of Italian history? And why in Turin? These two questions are like boulders weighing on our daily work-scene. There are many answers to the first, especially if

one wears bifocals and can see past and future at a glance. Our great-grandfathers celebrated the nation's fiftieth. It was young then and still finding it hard to believe that, after all the divisions, one fine day the whole land from Alps to Apennines took to speaking the same language, studying from the same textbooks, and practising the same professions under identical laws. This was middle-class Italy airing itself; it was the early 1900s, a century that was to defeat illiteracy and poverty at the cost of two wars and a dictatorship. Next came the centenary of that 17th March 1861 when Vittorio Emanuele

first declared the peninsula united. In 1961 Italy was waking up to her huge opportunities: a country full of vitality, intelligence, and wealth as well. Those were the boom years when we rolled our sleeves up and built upon the rubble of the Second World War. Turin itself, the first capital, took only three years to develop a whole new district while the city welcomed its millionth citizen (born in a local hospital or newly arrived from outside to work at Fiat? Who remembers?). Turin was the country's industrial capital, just as Rome meant politics and *la dolce vita*, and Milan spelt Commerce with a capital C.

Italy revolved around these three cities: as Turin prepared its centenary, Rome was hosting the 1960 Olympics that starred Berruti and Abebe Bikila, and Milan's Trade Fair was attracting visitors

by the thousand. Italy's then growth rate would now be styled "Chinese" – and the less said about social waste and tax evasion, the better. Soon a brake would be felt as anarchy raised

its head, management of that growth was bungled, and the embarrassed realization dawned that many regions had two separate economies – one real, one submerged; that the wealth produced left ample margins for organized crime with its tentacles everywhere, including politics.

Another fifty years have elapsed since the boom and Italy, again at the dawn of a century, is as muddled about where she is going as the rest of Europe and the world, suffering from the short-sightedness of an old ruling class and ageing entrepreneurship. History seems

to have shifted its sights eastwards, for a bit. Yet the Belpaese has a wealth of cultural resources, striking landscapes, beautiful sights, creativity: in short, a unique Mecca even now. Less so than in the past, she still mesmerizes travellers when, younger generation or foreign visitors, they first clap eyes on our towns and art heritage. Turin was not only the first capital of this astonishing territory where mountain, hill and sea coast rub shoulders, where history has thrown up dozens of flourishing industrial communities; it is also the symbol of a rebirth to come. Written off at the



end of the Eighties when the Fiat crisis threatened the town with backwater status in business at home and abroad, Turin resolved to make a new start and trade on the beauty that a single-industry culture had paradoxically obscured. From 1993 to today the town has invented itself anew, which makes the third time in 150 years: political capital in 1861, capital of industry in 1961, and now, ever since the glittering Winter Olympics 2006, a model European city balancing university, culture, environment and industry in a whirl of new development. A model for the rest

of Italy too? At the 150th anniversary in 2011 Turin will be presenting not only three new parks, four new museums, seven major exhibitions and entertainment events by the hundred, but above all a few questions for pondering. We shall be asking our fellow Italians if we want to be one united nation exploiting our best talents (which we have: creativity, taste, solidarity, likeableness, individual endeavour) and working on our traditional weaknesses (poor organization, short-range vision, no real public-private cooperation, cumbersome legislation). Our question

to foreign observers will be: is it not in everyone's interest that Italy should be a functioning place, a glamorous place, a fun place where work and leisure find a new harmony? Turin already possesses

the recipe. It could prove the region's trademark in the twenty-first century.

Paolo Verri, Director of the committee for the celebrations of Italy 150°



Photo by Michele D'Ottavio

Calendar of our dates for attending national and international fairs

September - November

11 September

Reception of “The Good Design Show”,
Athens

01/03 October

IOFT - Tokyo - Japan

03/05 October

VISION EXPO EAST - Las Vegas

30 October/02 November

SILMO - Paris

7/9 November

ARTISSIMA15 - Turin

14/15 November 2008

Optical Fair - Montreal - Canada

Autumn: art time for VANNI

Once again, VANNI will be an associate partner at Artissima –Turin’s Contemporary Art Internationale, presenting its 15th edition from 7-9 November. The slogan we chose for this year’s participation is “VANNI and Artissima: creative eyewear meets contemporary art”.

With Artissima VANNI will be proposing last year’s brilliantly successful project, “listen to the writer”. 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.

We have said it many times:

contemporary art, especially that of the young, serves as a source of inspiration for VANNI’s work. For the second year in a row the scheme “VANNI goes arty” will be running parallel with “listen to the writer”. This original venture aims to go deeper into the links between the world of contemporary art and design in the year when Torino is World Design Capital. “VANNI goes arty” consists in a series of video interviews with world figures who will be giving their opinion on how, both for artists and designers, the focus on territory reconciles with the goal of addressing a global public and economy. The interviews will be projected during the fair and made available to the public on the VANNI,

Artissima and Torino World Design Capital websites. Stay tuned to the web sites; and on the next issue of the Magazine you will have the report on the event.

ARTISSIMA 15



VANNI new characters: a growing family

New additions to the family of VANNI characters. At the young end of the clan, Jennifer wearing Tribe – a freshly radiant face entirely suited to the glasses which do a lot for her whole image, as well

as her eyes of course. Then there is Mr Smile – in name and expression: late 30s, wearing the latest Stratos and with them a VANNI style motif on his shirt.

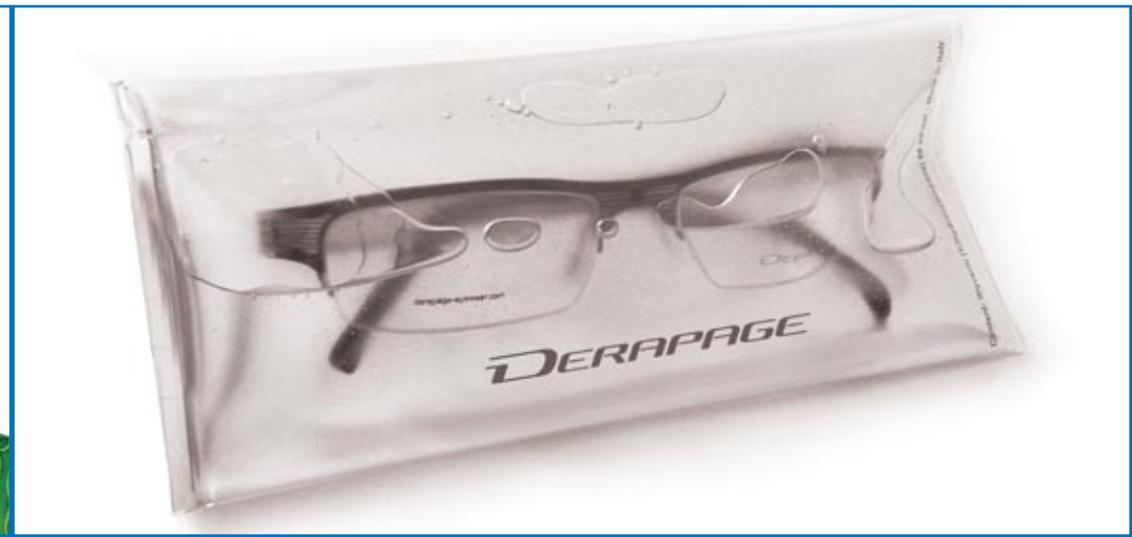
DERAPAGE launches a world-first liquid glasses case: Gelbox

DERAPAGE has invented an exclusive first-ever glasses case in gel to slide neatly into your pocket.

Gelbox is softly transparent, non-toxic, fits any pocket – the case for DERAPA-

GE's patented Tornado: that quintessence of Italian style, workmanship and assembly, an eyewear revolution.

Both tough and soft, Gelbox is an effective shock-absorber and can be stowed



The Tornado nominated for the Designpreis.

The DERAPAGE unique frame is running for the German “Prize of Prizes”.

The Designpreis - Design Award of the Federal Republic of Germany is the country's highest distinction in the field of design. It is known as the “Prize of Prizes”. The reason: no other design award sets such strict criteria on entries. A company can only enter the competition for the Design Award if its product has already been awarded a national or international design prize.

Eyewear of the Year in Japan, Good Design Award in the USA, a fixture with

anywhere. Ideal for those annoyed by bulky cases, it is perfect for the breast pocket.

Gelbox mirrors the DERAPAGE spirit, always in the vanguard of intelligent design innovation, choice of technological materials and arresting new construction techniques.

the itinerant Piemonte Torino Design, the TORNADO of DERAPAGE is officially “Nominated for the Design Award of the Federal Republic of Germany 2009”.

The results of the important selection? You will have to wait until the next issue of the Nico-design Magazine!



Japan's mission to Turin

A full-scale mission, but no espionage. Masaomi Umeda from the Japanese firm Orient, accompanied by long-standing consultant Yoshi Chikama, spent a week in Turin getting into the spirit of the VANNI and DERAPAGE collections. Some intense days at Nico-design headquarters were spent delving into style, production and sales. The Nico team were facing the music as the Japanese pulled out their well-known interest in detail, attention to finesse of workmanship and above all sincere passion for eyewear. An example to all. Work wasn't everything: moments of relaxation were devoted to visiting our World Design Capital 2008 and capturing the essence of "made-in-Turin" designer

eyewear. We ended with a marvellous Japanese dinner improvised by Masaomi and Yoshi – stars of the kitchen, naturally, when it comes to Japanese-style grilled fish.

VANNI at the Settimo parade

An evening special, organized jointly with Ottica Benedetto at Settimo. July the 20th coincided with the parade to elect Miss Settimo right in the town centre. Fashion and entertainment, male and female good looks on the catwalk, and friends Elena and Giancarlo masterminding things behind scenes so that the models could show off VANNI's latest.

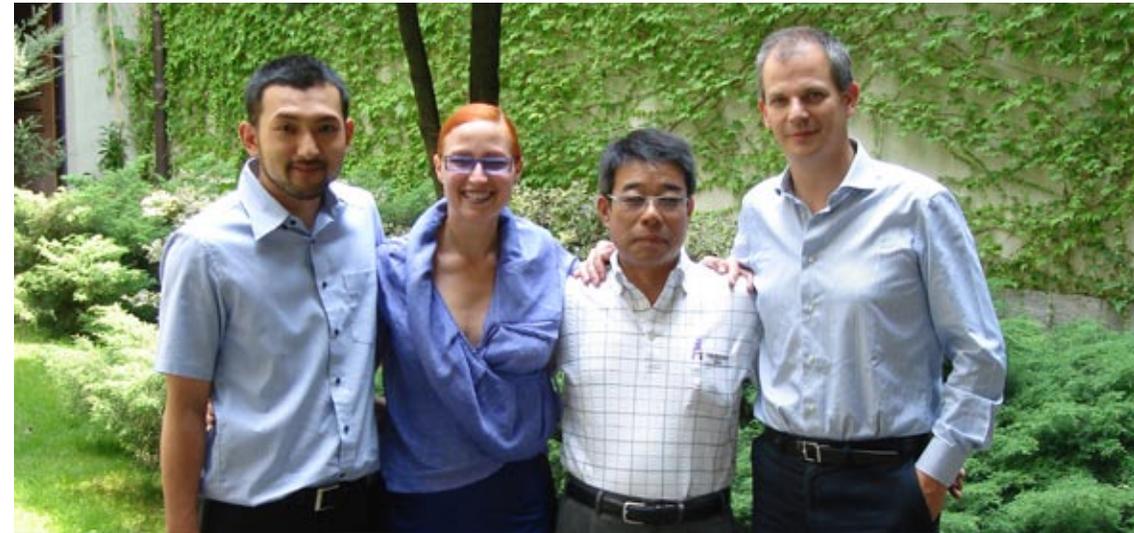


Photo by P. Tancredi

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