

italian
eyewear
designer
magazine

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Farewell Federica

As of mid-January Federica Rocco, from our commercial office, has left the firm for a new job experience.

Thank you, Federica, from all the staff at Nico-design for all your dedication these last three years.

Building up the European Commercial Organization

Over the last few months we have been bringing our European distribution network up to date.

Action has been necessary in Spain, Germany, Denmark and Sweden. To be closer to opticians and put across our ideas and products better, we have

formed direct new agency relations with personnel working under supervision from the mother company.

Important markets, these, where our aim is to make a new bid and in return get greater satisfaction. Who is out there on the market? The Zazen team with Carlos

and Caesar are working the (currently) none too easy Spanish patch, Fabrizio Bertini is coordinating activities in German, Niels and Ruben are our reference points in Denmark, as are Leif and Emilie in Sweden.



World extracts

Extract from most popular italian magazines

INTERNI - n°12 December 2008

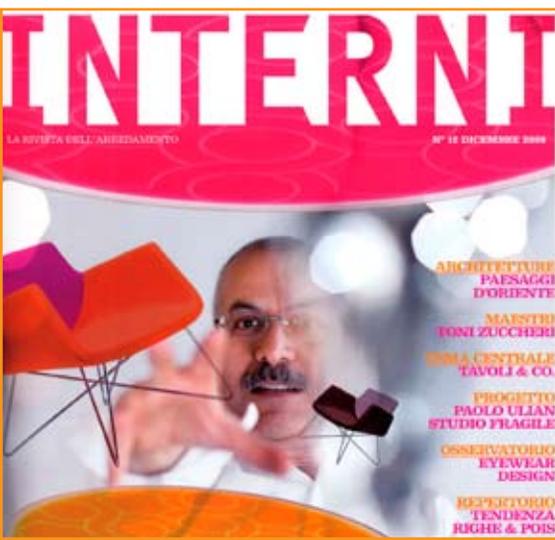
“An eye on design” by Maddalena Padovani

Munari made it an ironic art object, Starck designed them by thinking of the human body, lacchetti has redesigned them, doubling the function. The most

famous and most recent inventions in the world of eyeglasses. Some people think that to become an architect it is enough to don a pair of Le Corbusier glasses. This is why the site ‘A is for architecture’ offers their profile, for printing: you can cut it out and put them together to check out the effect of wearing the big, round glasses that were custom-made for the famous architect. It is true that glasses are the favorite and distinctive accessory of many architects, designers and creative personalities in general, who seem to reason that if

they must wear lenses, they might as well make them into something original and distinctive, almost an emblem of a certain aesthetic approach. Besides Le Corbusier, we can mention Achille Castiglioni, Daniel Libeskind, Karim Rashid and other designers, who in many cases have done the design themselves. But there are also designers who, apart from their own personal needs, have focused on the theme of spectacles, achieving interesting innovations in technical and functional terms. Experiences that demonstrate how the grafting of design

and fashion can be fertile, extending the life of products and rethinking our ways of using them. The first and most illustrious example is undoubtedly Philippe Starck, who in 1996 proposed, together with Alain Mikli, the concept of ‘biovision’, or a collection of eyeglasses designed for human beings. The idea was to introduce biomechanics, to replace the traditional hinges and screws with the Biolink, a patented joint based on the human collarbone. A hinge completely free of screws with great freedom of movement, to guarantee constant grip



World extracts

Extract from most popular italian magazines

at the temples offering greater comfort. Last October, Giulio Iacchetti presented an invention that sets technology aside to develop a much simpler concept: blending two pairs of glasses into one, or resolving, in a single object, the needs of people who have to use two types of lenses (reading and driving, clear and tinted, study and rest...). 4occhi is the name of the new model made by Aspesi Ottica Oftalmica. A double set of eyeglasses that can be turned upside down. The archetypal, timeless form, intentionally free of decoration and styling, expresses the simple but far from

obvious functional principle. The list of famous designers who have worked on glasses could continue, shifting in time and space. We should definitely include the product-art objects of Bruno Munari, creator in the 1950s of the well known 'Occhiali paraluce' in bent, cut cardboard, but also glasses for watching black and white TV in color. And the 'Studies for asymmetrical glasses' by Gaetano Pesce in 1973, whose natural evolution might be the Sugar Kane line designed by Leandro Manuel Emede, based on the idea of asymmetrical lenses. If we look at the new products shown at the

latest Mido in Milan, the most important trade fair in this sector, we can see that plenty of design energy is at work in this industry capable of producing record-setting sales figures. Among the most

innovative proposals there are two models based on a rethinking of structural principles: 3Concept and Tornado.

Designed by Pascal Lacotte, the first makes use of patented screwless



World extracts

Extract from most popular italian magazines



technology to reduce the frame to a simple bar of steel shaped to support the acetate stems. This simplification makes it easy to quickly transform the glasses: with two simple movements it is possible to remove the front to replace it with sunglasses, or vice versa. **Winner of the Good Design Award, Tornado by Derapage is a stratified frame, without welding. Three different parts in steel laminate, mounted with an original system of rivets used in microtechnical applications and fine jewelry, give rise**

to a highly technological solution for a light, practically indestructible product.

Finally, the Charitas glasses by Theo, a Belgian brand that is undoubtedly one of the most innovative on the market today. The original line without angles, designed precisely to continuously follow the form of the face and head, has been obtained thanks to more than one invention, first of all a particular hinge that gives elasticity and, at the same time, strength to the metal structure placed horizontally, not vertically. The

most original and characteristic aspect of this model is that the lenses are recessed with respect to the frame, which is reduced to a sinuous, minimal sign; in this way, they can assume a slightly converging position, ideal for our optical axis, which converges toward a single, though variable, perspective. The result: an effective functional solution for those who need to see better, but also an original, distinctive element for those who think of glasses as a tool for being seen. Architects and designers, first of all.

Updates to the website

nicodesign.it

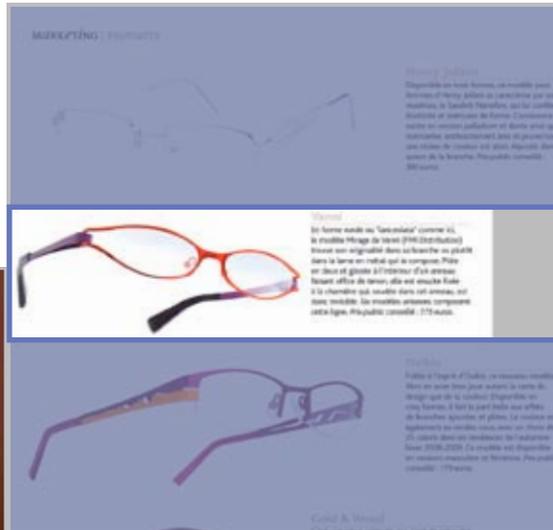
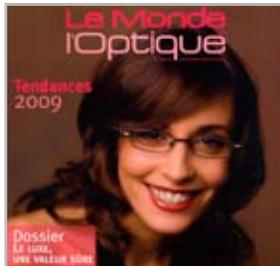
INTERNATIONAL PRESS REVIEW

December 2008 - February 2009

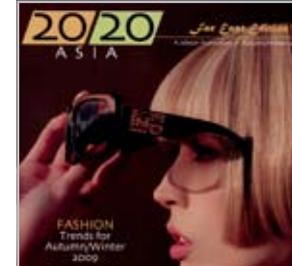
To see the complete press review visit

www.nicodesign.it

FRANCE
Le Monde de l'Optique
October 2008
pag. 74
VANNI - Mirage



ASIA
20/20 Asia - Far East Edition
Autumn/Winter 2008
pag. 10
DERAPAGE - Tornado



GERMANY
Optic und Vision
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VANNI - Chrysalis



HONG KONG
V.Magazine
December 2008
pag. 95
DERAPAGE - Tornado HP
and Gelbox case;
VANNI - Chrysalis
and Stratos "Eyewear of the
year 2009"



Carl Zeiss Vision Sunlens



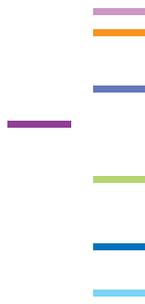
Today Carl Zeiss Vision Sunlens is a division of Carl Zeiss Vision, the new company formed in 2005 from a merger between Sola International Inc. and Carl Zeiss Ophthalmic Lens Division. Two of the world's leading ophthalmic lens companies have pooled their skills, powers and presence on international markets built up over years of outstanding results in research,

development and production. R & D has always been a top priority: the companies are the most important manufacturers in the field of ophthalmic lens research, with extra exclusive attention to developing specific technology for sun lenses. Part of Carl Zeiss, the Sunlens division benefits from the group's excellence in optics and technology. Carl Zeiss is a

world leader in many sectors, beginning with microscopes, high precision surgical instruments, industrial metrology and precision optics technology like binoculars, digital cameras (Sony), telephones with camera incorporated (Nokia) all the way up to Planetariums. Wherever the latest technology and precision are basic requirements, Carl Zeiss can proudly say they have always



Foto by Carl Zeiss Vision Sunlens



been around. From such an inheritance the Sunlens division can but offer the best quality maximum-protection sunlenses. To keep its standards or set new ones, ZEISS is careful about choosing its partners. 'When we contacted Nico-design over the DERAPAGE and later VANNI collections, we were fired by this highly novel product studied down to the last detail. One need only think of the success the Tornado HP has met with everywhere', says Michele D'Adamo, Managing

Director of the Carl Zeiss Vision Sunlens division.

To be a company's partner is not just about selling a product: it means liaising from the start towards the best possible result. The two companies have worked together right from the drawing board so as to choose the proper shape of lens and get the right colours and coatings. For the DERAPAGE collection we chose Bluez non-reflectant, one of the best on the sun market. The idea of a non-reflecting treatment on a sunlens is less

common than for prescription glasses. Evidently, not everyone realizes a sun lens ought to have that treatment to relax the eyes and ensure better sight. On the finished model ZEISS gives the end-consumer its guarantee as to lens quality via a warrantee certificate and an invitation to check things out on the company website. When two companies firmly believe in what they are doing and work in synergy, success is bound to follow.

Chiara Rota, ZEISS Brand Manager.

Calendar of our dates for attending national and international fairs

March 2009 - May 2009

6/9 March 2009

Mido - Milan - Italy

27/29 March 2009

Vision Expo East - New York - USA

4/6 April 2009

Optra Fair - Birmingham - Great Britain

7/9 April 2009

Pragoptik - Prague - Czech Rep.

17/19 May 2009

Vision X - Dubai - UAE

29/30 May 2009

Optexpo - Varsavia - Poland

Opti München

The Munich Fair took place in late January. Nico-design was present with its new German organization of direct agents, captained by Fabrizio Bertini. An interesting fair with good visitor attendance. The right atmosphere for a market that has sent out signals

encouraging us to hope business may boom. Many opticians appreciated the new collections and (at long last) the complete range of VANNI and DERAPAGE products available in their shops.

Optonordic Stockholm Fair

The same weekend as Optimunich saw the Scandinavian fair. A very local venue at which we were present with DERAPAGE, presented by Francesco Ferro. We have 'broken the ice': as of March, Tornado will hit the Swedish scene!

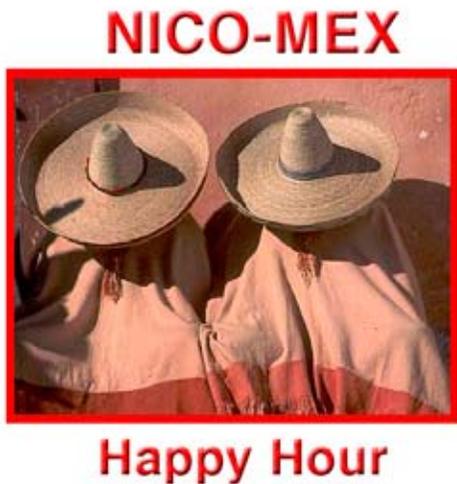


Nico-Mex Happy Hour



Margaritas, Fajitas, Tacos!!!
Saturday 7th March 2009, during the
special opening of the Mido Design Lab,
at Nico-design - Stand P21-R22- from
18.30 to 22.00, Mexican Happy Hour

with “International Table Football
Tournament” on a new glass field!
Registration at the booth.
See you soon!



Meeting with Ottica Benedetto

Wednesday 25th February, a training
meeting on VANNI and DERPAGE Col-
lections has taken place in the eyewear
design shop Ottica Ing. Benedetto in
Settimo torinese.

People responsible of Nico-design
commercial and style dept., captained
by Giovanni Vitaloni, have met Giancarlo
and Elena Amberti together with their

staff in the wonderful shop sited in the
city centre.

Giancarlo Amberti launched the idea:
he wants to give to his team the possibi-
lity to have more information on VANNI
and DERPAGE brands history and
know more in the detail how a design
frame born and takes life. Two hours
of useful discussion for both teams.

Standing Ovation for Tornado in Nantes!

From 15th January to 15th February the Tornado by DERAPAGE has been the eyewear leader in Nantes, France, thanks to Opto Design.

Everything was well organized by Francois et Anne: the shop windows showed all DERAPAGE world to the city of Nantes with images and videos. Special presentation of the full collection has been done to the costumers during the whole month in "Special Days".

VANNI: a giant in China.

A very big promotional image of VANNI will be placed inside the Ganghui Shopping Mall di Hangzhou City for one month thanks to our partner Baodao.

Spectacles for Humans Downtown LA Opening Party

Spectacles for Humans, eyewear design shop leader in San Francisco and official dealer of DERAPAGE collection, will open a new centre in downtown

Los Angeles in an original space. Opening Saturday 4th April. SFH L.A. - 610 S. Main Street Suite PH207 Los Angeles, CA 90014.

