

italian
eyewear
designer
magazine



Company



Updates to the website



Editorial



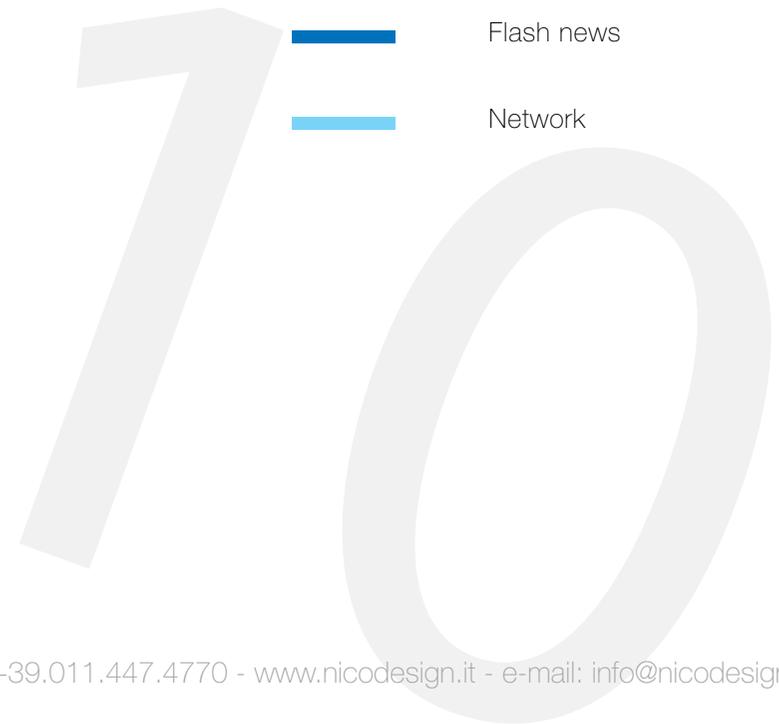
Fairs and events



Flash news



Network



Company

www.vanniocchiali.com
the new website

Website facelift for VANNI.

The new site vanniocchiali.com has undergone a radical change of form and substance: graphics in colour, pages designed for simple surfing, easy to consult for professionals and consumers.

A few novelties:

-the product pages presenting the latest collections: more than a full visualization of the catalogue, there is now in-depth cover of the creative thinking behind each product family.

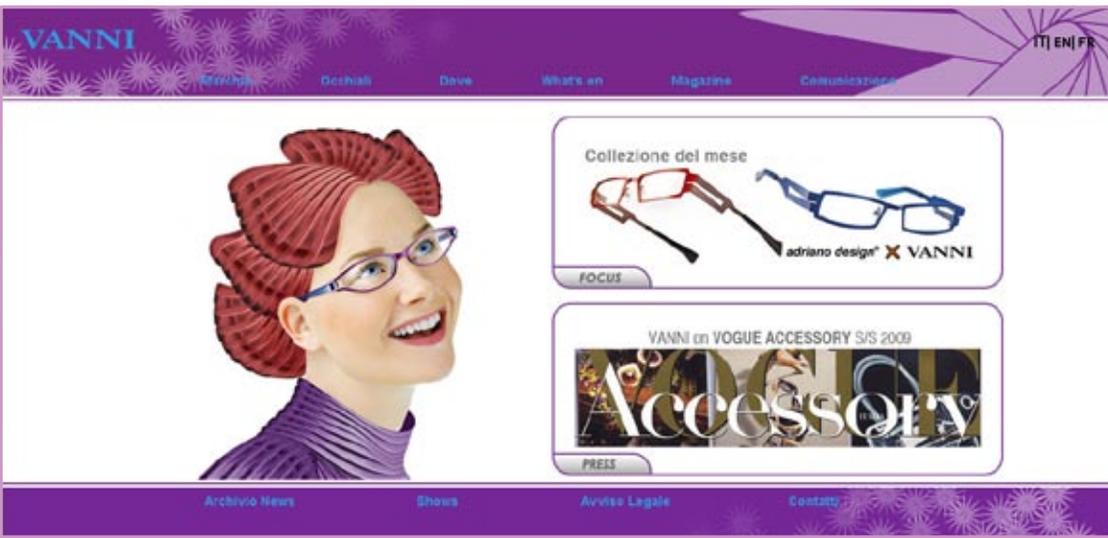
-the press review of VANNI communications includes a chance to

join VANNI magazine, the three-monthly on-line review from the VANNI communications office.

-the “What’s on?” section will periodically update readers on VANNI promotion schemes: from the cinema to the art world, all VANNI ventures are fully

documented with pictures, videos and text.

Then, of course, there is VANNItosi: a photo collection of the world’s most convinced VANNI fans and wearers.



Anti-fake squad at MIDO

Gotcha! Going the rounds at MIDO we found some perfect copies of our VANNI Twist collection. We promptly reported it to the MIDO anti-fake centre and the authorities challenged Chinese manufacturers Wenzhou Steed who had perpetrated the breach of Nico-design copyright to withdraw the wares from display.

Sanctions are swinging on breach of intellectual property and may lead to banning from MIDO for years. The tricksters have been warned: theft of ideas is no laughing matter. To turn up boldly at a fair can prove expensive.



Updates to the website

nicodesign.it

INTERNATIONAL PRESS REVIEW

March - May 2009

To see the complete press review visit

www.nicodesign.it

EUROPE
20/20 Europe
March 2009
pag. 43
VANNI - Liquido



ITALY
Look - Il Sole 24 Ore
25 May 2009
pag. 22
VANNI - Chrysalis



ITALY
VOGUE Accessory
March 2009
pag. 304
DERAPAGE - Tornadors



FRANCE
Les Annonces de l'Optique
April 2009
pag. 34
VANNI - Meccano



Updates to the website

nicodesign.it

Download

The reserved area of the website contains pictures of the VANNI and DERAPAGE Mido 2009 collections.

Vanni

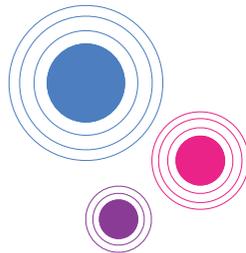
The download of the complete Mido 2009 catalogue is available. Mr. Skate man and Mrs Copperfield images come in three formats (A3, postcard and

poster) and three format files (.jpg, .pdf e .tif).

New content:

- Merchandising VANNI catalogue;
- "Paper Cover";
- "Official Advertising Page 2009".

VANNI
vanniocchiali.com



Derapage

The download of the Tornado catalogue is now available with all the MIDO 2009 models.

The new TornadoHP image comes into three formats: 42x29,7 cm, 29,7x21 cm, 15x10,5 cm, (TIF, JPG, PDF).

New contents:

- Merchandising DERAPAGE catalogue;

- "Tornado Movie" files in italian, english, french and german.

- "Paper Cover";

- Tornado, Tornado RS and Tornado HP catalogue;

- "Official Advertising Page 2009";

- "Still Life" Tornado, Tornado RS and Tornado HP collection.

A meeting of heart and eye(frame)

It was the eighties and the eyewear market was brimming with creativity and entrepreneurship. It was then that a small, oval, stainless steel frame called VANNI 112 came into our lives. It was love at first sight. As retailers in Montreal Canada we were seduced by the lightness, colours and shape-changing possibilities of this example of original Italian design. Our customers loved it as well.

How could a thin thread of steel have so much style? they asked.

A contextual history

Our parents, Georges and Phina Laoun, have always loved quality, originality,

character and whimsy. Even when the Canadian market was dominated by multinationals and a tendency for watered down designs they struggled to find the interesting frames in a classic collection. By the late seventies, as the market began to be more interesting, the family business had established itself as one of the top places in Montreal to shop for frames. Backed by their daughter, Mylène Laoun and her unerring buying sense and style, they have built our shops into what they are today.

Georges et phina portent des lunettes

Because of a small thin frame, began a relationship with the Vitaloni family

that has grown and deepened with the passage of time. At first we bought VANNI and DERAPAGE only for our stores, but in 1995 Georges and Phina Laoun proposed a challenge to their younger son Daniel - to expand the

business relationship with the Vitaloni's and begin distributing Nico-design brands throughout Canada.

Thus, with one desk, some cardboard boxes, a lot of sweat and a telephone (Remember Giovanna?) was born



Georges et Phina staff



Georges et Phina portent des lunettes, or Georges et Phina as it's known for short.

From its inception Georges et Phina has had for a mission to share our love and passion for frames and the optical business with retailers throughout Canada. A passion that is shared by Nicodesign and is visible in their brands VANNI and DERAPAGE.

From a slab of plastic or acetate, designers and craftsmen use their intelligence, imagination, skills and hard

work to create an object that is beautiful in our hands, on a shelf and on our faces. An object that is a pleasure to hold, to open and close and to wear. An object that is exciting to the professional that has been in business for fifty years and lights up the face of a first time eyeglass wearer. Frames are not just objects. We are convinced that for sales to ignite, the fire must burn, and to keep the fire hot you need fuel and oxygen (lots of DERAPAGES and VANNIs on your store shelves).

Daniel Laoun working with Mylène, Sherif (communications) and Anne-Marie-Laoun (General Manager of Optique Georges Laoun), Johanne Faucher, manager of the Georges et Phina portent des lunettes office, Nick, Giovanna, Beata, Marie all helm this sleek sloop with an eye on the future and a remembrance of the past. Still today, in Torino, Milan, New York or at our offices in Montreal, when we see a new VANNI or DERAPAGE Tornado, we fall in love... again.

Calendar of national, international fairs and events

June 2009 - August 2009

1 June 2009

Opening of the Italian national contest of contemporary art, VANNI AF1 - VANNI AutoFocus1. Competition promoted by VANNI under the auspices of GAI (the Italian Young Artists' Association)

18 June 2009

VANNI night - Optic du Vidourle Sommieres - France

10/12 July 2009

Odmafair - Sidney - Australia

MIDO Report

The first edition of MIDO under its new time-scheme turned out to be a good opportunity to show new collections in sync with other fashion accessories and fashion itself. A spur to start working two months earlier than in the past and get

products into the shops in step with the seasons.

Though the new timing was a plus for the sector, it seems confirmed now that the large groups are defecting from the eyewear fair par excellence. The big names are no longer presenting their collections at MIDO or Silmo – they put on separate company events to give their customers a showing. Today's fairs have changed: these last two or three years the large groups have been shunning the stands and the small-medium firms jostling to keep their position. The allocation of fair space confirms as much: the overall space

rented to companies has dwindled – though the organizers strive to keep the same number of pavilions. The upshot is that to save face the gaps get filled with pointless last-minute socialising areas. For the small and medium companies the purpose of a fair is changing from a business occasion into what is primarily a new-product launch. If the trend takes root, as we think it will, the central feature will become the trend area, Mido Design LAB, where creative forces in the eyewear industry rub shoulders. Despite the crisis – it may even have raised the quality of exhibitors – this was the most interesting pavilion at the fair.



Fairs and events



REPORT on New York's Vision Expo

One favourite sport after a fair is hand-wringing about the downturn. Our view is that times are indeed hard, but the big turning-point in our sector would have happened anyway. Even with a satisfactory market. The reason? Too much supply, and superficiality about the distribution network.

Vision Expo East 2009 was quite the reverse of a disappointment.

Visitor attendance way outstripped expectations. The public flocked for preference to the Galleria area devoted to creativity and design. The overall

atmosphere was agreeable and all involved (buyers and sellers) were motivated to work together to tackle the recent fall-off in sales. In other words, we saw it as a quality operation.

The world revival has to begin from the United States: so we think and hope. To be on the US scene meeting the latest market demands is a priority for us at Nico-design and will see us all set to go when, as tipped, the American market picks up at the year's end. Are we coming out of the tunnel? We think so.

Singapore Mission

Export manager for the Asian market Cristina Cortese flew to Singapore to take a closer look at the splendid job being done by the U-Vision team for the Trunk Show 2009.

The two-day presentation, 19th-20th May, took place in the ultramodern setting of Singapore's exclusive ONE DEGREE 15° Marina Club. There was a big turn-out of local opticians to view and choose among the new VANNI collection, putting it top of the sales charts for U-Vision distributed brands. "A significant achievement which restores us to our Singapore standing of two years back," commented Cristina Cortese. "It makes one hope we may soon be through the downturn that has struck the Asian markets so badly."



Tornado at “La Domenica sportiva”

Prompted by his long-standing friend Alessandro Spiezia - the well-known Roman optician, president of AIO and big in eyewear – the director of RAISPORT and “La Domenica sportiva” host Massimo De Luca chose Tornado by DERAPAGE in which to face the cameras.

The choice reflects passion for competitive sport. It also gives visibility to an eyewear product designed to celebrate motorcar racing. What better shop window than the popular sports programme on Italian TV, which dates from 1954?



AUTOFOCUS1: VANNI becomes a patron of young contemporary art

For the 2009 edition of “VANNI goes arty” a national art competition has been promoted under the auspices of GAI (the Italian Young Artists’ Association). Artists from 18 to 35 years of age, either Italian or resident in Italy, can enter the competition and present their view of the world. Critic and journalist Olga Gambari will be choosing the winning project, to be announced on the website in September. In November an exhibition of the winning artist’s work will be held in VANNI’s Turin showroom. For more information see www.vanniocchiali.com.

Stolen glasses

On 8th April last over 1000 frames destined for a Tuscan presentation were stolen from a company vehicle near Florence. An enormous blow. Nico-design’s VANNI and DERAPAGE eyewear collections are distributed in Italy directly and entirely by the Turin mother company. We appeal to Italian opticians to alert the police and ourselves if they are tendered material that may come from persons and/or organizations not belonging to the Nico-design set-up.

Derapage window onto Australia

Tornado is sweeping Australia. The Melbourne boutique “Eyeworks” has devoted its entire shop window to the revolutionary DERAPAGE design, displaying a selection of Tornado models with appropriate pictures and technical details.

Operation W VANNI

Italy never marks time. For the June-July period the official Italian dealers have been called to take part in OPERATION W VANNI. To mark the new website launch www.vanniocchiali.com, a week’s on-line promotion is being put on. Customers who correctly answer the

question they find on the website will win a 100 euro coupon to spend at our Italian dealers’ shops. Movement on the site has been brisk as from the start, spreading the word about our VANNI world.

VANNI window competition in France

A major initiative by FMI (VANNI’s official distributor in France): a nationwide competition for the best VANNI window. From 1st July to 31st August French opticians will be on their creative mettle choosing between two themes as they dress their shop windows in VANNI products. The two best windows in France for each theme will be fêted by a gastronomic weekend.

A VANNI evening in France

On 18th June Optic du Vidourle at Sommières in southern France will be giving their customers a sole-agency viewing of VANNI’s 2009 collection. An evening on which to discover the new season’s models in recently restored premises.

