

italian
eyewear
designer
magazine

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Nico-design joins the 'big' in Italian eyewear

In July Giovanni Vitaloni received the exalted appointment to board member of ANFAO – the National Association of Producers of Optical Articles, a group that embraces the best in Italian eyewear and organizes MIDO. Under the presidency of Vittorio Tabacchi from Safilo, the Association is in charge of coordinating promotion policy for Italian eyewear

throughout the world, organizing specific projects and drawing up strategies for internationalizing the sector. An excellent opportunity for Nico-design to gain a hearing among the 'big boys' and support eyewear design as something unique. In short, to count for something in the control room.

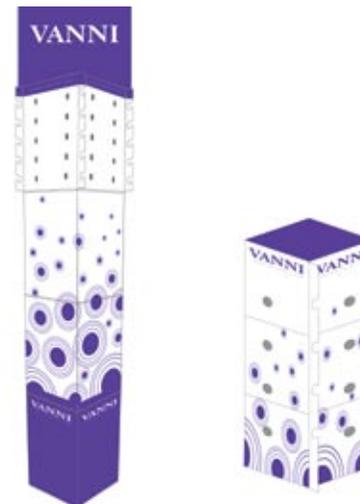
New display racks for VANNI and DERAPAGE

With all the style and line of a totem pole, these practical self-assembling display racks for VANNI and DERAPAGE will show off the latest collections at all sales outlets. Produced in recyclable material, they fold away to virtually nothing for ease of storage and shipping; above all, they suit all kinds of space. The two different sizes of

VANNI totems take either 15 or 4 pairs of spectacles, while the technical design of the DERAPAGE column stands 50 cm in height and rests on three different planes.



Vittorio Tabacchi on www.italtrade.com



Company

AutoFocus1



The countdown has started: soon we shall learn who has won AUTOFOCUS1, the contemporary art competition backed by VANNI eyewear under the aegis of GAI – Association for the Young Italian Artists' Circuit. There was a high level of young participants sending in their personal exhibi-

tion projects to be displayed during the contemporary art week in November 2009. There is also a voucher-prize and a catalogue. To learn who is the most talented young artist, visit the VANNI website www.vanniocchiali.com in weeks to come.

VANNI OCCHIALI.com: new-look graphics

Apart from retouching the graphics and putting stop-press news on the front page, the VANNI website is taking on a

green tinge for the coming season, hinting at hope, nature and youth.



Updates to the website

nicodesign.it

INTERNATIONAL PRESS REVIEW

June 2009 - August 2009

To see the complete press review visit

www.nicodesign.it

ITALY
Specchio +
August 2009
pag. 84
VANNI - Adriano "Quadretto"



FRANCE
Le Monde de L'Optique
June 2009
pag. 127
VANNI - Meccano



USA
Vision Care product News
August 2009
pag. 35
VANNI - Meccano



Hong Kong
V Magazine
June 2009
pag. 115
VANNI - Chrysalis





Market appraisal

The national eyewear market is going through hard times. The demand for glasses is contracting and polarizing towards the more accessible price brackets.

Proliferating brandnames and fashion designer signatures have tended to standardize and water down the product range, making brand image itself a more nebulous concept – with rare exceptions. Increasingly aggressive commercial policies have drastically reduced operator margins (from companies down

to opticians, chains and agents) putting their survival at risk. It is largely the small and medium size operators who are carrying the can for the market crisis, given their lack of financial solidity, their restricted resources and structures.

What is the way out? I think it is important to set strategies in motion to stimulate market demand, not just by promoting product prices, but by hiking the quality of what we have to offer and enhancing its strong points. The small size of companies working

in the designer eyewear sector bears heavily on and often deters from serious promotion drives. Operators should band together in an association recognizable as eyewear designers, aiming to display and promote eyewear design – the point where vision, technology and creativity meet – including the commercial side. Nowadays MIDO and SILMO, the most important fairs, have lost some of their erstwhile gloss. The drop in exhibitors and visitors is a simple fact. Why? Opticians appear to have lost their zest

for events which only partly meet their needs. At the same time, given the general state of the market, company enthusiasm is at an all-time low. We must not fall into short-sightedness. The crux of the matter, as I see it, is to start again from the consumer. We must strive to understand and meet the client's needs. It may sound banal, but I think we should go back to the historical basics of marketing. Developing products of a high creative stylistic level is only a starting point if we want to stay on the market. We must add strategy, communications, promotion. Above all

we must develop schemes to help our dealers present and sell our wares. I think we need new formulas to involve dealers more. Roadshows involving 15-20 brands, each one designed to attract 200-300 opticians complete with customers. Events put on in unconventional settings where one can talk business and product development. Together we are strong. Medium-small businesses must band together to stimulate operator interest. It is vital to be physically close to them: to hear their needs, help them build up their ateliers.

It takes COURAGE to upset the applecart in a scenario where standardization of taste is blocking recovery. COURAGE to handle

relationships in a new way. This is the working proposal I shall be laying before the managing board of our national association.



Fairs and events

September 2009 - November 2009

6/7 September 2009

Vision Business Forum - Roma

14 September 2009

Competition result VANNI - AutoFocus1
on www.vanniocchiali.com

17/20 September 2009

Silmo - Paris - France

24/27 September 2009

100% Design - London - UK

1/3 October 2009

Vision West - Las Vegas - California

27/29 October 2009

IOFT - Tokyo - Japan

4/6 November 2009

Hong Kong Optical - HK

7 November 2009

Exposition c/o show room VANNI
of the AutoFocus1 competition winner

13/15 November 2009

Vision Canada - Calgary - Canada

Dubai

VANNI and DERAPAGE were there at the top for the Vision X fair which was held from 17 to 19 May at Dubai in the United Arab Emirates. Nico-design is no newcomer to the Middle East. We were helped to confirm our worth and substance by our partners PMI, one of the best known and most professional eyewear distributors in the whole area. Under the strong wise guidance of Cerasela UVEGES, the VANNI presentation met with keen interest. DERAPAGE was chosen as a leading brand by KEFAN Optics, one of the most important chains in Kuwait.

Glasses to SYDNEY

July 10-12 brought the Sydney fair ODMA 2009, the most important eyewear fair in the southern hemisphere. Though the atmosphere was more relaxed than in past years, that did not

prevent VANNI distributors Primo Optical with Kim and Stuart and DERAPAGE Frames etcetera with Sean from working right at the top.



VANNI keeps abreast of Milanese fashion

During the spring/summer 2010 fashion parade programme at Milan, September 23rd, a collection of clothes will be presented by the young stylist Mauro Gasperi who has won the “Fashion Incubator 2009” competition promoted by the National Chamber of Italian Fashion. For the second year running VANNI will be taking part in the event, working with the young stylist over the eyewear for the show.

Italian sales force meeting

This is traditionally the first appointment on returning from the holidays. The meeting that took place on 31st August was for the VANNI and DERAPAGE sales force for Italy. A working get-together to warm the engines and launch the season, gathering the salesmen, old and new, who will be doing the rounds of the ‘Boot’, suitcase in hand.

Open project: Adriano Design X VANNI

Torrential rain did not put off the design buffs who flocked to Turin’s Cortile del Maglio on July 1st. An “Open Project” evening organized as an opportunity to get to know the world of Adriano Design on its home ground. Friends who braved

the elements were able to handle the “squared” glasses from Adriano Design X VANNI created for the occasion in a limited edition – not to mention sample the wares of Birrificio Torino and Biogelato slow icecream.



Ottica bisogno

Art and eyewear

An evening of art at the Ottica Bisogno, Roccapiemonte (near Salerno). 28th June was opening night for the exhibition "Pinocchio a Lodz", a personal for Polish artist Grzegorz Worpus Budziejewski forming the final event in

the graphic/painting project "Pinocchio at school" which involved pupils from local primary schools. VANNI confirmed its support for the contemporary art world by helping produce the exhibition catalogue.

adriano design® X VANNI

Adriano Design X VANNI glasses go to 100% Design

This is the trendiest of architecture and design salons. It takes place in London from 24 to 27 September.

The glasses Adriano Design x VANNI will

be on show at Designerblock along with 50 examples of design from every corner of the globe.



welcome to
100% design
london

<http://www.100percentdesign.co.uk/>

