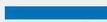
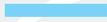


italian eyewear designer magazine



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AutoFocus1

New display cases for VANNI

The principle is that of the skyscraper: build up in height and minimize encumbrance at ground level. The new VANNI showcases take their cue from future metropolises, mimicking their vertical development. The result is a pleasing high-rise display using up the “airspace” of the shop window. Three different displays: two featuring the Africa and Meccano models, one with a practical hole to carry the actual frame.

Autofocus1: VANNI's first art competition has a winner.

The first-ever VANNI competition to promote young art, in liaison with the Circuit of Young Italian Artists, has a winner: the Florentine Federica Gonnelli inaugurated her exhibition at VANNI's Turin showroom on 7th November. How come VANNI's interest in contemporary art? For twenty years we have been on our creative mettle, channelling industrial design and aesthetic finesse into the production

of glasses. Not artworks in themselves, but inspired by art with its unusual way of representing the world. After three years' fertile collaboration with Artissima – Turin's international contemporary art fair -, a video project on art and design (VANNI goes arty 2008) and various art exhibitions hosted at our Baricole showroom, the time has come for VANNI to take the next step: from observer to “cultivator” of art, to which we bring

Company

simple means but lots of enthusiasm. The idea of a competition for young Italian artists was prompted by a conversation among friends about the art we find around us nowadays. The actual suggestion came from art critic Olga Gambari, and was followed up by a happy encounter with GAI, the National Association for the Italian Young Artists Circuit. GAI patronage gave us the guiding hand we needed as we

addressed the world of youthful art. Born in Turin, the AUTOFOCUS1 competition has been flying the rounds of Italy and may soon be scouring the world for young talent. The topic "AUTOFOCUS" inspiring this round was deliberately left elastic: how art may pass by a lens, via an objective and return a picture of the artist's sensibility. Let us not forget the three special

mentions that went to Nordine Sajot, Giuliana Fantoni and Valentina Daga. These women artists' works are on

display at the on-line gallery of our website www.vanniocchiali.com.



Updates to the website

nicodesign.it

INTERNATIONAL PRESS REVIEW

september 2009 - november 2009

To see the complete press review visit

www.nicodesign.it

INTERNATIONAL
Vogue Accessory
September 2009
pag. 76
VANNI - Adriano



ITALY
Il Sole 24 Ore
Look Fashion Magazine
November 2009
pag. 23
DERAPAGE - Tornado GT



MARA MAIONCHI IL GIURATO DI «X FACTOR» INCONTRA PER SO SIAMO (QUASI) DUE



ITALY
TV Sorrisi e Canzoni
October 2009
pag. 38
VANNI - Africa



Hong Kong
V Magazine
September 2009
pag. 183
DERAPAGE - Tornado GT



And now, over to FMI, distributors for VANNI and DERAPAGE in France.

The eyewear market is bearing up:

The optician/eyewear sector in France is weathering the downturn reasonably well. So concluded the Marketing Study Institute GFK Retail and Technology France in its closing market analysis for the first half of 2009. From August 2008 to July 2009 the eyewear market and the

household appliance market are alone in recording an increase in turnover of around 5 billion euros, i.e. 3%. In terms of volume GFK comment that there has been no growth in 2009, the market has held steady with dips in growth at certain moments.

According to GFK data, the early

months of 2009 prove to have been unfavourable for consumer buying. The eyewear sector largely felt the effects of the crisis upon consumer habits. Though numbers are up, people are cutting down on buying, and putting off the evil hour.

2010: a historic market downturn in eyewear connected with trends in consumer purchasing power

According to in-depth studies published by XERFI, 2010 will be a minus-2% year, a drop we have never witnessed before in retail sales. Certain phenomena are conditioning the situation: consumption of eyewear articles will fall off as French incomes contract, against a backdrop

of increasing unemployment and a new surge of inflation. Hence the price of frames has become crucial to all shops, together with the decision to increase the range of products whilst keeping quality manifestly high.

Distribution in France: a panorama of slight improvement

In view of the state of the market, few tradenames have increased their sales outlets except for those geared to low-cost products. All the chains are trying to consolidate their image and make it easy for the consumer to identify.

To name some names, the big eyewear chain sellers in France are Alain Afflelou, Pluriel, Optic 2000, Lissac Opticien, Krys,



Lynx Optique, Vision Plus, Grand Optical, Générale d'Optique, Atol, Les Opticiens Conseils.

Turnover today is holding its ground thanks to continual upgrading of the products marketed. At a time of crisis it is hard for a brand to explain just why it is unique. Our role as distributors for VANNI and DERAPAGE on the French market is not just about commercializing glasses, but also ensuring they hold their place on a highly competitive market. To get away with this gamble we count on our solid partnership with Nico-design, and also on the energy of our internal structure.

Keeping close tabs on customers

We have always worked in close contact with our sales force, that is, our agents on the French market.

We have divided France into 8 sectors: Paris, Ile de France, north-west, north-east, south-west, south-east and Antilles. Each sector is made up of 15 departments. Medium-size sectors enable agents to get round their opticians more regularly. The sales force is our lever, and a trump card for our clients too. The agents are middle men between distribution/brand and opticians.

Our relations with customers are based on listening

Relations with clientele are obviously vital to any company. From that relationship one builds up a climate of trust between brand and consumer. It is not enough to sell the most beautiful glasses in the world: if the relationship with the customer is unsound, the optician will go for another product. In order to keep up with the clientele in the best way possible our offices offer four different services: after-sales, shipping, the commercial service and communications/marketing.

Quick response is the key to all services

In a highly competitive sector like eyewear, involving fashion houses that impose their own name even before they come out with their own style, it is important to highlight product originality and creativity, but also to excel in terms of reflexes. Orders must be met swiftly, stock managed so as to avoid breakages, the after-sales service dealt with in 48 hours. We answer the phone from 9.30 a.m. to 7 p.m. every day, the commercial service is close to each and every customer: listening directly to customer needs is a must in our offices. It is efficient services that constitute

added value in our society.

Communications: active and punctual

How to ensure opticians and end-consumers see the difference between products. Communication about a brand is essential if it is to grow. A brandname gets known through its products but equally through the self-image it manages to cultivate. All supports to VANNI and DERAPAGE communications are used when it comes to displaying the products in shops and display cases.

That is not all. The more a brand can speak up for itself, the more opticians will tend to recognize and seek it. The brand has to be rendered “attractive”. To this end we cultivate relations with the press every month, liaising with the Nico-design Press Service. We send out regular press releases to relevant journalists in paper and web form, and we put on events in collaboration with our customers. Like the shop-window competition (see below for the 2009 winner), cocktail evenings or trunk

show days devoted to our brands. Such operations get through to the end-consumer, where the specialized

magazines only reach opticians. Our job in three words? Product charme, speed of response, a first-rate service.



FMI

The company FMI dates from 2002. The team is made up of director Serge MITRY, Isabelle i/c commercial and communications, My Phan i/c shipping and Galia i/c after-sales. Médéric is responsible for another brand distributed by FMI - Vat Eyewear.

<http://www.fmi-paris.com/>

Fairs and events

Rome opens the autumn tradefair season, but only for the Italian market

An unexpected success for Rome's Vision Business Forum on 6-7 September this year.

Nico-deign were rewarded for what was hard but exhilarating work showing the VANNI and DERAPAGE collections to Italian opticians. Part exhibition, part conference, the event was attended by some thousand interested parties.

December 2009 - February 2010

December 5, 2009 / January 10, 2010

Moda Made in Italy between Art and Design
Susa - Italy

15/17 January 2010

Opti Munchen - Monaco - Germany

5/7 February, 2010

OPTA Brno - Brno - Czech Republic

6/7 February, 2010

Optifinland - Helsinki - Finland

25/27 February 2010

SIOF - Shanghai - China



To Paris for SILMO

Advancing the traditional French fair to mid September created some upheaval on the eyewear market. All in all, reactions to the new timing were quite good: the official data put the fall-off in visitors at 20%. Those attending knuckled down to work professionally. Quality rather than quantity seems to have been rewarded this time.

Like last year, most of the big groups (Italian but not only) opted for private showrooms just outside the Porte de Versaille and did not go in for the official event. A way of cashing in on the circulation of buyers attracted by the fair, without paying fair dues. Hardly 'fair play', either, in our opinion, and certainly not good for Silmo.

Fairs and events

Eyewear in Hong Kong

Nico-design was among the twenty Italian firms exhibiting at the Hong Kong Optical Fair under Visionaries of Style, an exclusive area devoted to research and design-oriented production. Visionaires Of Style (VOS) is an exhibition within an exhibition, set apart in the premises and itself carefully styled. It was promoted and organized by V-Magazine, the sector

2010 will be changing the salon again – clearly the fair is not afraid to stick its neck out. SILMO will be moving to the new exhibition centre at the CDG Airport. Hard to foreseen how that gamble will pay off; but we shall be there.

‘glossy’ with an international circulation of 70,000 copies.

This was a first taste of Hong Kong for Nico-design: an exciting occasion spawning contacts with southern Asia. With Paris Frost, Giovanni Vitaloni gave a seminar/workshop on trends in creative eyewear.

Across Canada from Calgary

A small but select fair was held at Calgary in mid November: an interesting opportunity to chat up and get to know our Canadian customers, and strengthen our relations with local salesmen Kent and Joe.

The trunk show held c/o Edworthy Vision on Fifth - Calgary proved fascinating.



Fairs and events

At Japan's IOFT,
Nico-design renews
some joint ventures
with the Rising Sun.

Tokyo, 27-29 October 2009. Nico-design
took part as usual in the Tokyo IOFT fair
to let the Japanese get their teeth into

our excellent product range. One extra
touch of glamour this year:
a special parade was organized outside



the fair and included eyewear made in
Turin among its protagonists.

Ours were among the trend frames
selected from among the Italian firms
displaying .

The parade was held in the striking
setting of Espace 218 at L'Eclaireur, a
concept store designed to blend art and
shopping, matter and imagination.

The interplay of lighting effects here

softens the distinction between people
and objects.

Back to the fair itself: it kept pace with
the past, including attendance. One
notes the downturn problems of the
Japanese market, not just in eyewear.

Our partner ORIENT was going full blast
to keep our current position and build up
distribution of VANNI and DERAPAGE.

Fairs and events

Las Vegas

Vision Expo West at Las Vegas from 1-3 October 2009: VANNI eyewear could hardly fail to put in an appearance among the lights of the wildest town in the world. We were well represented by our US distributors I/Optics.

Adriano Design X VANNI go 100%design London

The first-ever pair of glasses to be displayed among a design fair's objects/projects. The Adriano Design X VANNI was on show in the pavilion devoted to young talent at 100%Design London.

Eagerly awaited each time round, for some years London's 100%Design has been a top world design venue. It proved exciting and varied in its ramifications, from sustainable

architecture to new materials, novelties in decoration, and a showcase for young designers from 50 countries presented as Designersbloc.



Flash news



By shooting "All Star" / VANNI, Kawaii, V3296



By shooting "Una canzone per te" / VANNI, Mirage, V8300

VANNI on TV

VANNI and DERAPAGE are continuing to score hits on TV and film productions in Italy and abroad. Actors wearing Turin frames appear in a cross-section of Italian sit-coms and TV broadcasts on Disney Channel ("Chiamatemi Giò" and "Fiore e Tinelli"), Channel 7 ("Chiambretti nights"), the Mediaset networks ("All Star") and Sky TV ("Non solo magre"). They will be hitting the big screen in the new year with some international productions: "Una canzone per te", "Sin Tetas" and "Sharm el Sheikh".

VANNI plays ambassador for Italian creativity

VANNI models have gone down brilliantly with the public in their role as ambassadors for Made in Italy. The exhibition started at Chieri and then moved to Castello di Susa where it remains until the end of January. The full title: "Fashion and Made in Italy link Art and Design – The quality beyond the designer label".

VANNI keeps abreast of Milanese fashion

On 23rd September Milan held a programme of spring/summer 2010 fashion parades which featured the clothing collection by Mauro Gasperi and Paolo Errico, the youthful stylists who won the “Fashion Incubator 2009”

competition promoted by the National Chamber of Italian Fashion. VANNI took part for the second year running, liaising with the two stylists over eyewear for the occasion.

DERAPAGE for children in need

A DERAPAGE eyewear parade and a charity auction for AiBi- the Association Amici dei Bambini. Side by side with the top Italian and international designer names in Milan’s supportive shopping venture,

via Montenapoleone 6, from 12th to 20th December.



Window on France

In the competition “une Marque + un Thème = une Vitrine”, which VANNI and DERAPAGE distributors FMI organized, two winners have emerged. For the category “VANNI Art Touch in fuchsia and white” the mouth-watering weekend in France went to Clin D’Oeil Optique by Thorigné Fouillard. The category “VANNI architecture and design” was won by Lynx Optique of St Renan.

Monde de l’Optique visits NICO

A delegation composed of Philippe Heullant and Arnaud Mange from France’s much-quoted sector magazine Le Monde de l’Optique spent one whole day in Turin visiting Nico-design. The purpose was to dig deeper into the VANNI brandname and its history and work it into an interview/article to appear shortly.

Children’s art dreams up eyewear

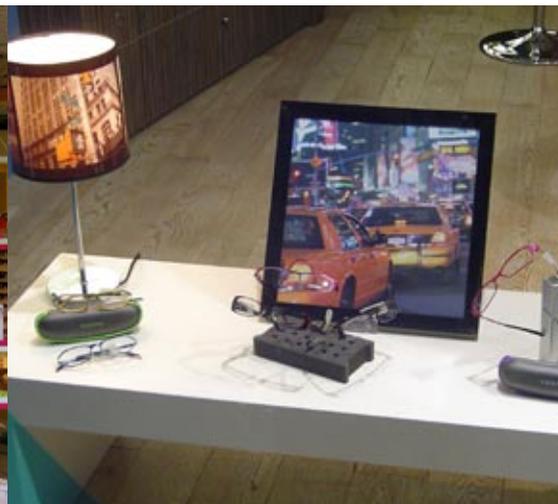
An unusual kind of children’s game now links primary schools of art in Czech Republic to the VANNI distributors AZIMI. By their competition “LEPE VIDET SVET” they set out to create eyewear using whatever tools and materials came to hand. The extraordinary artefacts of these child designers are on show at OCNI OPTIKA, the Krnov opticians.

Poland, opticians’ conference

Wisla: VANNI distributors Veni Vidi Vici were at the opticians’ conference at Gołbiewski on 14-15 November.



Clin D’Oeil Optique di Thorigné Fouillard



Lynx Optique di St Renan

