

italian
eyewear
designer
magazine



Company



Updates to the website



Editorial



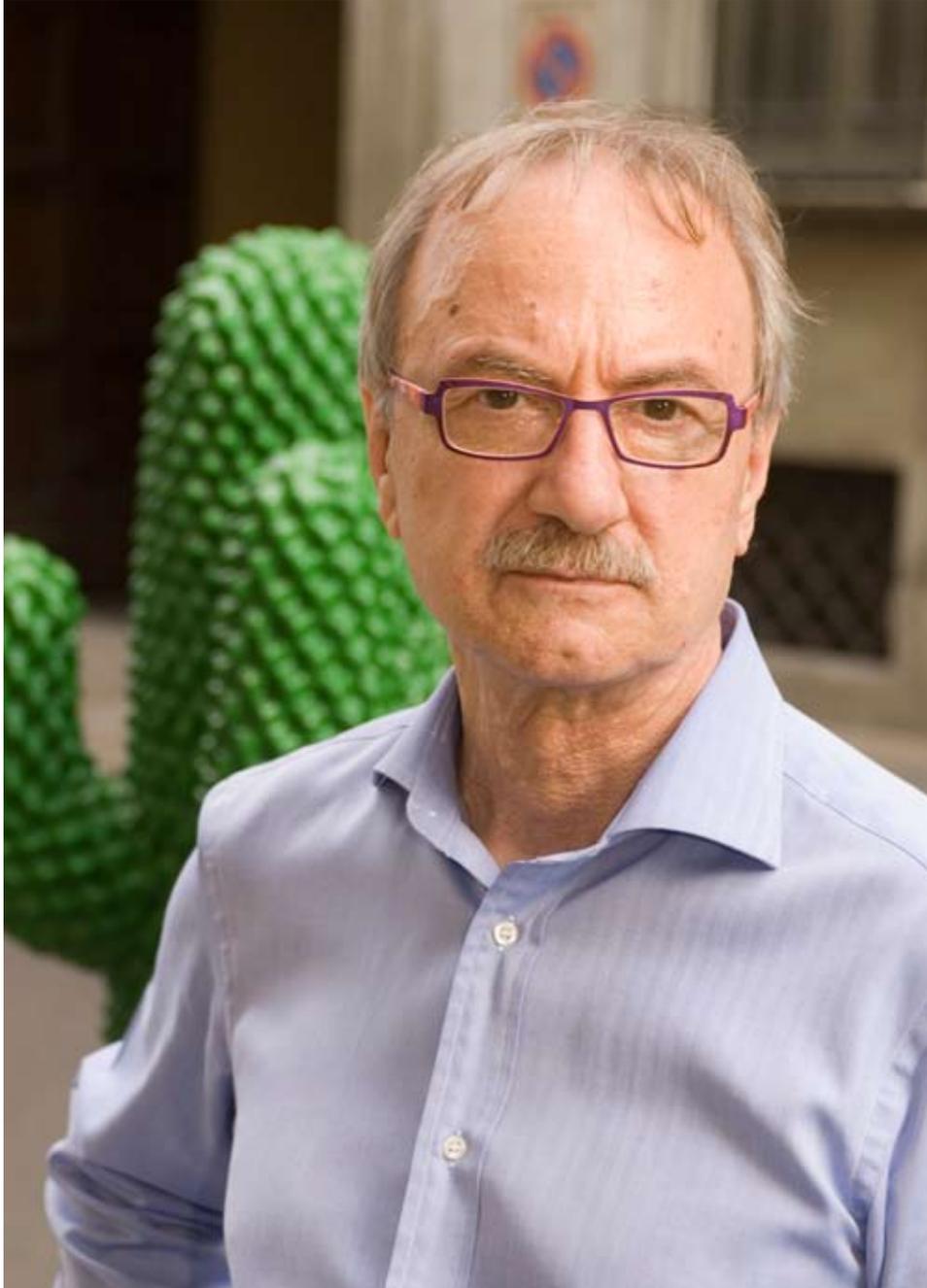
Fairs and events



Flash News



Network



To Maurizio

So he has gone: we said goodbye one Saturday afternoon and that was the last we saw of him. Maurizio Tresoldi was the mainstay of the Baricole showroom, together with his daughter Barbara. His keen sense of humour will remain with us at Nico-design, as will the memory of that elegant figure, his gentle, wise, slightly mocking expression.

Yes, we shall miss him..

Company



Orange is the colour of the new VANNI catalogue

The catalogue has just been reprinted and is quite an eye-catcher: the cover in fluorescent orange and inside all the product files for the most recent VANNI eyewear collections. A means of communication but also a practical way of keeping tabs on every new collection and slotting them into their appropriate page. Creativity and Italian style have found their visiting card.

Shiny black for the new DERAPAGE catalogue

Purest design and character mark the new DERAPAGE catalogue. At one flick you can view the most important families of Tornado, and also the most award-winning glasses worn by people for whom DERAPAGE is everyday style.



VANNI on Facebook

Facebook is all the rage: a virtual meeting-point for keeping up with old and new friends and one's pet heroes. Not something VANNI could miss out on, given its appeal to youthful taste of the kind that crosses frontiers.

VANNI on Facebook is more than a showcase for brand philosophy, the latest models and a stop press for whatever's hatching back at the Turin Headquarters: it is also an image forum of TV and other personalities, as well as ordinary folk proudly sporting their VANNIs.

A communications stunt for opticians and fans at large – updated every week. We invite you all to find us on Facebook and bring along friends, friends and more friends. And DERAPAGE on Fb will come up soon.



Marco, Aosta, Italy

VANNity Fair: send in a photo of you in your VANNIs and win

Put your photo and details on: VANNityfair@VANNIocchiali.com or tag us on Facebook www.facebook.com/VANNI.eyewear: you'll figure in our on-line "VANNITYfair" gallery and a limited-edition VANNI clip will be delivered to your door.

Updates to the website

nicodesign.it

INTERNATIONAL PRESS REVIEW

December 2009 - February 2010

To see the complete press review visit

www.nicodesign.it

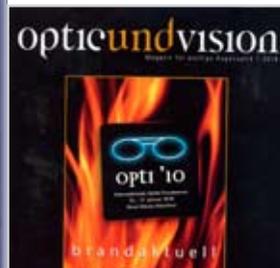
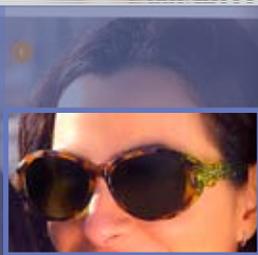
TAIWAN
Esquire
December 2009
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DERAPGE - Tornado



ITALY
Il Mondo dell'ottica
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VANNI - Meccano Jungle



GERMANY
Optic und vision
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VANNI - Chrysalis



ITALY
La Stampa
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VANNI - Flame



3 Questions to our opticians in the world

As many of you know, Nico-design is a company with its eye on the world. We export our glasses to five continents. Our international customers are very often distribution partners, retail chains or eyewear shop direct. In this issue of the Magazine we thought it might be as interesting for you as for us to hear what opticians have to say about the world of

eyewear. It is they who have the trend position at their fingertips; they have the public coming through their door every day with demands to be listened to. Without their work VANNI and DERAPAGE glasses would be stacked on some shelf. We've heard them by the score and would like to begin by relaying the

opinions of some American east coast opticians and some from Quebec in Canada. In forthcoming issues we shall be exploring other continents and gathering other views. Interesting to know how colleagues across the globe view things.

We asked everyone three questions:

- What sun and prescription glasses are 'in' on your market in 2010 ?
- So far which VANNI or DERAPAGE has sold best?
- How can relations be improved between opticians and eyewear producer?

Here are the answers we received.



Lisa Larimer, Sky Vision Centers, Westlake, Ohio

- Different! People do not want to look at other people and feel like they are looking in the mirror. They want to be unique. Square and angles that accentuate features works here. Bold colors and bling are also hot. When you

show contrasting colored frames people are amazed how much color can do.

The trick is to show the frames. People are sometimes apprehensive to change and if you show stylish color, people are usually attuned to it.

- I cannot just select one style. I carry and sell several styles, and they are all unique and fabulous. The colors, fit and the quality are exceptional. I have way too many favorites and sell too many to

just pick one.

- Choose several accounts at different times of the month and e-mail them for opinions of the collections. Ask what people are requesting. I feel the rep has a strong part to do with that. We have an outstanding rep (Wendy of I/Optics) and I feel there is a strong relationship because she services our account well. She is attuned to our needs and keeps us informed on all aspects.



Ginger Gundy, optician at Dr. Neil Perko in Euclid, Ohio

- I am very fortunate to work in a very diverse area as far as the fashion desires of my patients. I have patients from every walk of society, from the older Europeans, to very chic and trendy young professionals. Most of the patients that I deal with want something different from the ordinary everyday frames that they see on everyone else. The bold sides and the bright colors of the VANNI line seem to fit what most of the

men and women are looking for.

- It seems that the men in my practice seem to really gravitate to the sleek styling of the V8323 (Meccano), it is both professional and stylish. I have dispensed it to young college age men as well as older business men. I've also done very well with the V9512 (Plano) for men's sunglasses, they like the sporty look of the lenses, combined with the high-tech cut of the temples. Most of my ladies are going for lots of color, so the 3296 (Kawaii) is a great frame for them. They love the fact that it is funky fun yet can be worn with anything from

jeans to business suits. I also do very well with my VANNI in the black and white, that might be because I wear it almost everyday in my office!

- I really do not know how to answer this question. I have such a great relationship with my VANNI rep Wendy. She always makes sure that I have those latest & coolest styles. She will also personally let me know if a frame is on backorder right away. The only thing I can think of to improve would be to make more stock of the New VANNIs so that they won't go on backorder so soon, and I have them in my office to sell!



Mary Nyitray,
Optica Arts, Toledo,
Ohio

- At Optical Arts in Toledo, OH USA we are selling mostly metals. (I have not embraced the retro zyl p3 etc. shape-it tends to not be as flattering) I tell customers the styles are still wide on the face, I'm seeing it going slightly deeper (which

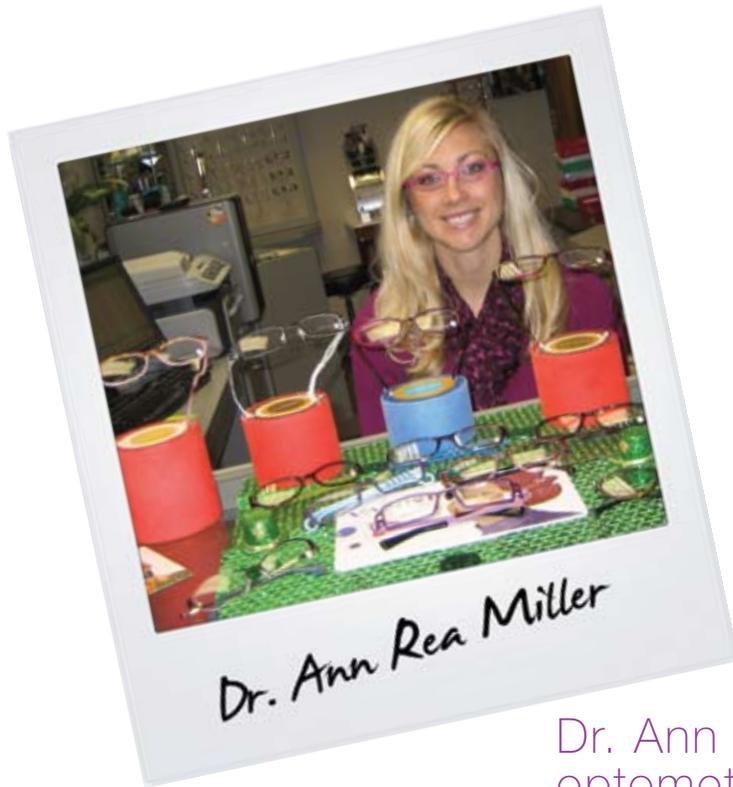
is great for progressives). The shapes are still boxy and angles. The emphasis is on temples where we are seeing unique designs of all kinds. We do a lot with burgundies deep raspberries, deep purples and greens.

- I'm loving my new frame V8307 Col. 155! At Vision Expo I ordered the larger deeper design. What I love about the VANNI frames is their colours. Blue based and matt finishes are so rich and enhance the facial skin tones.

- It would be nice to have a relationship with the producers of frames. I feel a need for frames suited for the +8.00 and the -10.00 to -22.00 Rx's. What I want for my customers is an updated look.

Which means Wide, but the lenses need to be 38-45mm. So I want the look of a wider frame but the lenses will actually be ground smaller. We do custom shapes when there is a rimless groove. But keep in mind grooves are not good for high plus lenses. Ideally, I would like 8-10mm of design on the front of the frame to fill in the face from the front. It just can't look too heavy. I have been asking all of my reps for several years for this product. It is a niche item but it could be the salesman tick it into an office that does high prescriptions. You may also find that even people without a heavy prescription may enjoy the design of this frame and purchase it.





Dr. Ann Rea Miller,
optometrist, Lima,
Ohio

- The trends in eyewear in our market vary based on age and race.

We carry a wide selection of eyewear ranging from chunky, colorful zyl frames to sleek professional-looking metals. The majority of our patients prefer to wear

rectangular and out of the ordinary shapes. We take pride in the fact that we can provide our patients with a large variety of bold colors. Our patients seem to be drawn to our bold colors of reds, blues, and purples.

- Our office has such a large variety of VANNI eyewear that it is difficult for us to pick just one. Our stock of eyewear rotates with all the new and fun styles of eyewear that VANNI has to offer. We try to only sell one or two of each style so

our patients can enjoy having exclusive eyewear.

- We can only speak for our office, but we feel we have a very good working relationship with the company. We have a terrific sales representative who keeps us very updated with all the new and trends styles that the company has to offer. If we ever have an issue someone is always willing to help us to resolve it with the best solution through customer service.



Mylene Laoun, georges et phina, Montreal Quebec Canada

- We have a tendency of selling all kinds of shapes, colors, textures and styles in our store, depending on companies. For VANNI, we sell best women's small frames (where the centers of the eyes are well balanced), it is a sure bet when it can

be a full progressive with vibrant colors.

- We sell all kinds of VANNI's, some are older models. It is a hard choice because there is no one model that we repeat more than the next That being said ... One of them beats the runner-up by ONE!!!! 1084 in pink (Meccano).DERAPAGE sells well in large and small, black and silver. The winner is (by two): Tornado 14 in silver ... that particular shape is good because it can sell in high index lenses

and it is sporty looking.

- I feel that the best way to improve your producer - optician relationship would be a good publicity campaign that: represents your product, represents your company, represents an international clientèle, no waste be green in packaging and material, your cases being part of the publicity campaign, should be used in decor, displays and publicity that can be re-used with new publicity campaigns.

Fairs and events

April 2010 - May 2010

17 April /16 May 2010

Fashion & Made in Italy - Rivoli - Italy

17/18 April 2010

Optics Aulicino presents the new VANNI collections - S.Maria Capua Vetere Italy

17 April 2010

Optics Solferino - Parade of VANNI Bra - Italy

26 April 2010

Idea Tour - Motorvillage - Rome - Italy

18/20 Maggio 2010

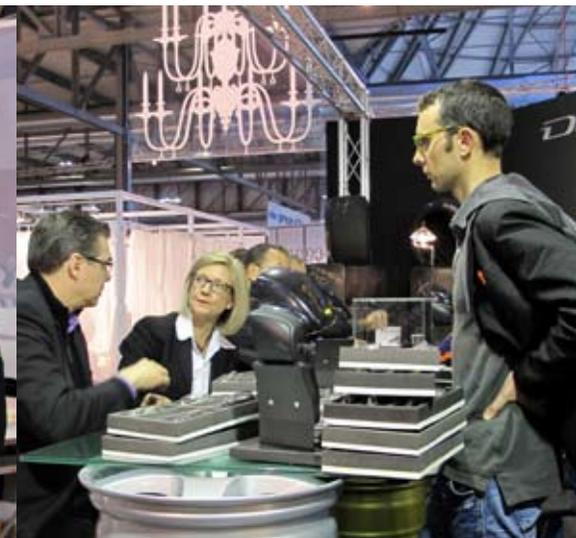
Eyewear Exhibition - Dubai United Arab Emirates

MIDO first off the mark this spring

This MIDO was something of a make-or-break, not just in its timing which has now settled on an anticipated spring, but due to the 'slimmers' cure' feeling about the pavilions and the days of

opening. Who knows? it may even have been the tighter corridors and more cramped spaces that made the public turnout seem so good; lots of foreigners flocked to the fair especially on the

Friday and Saturday. For the Italian market not opening on Monday cut into work schedules and made things less relaxed. As for the timing, an early March fair proves to be a semi-success:



Fairs and events

on the export front one can plan the new collection launch at leisure, but for the home market mid-April would fit Italian business schedules much better.

Mido Design Lab still steals the show; once again it was well organized the way they divided us up and laid things out. And in their selection of company

exhibitors they've certainly got the cutting edge.

Work, work, work – but not forgetting the lighter moments breaking up some intense days hunched over “couvettes”. Late closing on Saturday night injected a playful note, good for ice-breaking and getting to know customers and suppliers.



DERAPAGE glasses go in for high performance

This year track-worn Michelin racing tyres enliven the DERAPAGE area at Mido design lab. The racing car connection has been part of our identity since the year dot. For Mido Design Lab the DERAPAGE stand uses the car racing motif to celebrate Le Mans 24-hours, the world famous endurance

trophy held every year in France since 1924. The video from Corriere della Sera TV (<http://video.corriere.it>) shows pictures of the striking new stand space built of threadbare tyres, and amid them DERAPAGE strategy for 2010.

Nico-design's mission to Turkey

Shortly before Christmas Nico went on mission to Turkey, an opportunity set up by the Italian Chamber of Commerce to step up trade with Asia Minor, an interesting market that is on the way up. After many meetings organized for us with potential commercial partners, we

drew up an arrangement with Hayim Kohen's company OPTOMOD (based in Istanbul) as a sales experiment with the DERAPAGE collection. The common objective is to set up a regular distribution channel as of the second half of 2010.



VISION EXPO New York

This fair is traditionally for North American opticians (USA and Canada) and the Gallery is definitely where it's all at. Many visitors looking for novelties of style actually skipped the general Hall 1 stands and made straight for the upper

deck. Visits were said to be up by 8% on 2009. Poor collaboration by the fair organizers makes New York hard work. A pity, since it's a high-profile event with a solid public of its own.

VANNI & DERAPAGE at New York Fashion Week

The New York Fashion Week parades attracted a glamorous cosmopolitan public comprised of stylists, actors, journalists and models. All the famous names, with their pictures everywhere. But we were there too! For one week

from 11-18 February a dedicated space at Bryant Park in the heart of the parade area displayed the best of Italian eyewear, including VANNI's latest Chrysalis models and Tornado HP by DERAPAGE

VANNI & DERAPAGE at Grand Central Station di New York

The Big Apple was again the scene of the extraordinary exhibition "Eyewear: From the Beginning to the Future. The History of Eyeglasses From Their

Invention in Italy to the Latest Trends", a historical panorama of Italian taste and manufacturing in eyewear. Including trends called VANNI and DERAPAGE.



TV and cinema update

Currently showing at Italian cinemas is “Tutto l’amore del mondo” in which actor Eros Galbiati appears in VANNI Africas.

VANNI Eyeglasses are also being sported by the actors in the football sit-com on Italia 1 starting in April:



Eros Galbiati wears Africa V1814



Giulia Boverio wears Adriano V8401

“All Star”, starring Diego Abatantuono and Fabio De Luigi, and not forgetting Ambra Angiolini.

Again on TV VANNI eyewear contributed to the slimming look on the programme “Non solo magre” broadcast in late February on SKY’s Discovery Real Time. In the new seasonal planning on TV VANNI tribe adorns the youthful faces of the hallowed Disney Channel sit-coms “Quelli dell’intervallo Café”, “Chiamatemi

Giò” and “Fiore e Tinelli”.

On the big screen various actors will be wearing VANNIs in films scheduled to come out in the current year. At the end of May the cinemas will be showing the Cattleya film for youngsters “Una canzone per te”, and in late September “Sharm El Sheikh” with Walter Santillo and Fiorenza Mari, while “Il console italiano” starring Giuliana De Sio is currently being shot in South Africa.

The new US DERAPAGE distributor

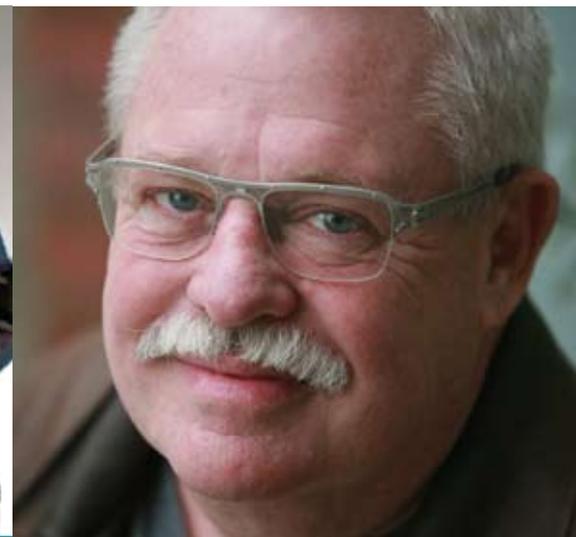
A new sole distributor for DERAPAGE in the USA, thanks to the agreement with Studio Optyx of Saint Louis, retailers of eyewear since 1879. Three generations of the same family have run the firm, the Erkers, who enshrine the same spirit as

Nico-design: tradition and a grounding in the work ethos. Know-how and enthusiasm already depicted in the newly released blog: <http://erkersfineeyewear.blogspot.com>.

DERAPAGE trunk show at San Francisco

Tornado takes San Francisco by storm. With a trunk show in the shadow of the Golden Gate it takes over the store Spectacles for Humans (don't miss the blog with Dimitri <http://spectaclesforhu->

mans.blogspot.com/): music and entertainment; culture too, seeing that the well-known author of "Tales of the City" Armistead Maupin is wearing Tornado 11.





Autofocus at Optica Benedetto

An art evening at Settimo Torinese in the province of Turin. The artist who won the Autofocus 1 competition promoted by VANNI, Federica Gonnelli, has inaugurated her show “The stuff of memory” at the welcoming premises of Optica Ing Benedetto, where she was kindly hosted by Elena and Giancarlo Amberti.



VANNI & DERAPAGE Trunk show in Montreal

A trunk show held at Georges et Phina, Montreal, Canada. A special day devoted to VANNI and DERAPAGE in the coolest eyewear store of the Quebec capital. A pity about the rain (turning to snow) but an excellent opportunity to meet fans of Italian style fêting the creativity of VANNI and DERAPAGE under the intelligent

guidance of the brothers Laoun and team. GioVANNI Vitaloni was there, appreciating this opportunity to strengthen an already firm bond and spend a whole day with the G&Ph team whom he had met before in New York when the whole line-up went on a “study trip” to Vision Expo.