

italian
eyewear
designer
magazine



Company



Updates to the website



Editorial



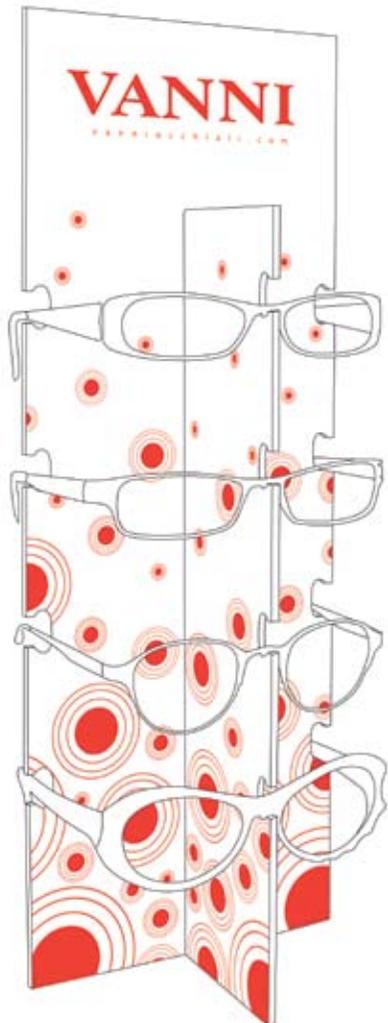
Fairs and Events



Flash News



Network



New VANNI display cases

Assembly is the simplest yet: the skyscraper vertical look has been preserved, and they hold 4 pairs of glasses. Straight from the Nico-design style centre, these new VANNI display cabinets pick up the concentric-circle graphics that have brought success to our brandname these last five years – this time in an orange version. Elegantly compact, economical in space, a container of brand creativity

VANNI, DERAPAGE and NICO-DESIGN all on one cd

Designed to meet multiple needs, these power-point presentations of VANNI and DERAPAGE are available on request in CD or DVD form. Easy to read on a PC, with a wealth of pictures and words deliberately cut to a minimum, one can scroll down the collection novelties for 2010 and capture the essence of brand style. Versions in Italian and English will

serve as sales support material, a look-book for communication with fashion and specialist magazines, and perhaps also as audiovisuals for trainees to get the hang of all the new products. There is also a presentation of Nico-design as a company: a few pithy pages packing in the history of a successful venture.

Company

All set for the new VANNI graphics?

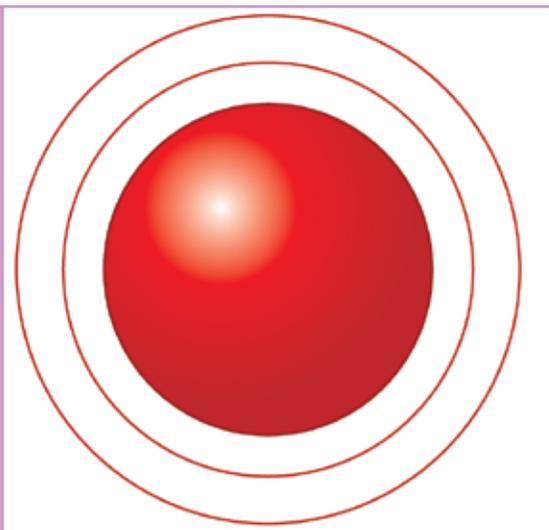
Just to keep you in suspense, we'll take a roundabout route and relate the story of the VANNI "roundels".

Here it is in picture form, picking out the

graphic development behind our glasses for nearly five years. From roundels to circles, line-drawings that are also full, hinting at a completion that has

no beginning and no end. It is hardly surprising that Leonardo da Vinci placed his celebrated drawing of Vitruvian Man inside a circle, the symbol of harmony

and proportion. Where are our brand graphics going next? You'll learn with the next issue of the Nico-design Mag.





We're off! The second edition of Autofocus2, the competition to promote young Italian artists

For the second time the designer eyewear brand of VANNI is inviting young artists to take part in a competition which last year harvested an excellent crop of projects and was won by Florentine artist Federica Gonnelli (the works she showed at the Turin exhibition can be viewed on the VANNI

website). As of May 1st applications have been coming in for Autofocus2: promoted under the patronage of GAI – Association for the Circuit of Young Italian Artists, it is designed for artists that are Italian nationals or resident in Italy for at least one year, aged 18-35, working in the field of visual arts.

The competition consists in producing an exhibition project suited to the VANNI eyewear Turin exhibition space, for display during the week of contemporary

arts in November 2010, and enjoying a catalogue and a purchase voucher prize. Autofocus2 encourages maximum freedom in expressing the universe as contained in the artist's eye, a statement of his/her subjective dimension, world or vision.

Enrolment on the VANNI website and entries to be received on CD-Rom by 30th June 2010. Full details on: www.vanniocchiali.com. You're still in time to tell your friends and anyone you know.

GAI Association for the Circuit of Young Italian Artists is a non-profit association encompassing 41 Italian public administrations with a view to supporting new generations of artist via promotion, production schemes, international mobility and research.

www.giovaniantisti.it

Updates to the website

www.nicodesign.it

INTERNATIONAL PRESS REVIEW

March 2010 - May 2010

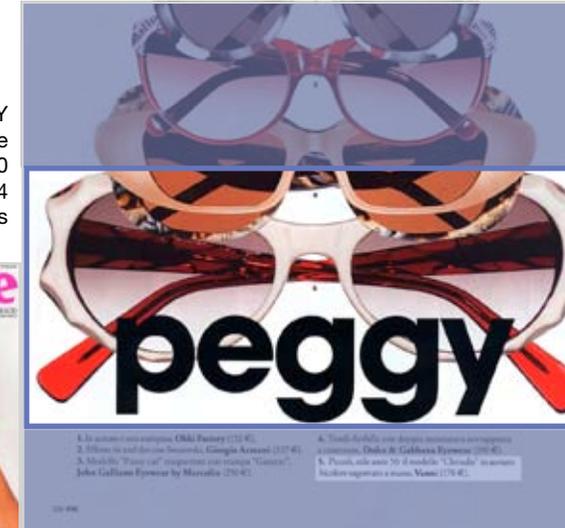
To see the complete press review visit

www.nicodesign.it

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Optic und vision
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VANNI - Flame



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VANNI - Chrysalis



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DERAPAGE - Tornado HP



3 questions for our opticians throughout the world

Second round of the column devoted to opticians who sell VANNI and DERAPAGE around the globe. 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 li-

stened to. Without their work VANNI and DERAPAGE glasses would be stacked on some shelf.

To learn the views of colleagues 'down under' we visited Australia and then moved across to south-east Asia.

You remember? we asked everyone three questions:

- What sun and prescription glasses are 'in' on your market in 2010 (shapes, style, colours)?

•• So far which VANNI or DERAPAGE has sold best?

••• Can relations be improved between opticians and eyewear producers?

Here are the answers we received:



Joe Maccarone OPTICAL FX Brisbane City

- Ladies are still wanting good strong colours; sometimes a little loud, which draws attention to them but without looking over the top. Customers being the individuals they are, all have different tastes. Some want tame and safe while others seek the avant garde.

Vanni always release a good number of frames each season and Australian eye fashion is catching up slowly to the Euro designs.

- My personal favourite is 8230 c 254. It's my colours and always attracts attention when I wear them. Also gets some sales. Our store best seller is V1015 c 132. It's an oldie but a goodie. A classic style with the perfect mix of

combined colours.

- Vanni have a wonderful range of eyewear and their attention to detail clearly shows their care for design. My customers are proud, including myself, to wear Vanni frames. To help build a better relationship, I'd like to visit their factory in Italy to see up close the processes involved. in particular, frame design and production.



The manager Dean Premier Optometrist Singapore

- About the trends in my eyewear sector, I look closely in design, coloring, quality and how it function. Its important to me.
- The best selling Vanni and Derapage are V9544 and Tornado 02, I think.

They are nice and simple. Sometimes this range of eyewear sells faster.

- About better relationship, I think, share of ideas and info does help to have better relationship between store and producer of frame.

Careen di Yi Specs Singapore

• Anything that sells is trend in my shop. Universal models still cater well over in my practice here.

- Vanni 8300 and Derapage 06 ! Good value for money, and you can see their value in them.
- Better price and service.



Thoughts from Ottica Bisogno about art and eyewear

We'd like you to share some thoughts from Massimo Bisogno, an optician in the Salerno area: "Trend-setting glasses are obviously those that give a sense of originality as well as beauty. Those are values that'll last the next decade and not just 2010. The world of art teaches us this. A beautiful work of art never fades. The-

re's no such thing as best-selling eyewear but the most beautiful, yes. That value comes across loud and clear in VANNI. The optician-manufacturer relationship only improves if they have things in common. In VANNI I find lots connected to art and beauty."



Fairs and Events

We've had an IDEA: the Italian Design Eyewear Association will start with a TOUR

Along with 5 other established names in Italian designer eyewear, Nico-design has promoted and founded IDEA, a consortium of Italian firms using their own brandnames in the world of creative eyewear. Companies working in the innovative glasses niche market under the banner of Italian design, with a commitment to enhancing eyewear design on the home front and throughout

the world. The companies are Area, Immagine Eyewear, LA, Mu. & Do., Pramaor and, of course, Nico-design.

IDEA Tour is designer eyewear's Tour of Italy: it gives concrete and unusual expression to the IDEA mission: to foster the company-optician relationship via NON STANDARDIZED appointments, in liaison with FIAT group's MotorVillages

June 2010 - September 2010

18/20 June 2010

Vision Business Forum - Rome - Italy

06 September 2010

Idea Tour - Turin- Italy

23/26 September 2010

Silmo - Paris - France

#03
AUTOSILE
VILLORBA
Via Roma 140
(Treviso)
7 GIUGNO 2010
10:30 - 18:30

*il Giro d'Italia
degli occhiali
di DESIGN*

BIOEYES
blackfin
okki
factory
MEZZOKKI
factory
K&A
CTOR
KXOS

Alfa Romeo
COLT
THERMOCYTE
Pure & Life
X-IDE
VANNI
DERAPAGE

Special Guests
NOUVELLE VAGUE
FRANKIE
GARAGE
ORIGINAL EYEWEAR
SERENGETI
EYEWEAR
etnia
BARCELONA
Paolo Semirara
designer

Idea Tour
italian design
eyewear association

Fairs and Events

and using Alfa Romeo brand display spaces. An opportunity to talk eyewear with the manufacturers at a different venue from the customary tradefairs. Giovanni Vitaloni from Nico-design comments: "IDEA is a project designed to bring together companies producing innovative eyewear and independent opticians. We've known our fellow "Idea-mates" for some time and share a common view of the quality eyewear world in the tradition of Italian creativity. We see one another abroad or on

business trips round Italy and always get a lot out of comparing notes. Ours are established small-sized firms with an in-house style centre. We work with our sales force to contact our customers and meet them personally on their home ground. IDEA TOUR is the way we have chosen to speak to opticians and bring home to them a whiff of company atmosphere. It's not the traditional tradefair scene: we can set a less hectic pace and focus all our attention on them."

IDEA Tour is fuelled by 5 events in 5 cities, all in Italy except for Paris.

Rome cut the start ribbon on 26th April,

followed by visits to Catania and Treviso.

The next stops will be Milan, Turin and Paris for Silmo.



Giovanni Accongiagoco - L.A. Nicola Deldin - Pramaor Susi Tabacchi - Immagine Eyewear
Eliseo Tessaro - Area Carmelo D'oria - Mu & Do Giovanni Vitaloni - Nico-design

Flash News

VANNI going great guns on FB

VANNI's Facebook contacts are growing. So is the content, with a notice-board to consult every day and keep up with all the novelties in the VANNI world.

Crimini

Eight episodes of select detective fiction on Italian television. The "Crimini" series which went on the air in May is made up of famous stories by Italian detective writers. The actors wore VANNI from Antonio Catania to Gaia Amaral.

Fakes of DERAPAGE Tornado

Our Hong Kong distributor has sent us a photo of a clumsy Tornado fake. We will be prosecuting the perpetrators: Tornado is covered by copyright. We appeal to you to let us know of any attempts to sell glasses similar to ours

lest anyone get away with passing off stolen intellectual property in their shops. The only good thing is that if Tornado has been copied it must mean they think it a success...



Art and eyewear design

Eyewear and art: Ottica Aulicino organized a rather special VANNI trunk show at Santa Maria Capua Vetere. At the Galleria d'arte Saccone on 17 and 18 April VANNI glasses were on show as works of art. Thanks to the commitment of Linda Aulicino.

Eyewear parade

A VANNI eyewear parade with pre-prandials at Bra's Ottica Solferino last April 17th. A photo service worthy of any fashion agency immortalized splendid eyewear models among the public attending.

Fashion and Made in Italy where Art meets Design: the quality beyond the signature

VANNI eyewear on show at the Casa del Conte Verde, Rivoli, for one month as part of the exhibition of excellence in Italian design and art.

VANNI's new distribution in the Czech Republic and Slovakia gets off the ground.

The VANNI collection launch in Slovakia and the Czech Republic is thanks to DIANA PROCHAZKOVA's company MGR at ZILINA. To the whole team: welcome to the network!

