

italian eyewear designer magazine

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Happy New Year

Company

Temporary store, Milan calls on Adriano Design X VANNI

Designer eyewear for Milan this Christmas. On 25th November the temporary store dedicated to the new Adriano Design X VANNI frames opened on the Naviglio Grande, where it's all happening. This innovative collection devised by

Adriano Design for VANNI is an all-creative eyewear statement. Two houses at the cutting edge of contemporary design - VANNI and Studio Adriano - pooled forces to form these no-nonsense characterful models that are a revolution

in frame design: frames are doubled up and offset which gives twice the width of join with the front.

A feast for the design enthusiast, this collection of sun- and prescription glasses will be on display (side by

side with the fruits of Adriano Design teamwork with Tre Spade, OGTM and Progind). The outlet: Temporary Store, Via Vigevano 1/Alzaia Naviglio Grande 4, open every day till Christmas.



Company

Coming soon: VANNI and DERAPAGE communications material

For the new year the VANNI brochure will be out in an arresting 'tall-boy' shop-window display case. For 2011 DERAPAGE promises a new brochure and restyled show case.

Autofocus: some nice shots of the November inauguration.

On November 6th Autofocus winner Giulia Bonora inaugurated her show at Baricole, VANNI's Turin showroom. Art critic Olga Gambari chose the back-drop

to give Giulia's works maximum effect.

Art galleries were open in town that evening for Artissima, Turin's contemporary art internationale; so connoisseurs

and enthusiasts flocked to see the show and get the low-down from the artist's mouth. On till 10th January 2011.



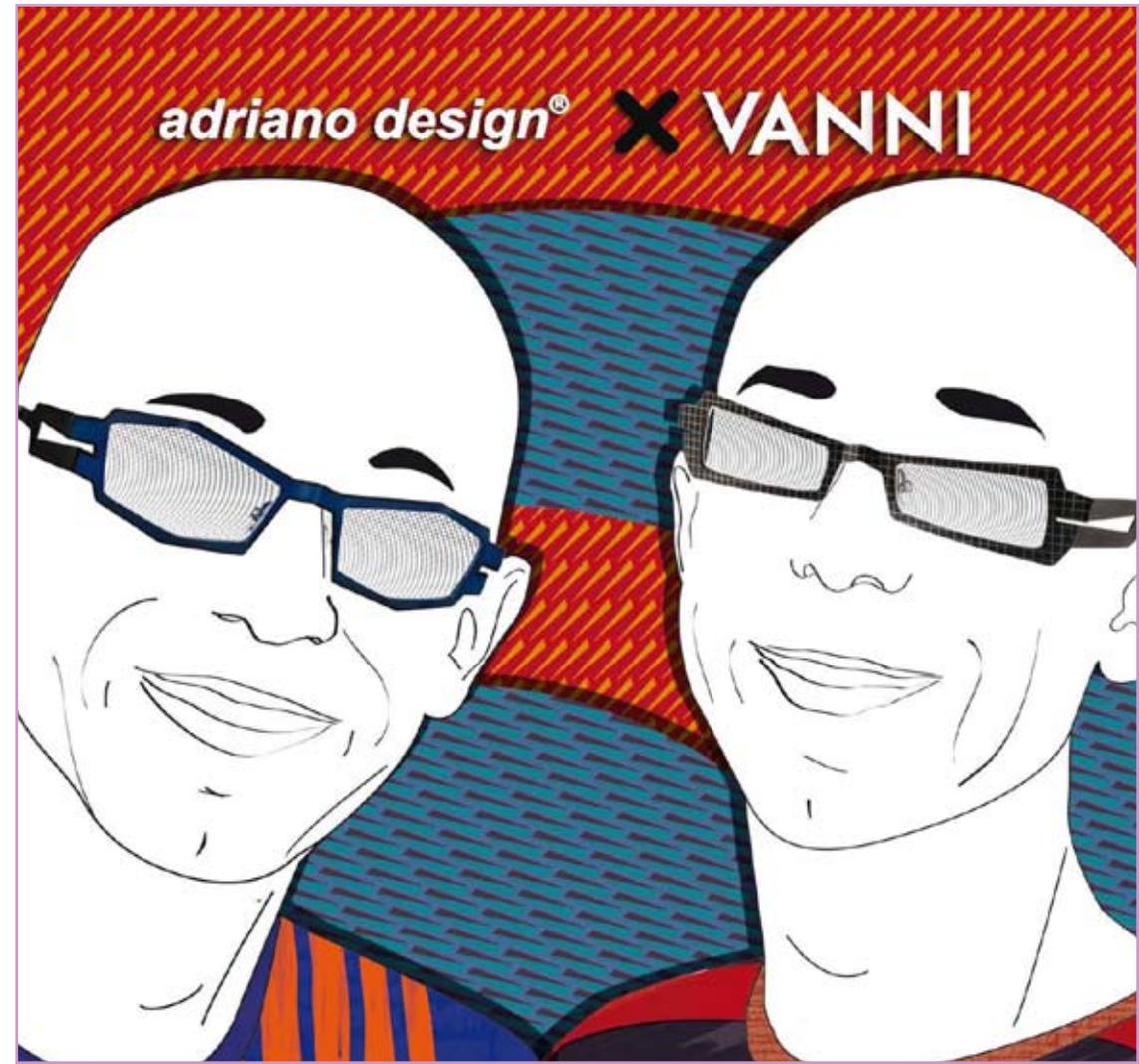
Company



The VANNI image takes on two new faces

Little more than two months since the new image was launched, the VANNI identity has acquired two striking new physiognomies. Youthful and contemporary graphics frame the faces wearing Tribe and Adriano Design x VANNI. They come to join Adam and Eve – two original faces conveying the shapes and colour of VANNI style for 2011. We've called them Alex and Adriano.

The new faces are available in postcard format, window poster and roll-up. They can be personalized.



Updates to the website

www.nicodesign.it

INTERNATIONAL PRESS REVIEW

September 2010 - November 2010

To see the complete press review visit

www.nicodesign.it

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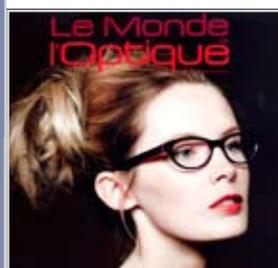
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FAIRS AND EVENTS

January 2011 - March 2011

17 january 2011

T'occhi di design - Milan - Italy

15/16 january 2011

Brille & Co. - Dortmund - Germany

28/30 january 2011

Opti monaco - Munich - Germany

7 february 2011

T'occhi di design - Rome - Italy

4/6 march 2011

Mido - Milan - Italy

18/20 march 2011

Vision expo - New York - U.S.A.

Hong Kong, an anti-stress tradefair

The Hong Kong Optical Fair ran from 3-5 November this year. By now a fixture, it is an interesting outlet for the south-east Asian public, and Europeans too. For the second time Nico-design was a guest exhibitor at the V.Magazine area.

The space for eyewear creators - VoS

Visionaries of Style – took the spa theme this year. Lucky visitors could have a massage and relax out of their fair-stress. Lots of new business contacts came of it.

Tokyo, the pulse of Japan's rebound

VANNI and DERAPAGE could hardly miss their appointment with IOFT, held in Tokyo from 11-13 October. Nico-design exhibited in its own right, next-door to Orient distributors at a fair that made



Fairs and events

great changes to the display area while keeping the local touch. It was a good opportunity to launch the 2011 collections and sound out the Japanese rebound

where prospects are optimistic for the coming year. As always, the help of our friend Yoshi Chikama was fundamental at Tokyo.

At Las Vegas Erkers and Nico-design team up

Early October saw the “Western” version of Vision Expo, at the gambling mecca of Las Vegas. Nico-design went to give

moral support to Studio Optyx who were presenting the latest DERAPAGE collection. Good stuff, Jack!



Fairs and events

Silmo 2010:
hamstrung by its or-
ganization, but num-
bers were up

Foreign participants were on the up for
the Paris salon this year at its new venue
on the outskirts of the city.

Let's be frank: a lot went badly wrong in

Paris between 23-26 September.
Strikes paralyzed the whole coun-
try, penalizing French visitors above
all; and the Villepinte structure proved

badly organized and right out on a limb.
Nonetheless, Silmo continues to be a
stylishly important venue and the FMI
line-up worked well and loved the new

VANNI and DERAPAGE collections. The
Franco-Italian team dined at a restaurant
masquerading as an apartment:
"Le derrière": très parisien.



Vintage DERAPAGE on Beyoncé

A nice surprise to find pop idol Beyoncé wearing real vintage DERAPAGE: here she is for us and her fans to enjoy.

Turkish Mission

An excellent new distribution system for VANNI in Turkey kicked off with two days of intense work contacting Turkish opticians at Antalya. Market leader Optomod pulled out all the stops, a fine display of initiative by Haym, Eli and Lara.

Vintage VANNI & Derapage at Ottica Principe

A whole month devoted to vintage VANNI and DERAPAGE. The ambience is elegant and itself vaguely vintage at Ottica

Principe for their presentation of Eighties and Nineties eyewear collections. The venues: truffle capital Alba, and Bra.



Network

A festive display for the trunk shows at Ottica Vasco and Ottica Capri

Here are the latest exclusive diaphanies made specially to display VANNI at two trunk shows: Ottica Vasco in Turin and Ottica Capri in Rome

Italian luxury and design firms turn out for Ai.Bi..

“Beauty does you Good” (Il Bello che fa Bene), the well-known Christmas event held by Ai.Bi. – the Children’s Friends, has reached the ninth edition and this year coopts VANNI eyewear. Along with

representatives of top Italian and international design and luxury goods, we are donating some of our most prestige items for the occasion. From 4-19 December Via Montenapoleone 6/A is the

place for solidarity shopping and some great bargains. The whole proceeds will go to support Ai.Bi. work on behalf of abandoned children in Italy and throughout the world.



**Amici dei Bambini**
IL DIRITTO DI ESSERE FIGLIO