

italian
eyewear
designer
magazine



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A prostrated Japan holds her head high

The good news from our Japanese friends at Orient is that they are safe and well. The country has reacted resolutely and bravely to a natural calamity that would have wiped the floor with any

other nation in the world. We know the mettle of the Rising Sun and send them our best wishes for a speedy recovery. And special greetings to Yoshi and Ma-saomi.

The Franco-Canadian team visits plants in Veneto

The joint teams of French distributors FMI and Canadian Georges et Phina were keen to learn from their visit to the eyewear factories of Venetia that make the key models of the VANNI and

DERAPAGE collections. They found out where and how designer eyewear is born and bred at the cutting edge of “Made in Italy” invention.



Updates to the website

www.nicodesign.it

INTERNATIONAL PRESS REVIEW

December 2010 - February 2010

To see the complete press review visit

www.nicodesign.it

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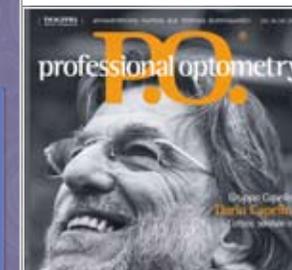
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Signs of a rebound but we can't slacken up

by Giovanni Vitaloni

Two years on the go without a breather until now. The turnout at MIDO and New York was reassuring and I hope the new contacts we made will be confirming in the new few days. Our impression

of the end of 2010 is that it marked the long-awaited inversion of trend after a dramatic 2008 - 2009. We've stopped going down: the Italian market, for example, is on the mend. We are tak-

ing this let-up as a sign that the worst is past and we're getting our heads above water. 2011 is our chance to consolidate the market at home and abroad. One certainty has slowly emerged: that

this will-o'-the-wisp called a market does not live by novelty alone. There is more to keeping and boosting business than serving up new collections every six months. One needs to dig deep with customers, snap up opportunities dangled by opticians who have chosen to leave the common herd and reward a design product like our own.

At Nico-design we've come up with a formula to boost growth - and we're firm believers in it. We're working the Italian market by initiatives targeting the best independent opticians - a project



we've called "**T'occhi di design**" (a pun: something like "I wear design"). These are day-long sessions where opticians get to know and exchange notes with us

design eyewear manufacturers (meaning us and LA srl) outside the traditional calendar of tradefairs which still remain a solid fixture. We're taking T'occhi round

Italy (have done Turin, Milan and Rome) trying to get the concrete personal touch with clients we want as collaborators, devising joint sales and promotions strate-

gies for our creative products in a market dominated by eyewear multinationals, big-time marketing and flashy logos. We talk eyewear for a whole day and hire



a market analyst to help us chew over the situation and the prospects for business. Nico-design gives its customers material help in putting on trunk shows, vintage

festivals, and hitching communications to the world of contemporary art by special projects. Is T'occhi a model we could take abroad? Why not? the formula might

catch on in other countries as well. But one can't afford to let one's guard down, that's for sure. Needless to say, it's not just marketing: we're also working on

product competitiveness in terms of price as well as style. The focal point is the glasses - ever better, ever more attractive. That's our daily mission.



VANNI splashes out at Brno in February

Slovakia and the Czech Republic make Brno their top tradefair and the VANNI and DERAPAGE stand was manned by distributors Danae Vision. To display the latest novelties they splashed the whole space in VANNI graphics.

Dortmund en route for Munich and a fresh start in Germany

After kicking off the tradefair year at Dortmund with OPTItrend as a venue for Germany west, we then flew down to Munich. OPTI Munchen was once again wreathed in snow but, despite the rigours of a Bavarian January, the turnout of opticians was good, and so was the level of interest in the new

VANNI and DERAPAGE collections which hadn't hit that fair for two years. German manufacturers are taking Munich as the place to show off what's new. It's becoming an important venue not just for eastern Europe but for the international market.

April 2011 - July 2011

01/03 April 2011

Optika Hungary - Tihany - Hungary

09/11 April 2011

Optrafair - Birmingham - UK

24/26 May 2011

Vision-x - Dubai - United Arab Emirates

9/11 July 2011

Odmafair - Sydney - Australia



Fairs and Events

MIDO 2011, already with an eye on next year

The highspot was the barrage of television cameras filing past the stand to feature our 'Cavour' stunt: a pair of VANNI in a case draped in patriotic ribbons to celebrate Italy's 150 years since unification. This brought record national

TV and newspaper visibility to a spare little reproduction of the historic model that once adorned the august nose of a Piedmontese gentleman who happened to unite the country (you can see the videos on: www.raitv.it)

The MIDO organizers were cock-a-hoop at the substantial upturn in visitor attendance. We too welcomed the influx, though we miss the fourth working day. The fair finished on the Sunday evening with customers still sitting round the table.

One more day would have been useful, especially for Italian opticians. There was lively discussion of dates for MIDO 2012. Our view is that for the export sector March is a good period, but to suit the Italian market the fair ought



Fairs and Events

We celebrate our 10th year attending New York

to slide to late April. We're on the MIDO Administrative Board as advisors, so we'll be putting in a plug for a re-think of dates and extending the salon at least till the Monday morning.

A new setting, the traditional Gallery moved to a pleasingly clean pavilion next door to the Underground: no doubt this helped the good attendance at Vision Expo East 2011. Many US and Canadian

customers visited the VANNI and DERAPAGE stand, as well as possible contacts for central and south America. And Nico-design had its ten-year party.

Mission to Korea

Nico-design has arranged a mission to South Korea, prospecting for new contacts. After years in the wilderness, South Korea has come into her own and is showing an acute palate in terms of trend, taste and European style. New commercial agreements will stem from the visit and place VANNI and DERAPAGE in the country's best eyewear shops, in addition to the Seoul Eyedesign store run by Mr. Park.



A creative eyewear blog

www.eyestylist.com: add this website link to your bookmarks. The new blog devoted to designer eyewear is a lure for the enthusiast, managed with a connoisseur's love and savoir faire around a highly creative accessory. Curated and animated by veteran sector journalists Clodagh Norton and Joan Grady, it puts out monthly reviews of sun and prescription design glasses, along with know-how about technology and style. But don't expect to find Tom, Dick and Harry: eyestylist only notices quality products.

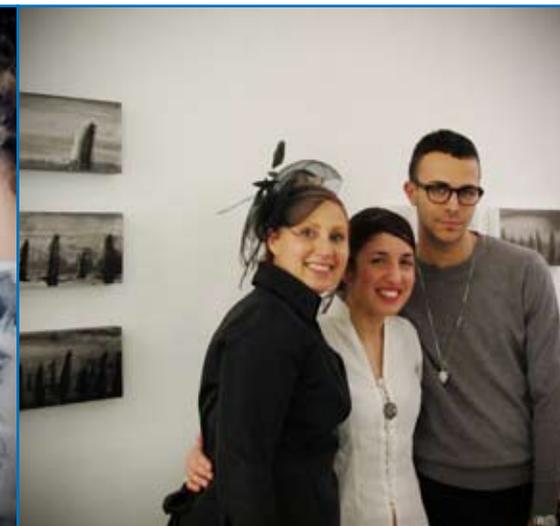
Patriotic parade

VANNI has been celebrating Italian Unity and parading its Cavour-style spectacles. A tribute to the glasses that made Italian history, perched on the Piedmontese nose that best represented the Risorgi-

mento: Camillo Benso Count of Cavour. VANNI's Cavour model paraded round Turin on "Tricolour Night" which opened the 150th anniversary of Unification.

Inaugurating the Valentina Daga show

Art and more art for VANNI: the young artist from Sassari who reached the final round of Autofocus inaugurated her exhibition.



Network

DERAPAGE on show in New York

The fashion and eyewear parade promoted by Studio Optyx, of Saint Louis was a great success. The venue: Carlton Hotel (Millesime Restaurant), Madison Avenue, New York. Fashion, eyewear and glamour galore.

Ottica Ing. Benedetto has an eye for art

For the second year running Ottica Ing. Benedetto from Settimo Torinese has espoused VANNI's project on young art and is exhibiting competition-winner Giulia Bonora's works on its premises. This art craze is catching!

A VANNI model makes the final at Birmingham's "Frames of 2011"

At OPTRA, Britain's Birmingham tradefair, the VANNI model Suede took second prize for trendiness. Watch out for pictures of the award ceremony once the English fair finishes (on from 9-11 April).

VANNI figures in the Finnish press

Photos and descriptions of the latest VANNIs in Finland's second newspaper, Iltasanomat, to mark the end of MIDO. The contact came from the MIDO press office. Good publicity and good business therefore for our Suomen distributors, El Oel.

