

italian
eyewear
designer
magazine



Company



Updates to the website



Editorial



Fairs and Events



Flash News



Network

New VANNI characters

Some new characters livening up the now numerous VANNI community, dressed in the colourful graphics that are the brand's communications hallmark. Two new lads and two new lasses wearing Backlight sunglasses and Happy Days or Stratos prescription. A warm welcome to: JOHN, AMY, LUKE, BETTY.

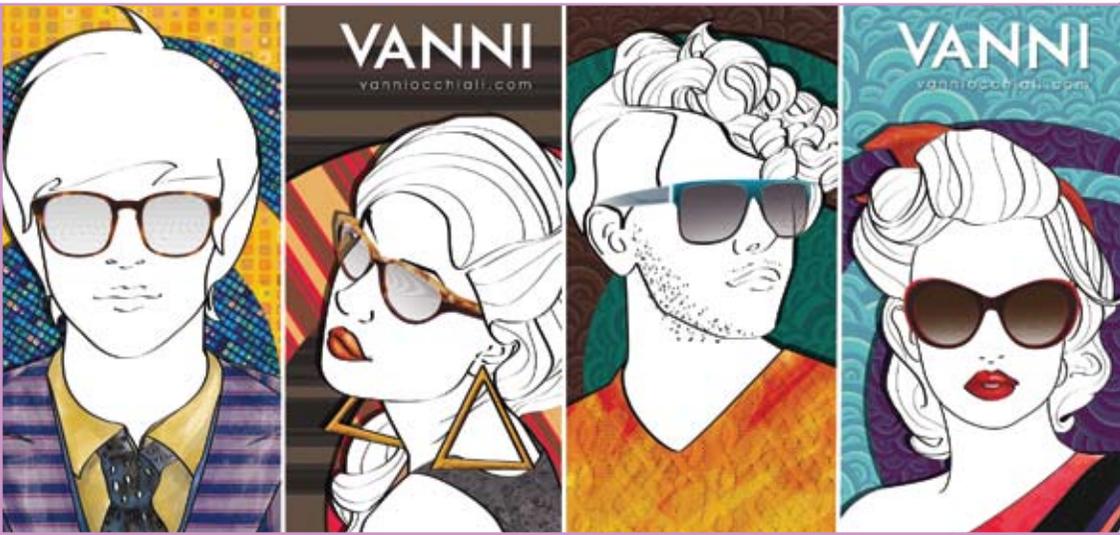
Artwise...VANNI, the results of AUTOFOCUS3

For the third year running VANNI has been promoting youthful art. We have a winner for Autofocus 3, Francesco Fossati, chosen by art critic Olga Gambari. His exhibition project is on show at the VANNI space in Turin. Here's a picture of the vernissage held on November 5th

to coincide with contemporary art night. Second prize went to Isabella Mara, and three special mentions to Rita Casdia, : ADM and Corina Cohal. To view all their work, go on the website of VANNI. www.vanniocchiali.com

...and VANNI à la Fontana

It all stemmed from an idea by LYF Magazine, the review for eyewear and design enthusiasts: to invite top world eyewear brands to invent an art-inspired frame for the Paris Silmo 2011. Just up VANNI's street of course, so the style centre got down to work and worked, and worked,



A. Girardi, O. Gambari, F. Fossati, B. Tresoldi



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and after a few tries came out with the one-off VANNI à la Fontana, inspired by the famous Italian artist, founder of the “Spatial movement”, Lucio Fontana. Fontana’s works are to be found in the main world museums, unfailingly boosted by their astronomical valuations. His “space concepts”, those well-known slashes and holes in the canvas midway betwixt

painting and sculpture, symbolise an era that had the courage to break with the past (and not just formally) - a radical gesture that cleaves a mark on art history.

The spectacles are being sold for charity: the proceeds go to Sightsaver, the international association fighting blindness in the developing world.

Icon of Italy, coming soon

A preview goody. We are to have glasses for all towns of Italy, with temples personalised by the Turin and Milan skyline. VANNI’s sun and prescription lines have clubbed together with “Icons of Italy”,

the Italian design brand that came out with Italian city skylines all over household, fashion and stationery wares. To date Turin and Milan have figured; the honour is soon to spread to other towns.



VANNI à la Fontana



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Italian Sales Reps meet over iPad

Nico-design is keeping abreast of technology. After the last agenti Italia meeting every representative received a flaming Ipad to boost product communications. A multi-media catalogue to show opticians the new models without unzipping a bag; an ever-open channel with our firm, too, ensuring real-time updates on all that is new.

DERAPAGE: last days of the automobile museum exhibition

30,000 visitors meant a big success for "I Love IT, 100% Italian design" at the Turin Automobile Museum. The large entrance hall displayed pinnacles of Piemontese excellence in design, food and fashion. For DERAPAGE it was like a homecoming to the engines and racing models where the brand was born.

VANNI and DERAPAGE for child emergency relief

In 2011 Nico-design once again supported the Aibi charity sale, latest edition. "Beauty that does good" is an association project where luxury teams up with ethics to combat child neglect. The solidarity market will be held at Via Montenapoleone 6 Milan on the days running up to Christmas.

VANNI becomes a Facebook fan page

We've picked up friends from the four corners of the earth. Every week we put them in the picture with eyewear trends and novelties. Since September VANNI on Facebook has become a fan page.

I like it,  hope you do too.

www.facebook.com/vannieyewear



Derapage eyewear - I Love IT -



Updates to the website

www.nicodesign.it

INTERNATIONAL PRESS REVIEW

June 2011 - October 2011

To see the complete press review visit

www.nicodesign.it

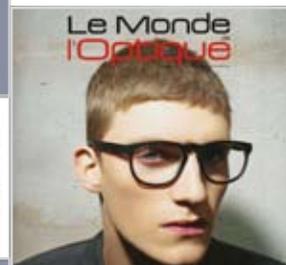
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HOW Facebook, Google and Twitter can improve the communication at the sales outlet

Glance at the newspapers and it's the usual dreary news of the economy, limping on. The crisis is no picnic but a dramatic reality that won't pass if we stand and look on. It's time we rolled our sleeves up. The world has changed and communications make everything now,

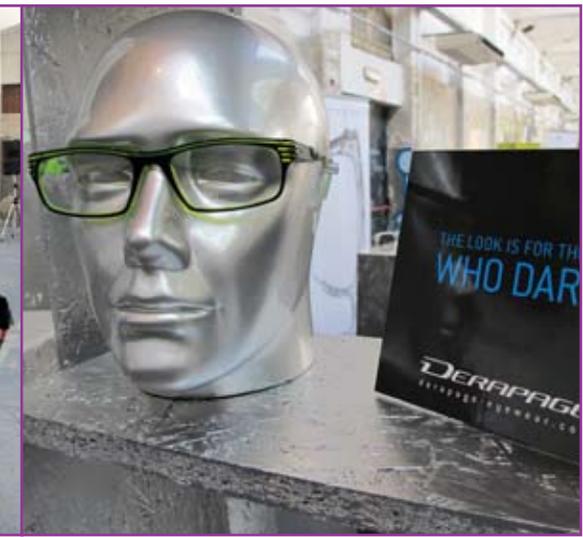
everything happening at the selfsame time in different places. In the new world where time and space equal zero one has to learn to speak up, go with the flow of news and reach out to one's customers wherever they are.

In Turin, Milan, Padua and Rome Nico-

design put on four extraordinary events in September and October: called "T'occhi di design" (something like "I wear design"), they were aimed at independent opticians. An opportunity to get together and swap ideas, drum up strategies to promote and support the

sale of creative eyewear on a market dominated by multinationals with their flashy trademarks, powered by major marketing. This year's meeting was about how to improve communications at the sales outlet.

Web 2.0 (Facebook, Twitter) has caught



on enormously and many in business are eyeing it with mistrust mixed with condescension. Yet the social media do offer infinite potential for promoting one's business; they are economically more accessible than traditional advertising and press coverage. Facebook has topped

300 million users; Italians alone make up 20 of these with 93% youngsters between 25 and 29. Twitter is gaining ground in Italy too, while millions of people every day check out a shop or product on line with their mobiles.

How to turn the social media to advan-

tage and exploit this chance to contact present customers and discover new ones? How to use the networks to create a community around the independent optician, distancing him or her from others in the same line and boosting sales of creative wares? At a short workshop

expert Massimo Potì gave some concrete advice about how to cope with Google Maps, Facebook and Twitter. Want to know more? Contact our communications office and we'll send you the files that were handed out during the workshop.



M. Potì - T'occhi di design Milan 2011

Facebook

cos'è e come funziona?

ABC (parte 1)

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Come funziona?

Facebook è una piattaforma online per la condivisione e il commento di immagini, link, note, e aggiornamenti in tempo reale con la propria rete di amici.

Il cuore di Facebook è la bacheca (o wall) sulla quale compaiono in ordine temporale i link "mi piace", gli aggiornamenti di status, di tutte le entità a cui siamo collegati, amici, pagine aziendali, ed eventi.

Chi ci guadagna?

Se sei un utente privato, usi un servizio gratuito, se sei un'azienda hai accesso a un database di possibili contatti pubblicitari scomponibili per città, gruppi di età, interessi. Decisamente interessante!

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Facebook in Italia: le cifre

ABC (parte 2)



Las Vegas preview as DERAPAGE hits America

The DERAPAGE stand at Vision Expo West in early September was beautifully prepared by our US distributor Studio Optyx, thanks to sterling work by Jack Erker, so the launching of Stealth and the HPs on the American market went off splendidly. And customer response was excellent. Keep up the good work.

Paris, Paris: report from Silmo

The VANNI and DERAPAGE stand at Paris's Silmo in early October had the best possible site bang in the middle of the Silmo Village convivial area. An extraordinary opportunity for the public flocking there to drop in on us. Despite

the growth in number of visitors, the new fair disappointed again, alas: cramped and unwelcoming spaces, décor distinctly below the stylish image the Village has created over the years. This was fortunately offset by the lively and creative

December 2011 - March 2012

13/15 January 2012

Opti Munich - Munich - Germany

24/26 February 2012

Opta fair - Brno - Czech Republic

11/13 March 2012

Mido - Milan - Italy

22/25 March 2012

Vision Expo - New York - USA



Fairs and Events

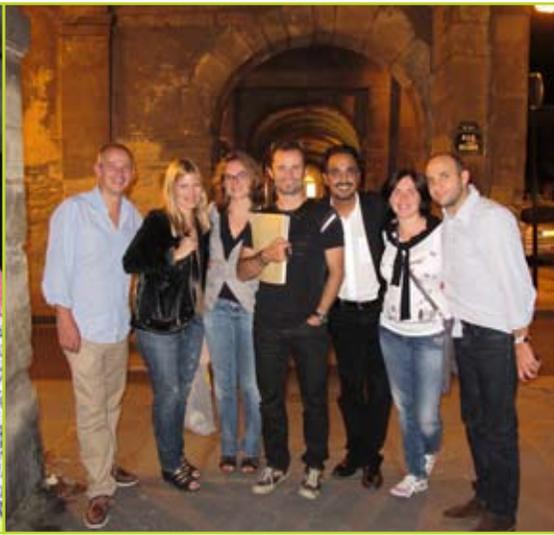
atmosphere set up - as is becoming the rule - between Nico and FMI staff, and the useful contacts at work tables, with important outlets opening up onto the Asian and South American markets. The fair organisers put on their usual original

party at the Airport of Le Bourget where we had the thrill of going on a Concorde. As for eyewear, 2012 is still training the spotlight on acetates which are in high demand. And thin metal craftsmanship is making a comeback.

Visionaries of Style, Hong Kong one big candy store

The Hong Kong eyewear fair wound up on 7th November. A good turnout by a public that admired the VANNI and DERAPAGE

novelties at our original stand dressed up as a candy store with help from V. Magazine professionals.



Istanbul and Italian eyewear history

In July VANNI and DERAPAGE glasses went on show at Harvey Nichols' famous Istanbul stores.

The exhibition "Eyewear - a never ending Italian story" brought the best of Italian

eyewear to the fashion hub of the old Turkish capital. For the occasion VANNI was promoting Suede, softly caressing to the touch; for DERAPAGE it was colourful technological Tornado Tec. Both

collections are exclusively distributed in Turkey by Hayim and Eli Kohen's Optomod.

www.optomod.com.tr

VANNI and DERAPAGE trunk shows round the world.



Ottica Orama - Rome - Italy



Opticiens Kryss Tarrade - Cahors - France



Opto Vision - Turin - Italy



Ottica OzhkoΣ - Greece

Top Italian fashion on show in Berlin

Berlin, too, was a September venue for VANNI and DERAPAGE on show at the famous gallery ME Collectors Room, founded by Thomas Olbricht, doctor and

keen art object collector. The exhibition had the same name as in Turkey - "Eyewear - a never ending Italian story" - and brought Italy's top eyewear to the German

capital's art centre. A joint effort by the Italian Ministry for Economic Promotion, ICE and ANFAO, the exhibition is a jour-

ney in time and Italian eyewear style amid magic surroundings.



Novelties from Canada, Georges et Phina on line

An up-to-date website with latest news of the collections they exclusively distribute in Canada; people can open an account and buy directly on line. For the more technological, Georges et Phina are also on Twitter.

www.georgesetphina.com

August in Sydney: nothing but designer eyewear

In August Sydney's Powerhouse Museum put on the category tradefair covering a selection of the best international brands of design eyewear. The event targeted Australia's independent opticians and was organised by the VANNI distributors, Primo Optical.

From Russia... with love

A tradefair in Moscow, a press campaign in the magazine "Veco" and a catalogue presenting Russian opticians with the new collections: all this is due to the intense efforts of Alexander Stepanov to promote VANNI in Russia. Active, motivated, it's time now to reap what we have sown.

A website for all models

Thanks to The Eyewear Company all VANNI models sold in the United Kingdom are viewable on line, clicking on the web site. And on facebook as well.

www.theeyewearcompany.co.uk

