

italian
eyewear
designer
magazine

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Company



VANNI in a box

Substance may affect the form of a display. To deck out its new collection VANNI has devised a matrioska box. Or rather, a box puzzle which the optician can assemble as he pleases to create a colourful dynamic window display, true to VANNI style. That is not all: the precious “sixty box” is a refined blue

and red cotton casket, or white with the VANNI logo screen-printed on the material, on which the glasses on their stands can be elegantly exhibited.

As a last touch there are three new VANNI images in traditional graphic style, for the Blade and Backlight collections.

VANNI goes arty

For VANNI the autumn was packed with arty events. First the winner's show for Autofocus which VANNI promotes under GAI aegis. Next, all off to the cells: VANNI set foot in Turin's former prison with an exhibition drawing on four years' commitment to young art. At long

last the collection of Autofocus prize-winners' works was shown to the public. Exhibits by the four artists who have so far merited prizes from the VANNI-promoted competition had their moment and space in a tiny individual cell as part of The Others art fair.

And there was more. This was a perfect opportunity for a special edition of the VANNI magazine. The cell was the stage for photos of the new eyewear models, exceptionally sported by artists, art critics, collectors and gallery-owners against a backdrop of their favourite

works. Hard copy in three languages is being sent to all Italian opticians and overseas distributors or, if requested, on line at http://vanniocchiali.com/index.php?p=magazine_archivio





With the MoleCube launch DERAPAGE enters a new era

The new DERAPAGE launch took place at the Paris Silmo. On the banks of the Seine we christened our fully Italian patented collection of MoleCube, eyewear innovation in the strictest sense since it brings the sector a brand-new hinge – as simple an idea as it is technologically advanced to produce. Like the multi-award-winner Tornado, MoleCube is poised to spawn a varied collection of shapes and colours in coming years. For DERAPAGE this is the dawn of the MoleCube era.

One image stemming from two = DERAPAGE

DERAPAGE's new image starts as a diptych – two separate photos dialoguing in mirror combination – and from this captures the essence of Italy's top prize-winning glasses. Have we whetted your appetite? Wait for Mido and the photoshoots will be revealed.

Nico-design in the button-room

Outstanding acknowledgment of the work done by Nico-design in carrying the flag of Italian eyewear across the world: in November Giovanni Vitaloni's appointment was ratified to President of the Internationalization Committee for ANFAO – the Italian Association of Optical Ware Manufacturers. A chance to bring Nico-design's international experience into the room where decisions are taken how best to place our country's products on the international market.

Updates to the website

www.nicodesign.it

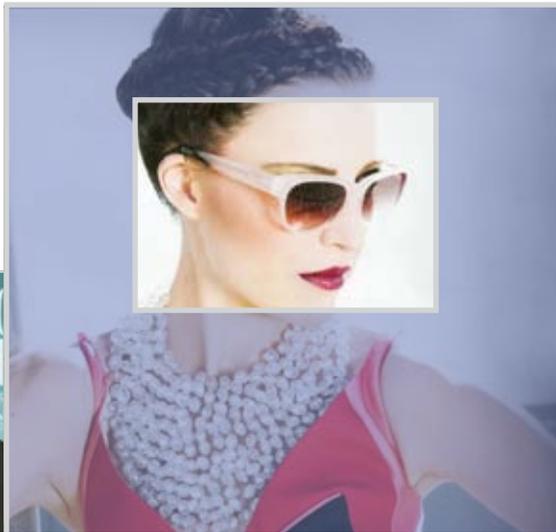
INTERNATIONAL PRESS REVIEW

May 2012 - December 2012

To see the complete press review visit

www.nicodesign.it

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Michele Senter

Back to Italy

2012 wound up with an interesting article in “Sole 24 ore” (Italy’s Economist) exploring the secret of how our SMEs are managing to rub shoulders with the big boys: innovation. The spotlight fell on designer eyewear: original, exclusive, beautifully crafted at a time when the big multinationals are filling the economics pages with tales of take-over and profits. Giovanni Vitaloni was among those interviewed, in recognition of a market

segment of growing importance, thanks to its winning card of constant innovation applied to product style and quality. Just how do opticians find their bearings in the homeland of “colossi”, as the newspaper calls them? We asked Michele Senter, incoming Home Sales Manager at Nico-design.

Tell us a bit about the marketing of VANNI and DERAPAGE

Nico-design has been making glasses

for 25 years and is present on 40 overseas markets. This strong export bid has been matched by consolidation in Italy where there has recently been a considerable increase in local distribution. It was actually after finding our feet abroad that we decided to go more whole-heartedly after the national market, once we thought it ripe to receive and appreciate our products. There’s no denying that for a long time Italian opticians were only or

largely open to the big fashion names in eyewear. Nowadays the years of courting the big groups are over. The market is beginning to be influenced by trends and fashions in adjacent sectors like clothing and footwear, which were once poles apart. It's going through a healthy development in taste, which is all to the advantage of independent brands like

our own, in line with the leading foreign markets in this field.

How are you working the Italian hinterland?

We've got together a company team of professionals who cover the whole Italian landscape. These are sector experts who know about or come from designer eyewear and not plain commercial reps.

They've shown enthusiasm for the plan and are excited about creative products. They'll be focusing their efforts on our brands and have been in-house trained and motivated. Our target is to contact the best of the Italian independent opticians, those who've made it their mission to choose the most innovative goods. As I said, the Italian market is changing and



Ottica Marchi, Comiso



EYE'M, Finale Ligure

offers us a lot of scope for development. It's actually the aggressive policies of the big groups that have put people's backs up by dictating the line and the quantity. That leaves a nice space for us to operate in.

How have opticians changed when it comes to stocking spectacle frames?

If he wants to survive, optician today

has got to make a clear-cut choice of product and field. He has to go down the road of independence, being guided by consultant firms like our own. A growing percentage of consumers want to be able to choose glasses of a quality origin, and not all the same either. They're willing to spend to achieve a personal style that

sets them apart. Opticians are becoming entrepreneurs, just like us. So the basis of our trade pattern is not your classic supplier/customer relationship, but a deeper liaison in a common goal. Those who choose our glasses know they can dial the firm and get an answer to their questions: not an impersonal call centre,

not numbers, but a human with a name - Cristina, Luca, Valentina - there to answer any need. To keep company-optician communications open, our sales outlet visits are not the usual two or three times a year round, but a constant feedback, even weekly, meeting the demand and expectations in real time.



Italy sales force

Opticians in Italy	2007	2009	2011
Total sales points (SP)	10.720	10.336	10.121
Chains and groups, sp	5.138	6.059	6346
Independent	5.582	4.277	3.775
Turnover per SP	€ 319.000	€ 317.000	€ 317.000

Source: ANFAO market research

Fairs and Events

January 2013 - March 2013

25/27 January 2013

Opti Munich - Munich - Germany

24/26 February 2013

Opta Fair - Brno - Czech Republic

2/4 March 2013

Mido - Milan - Italy

15/17 March 2013

Vision Expo - New York - USA

Mission to Asia, Central and South America

Nico-design has been right round the world in one month. Two missions in Asia - Hong Kong and Korea – and two in the Americas - Panama and Brazil – to trail-blaze or consolidate the VANNI and DERAPAGE brands there. In the rich soil of strong or emerging economies the collections got a warm welcome. DERAPAGE is already known in HK, thanks to Goldman Ltd distributors; in

Korea the Italian Institute for Foreign Trade laid on a meeting with local buyers. In the shade of the “Pan de Sucre” we strengthened trade relations with Brazil. Thanks to diligent marketing by Brillen, VANNI got a foot in the deluxe chains of Lunetterie at Rio de Janeiro as well as Mitani and Giannini at San Paolo: an excellent chance to build up our presence in a country that has always been solid



Fairs and Events

To Paris for Silmo

on Italian style. The mission to Panama involved a select group of Italian eyewear firms including Nico-design, trying to get better known in a lively area that is attracted to Italian quality.

Silmo is a traditional “must” for VANNI and DERAPAGE, so that’s where the new MoleCube collection was launched. A fair you expect a lot of, given its track record. But this year, as so often lately,

the mere difficulty of getting there put off the visitors and numbers were down, penalising the French opticians above all. Some of the communal areas we found pretty run-down, inclining us to

join the chorus of disgruntlement with the organizers. They did promise to smarten up the fair for the next edition.



DERAPAGE more glamorous than ever

Here are the pics shown in J'AM: sunglasses such as you never saw, and pretty daring.

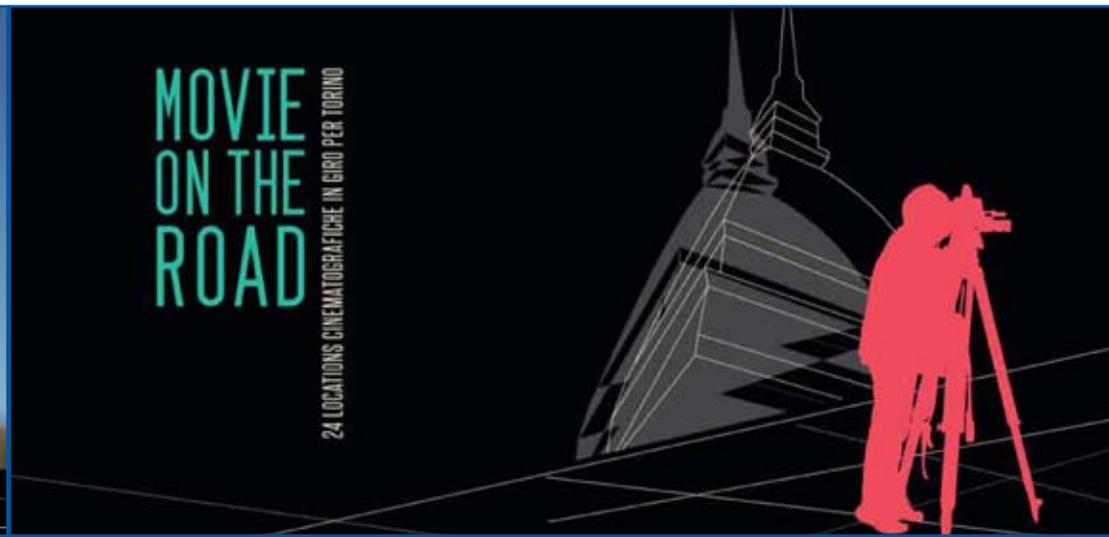
VANNI maps the Cinema

Unexpectedly, Turin has figured in lots of films, some of which have made history internationally. To set the seal on our long-standing collaboration with the film world, VANNI and DERAPAGE glasses

and the Baricole showroom sponsored a scheme to get together a theme map of the city, showing where the films were shot. If you look carefully, you may be in for some surprises.

Pinterest

DERAPAGE is at Pinterest.com, the portal that gives a voice ... to the world of images. But don't let's waste words. See for yourselves: <http://pinterest.com/derapageeyewear/>



Flash News



VANNI gets a head start

Liaison with Vitality's, an important Italian brand of hair cosmetics. Late October saw an international convention hosted by this Turin firm. VANNI was there, adding class to hairstyles and the

season's colours, and being paraded on models dressed by master hair-stylists from the Gandini Team.
www.vitality.it

Milan Moda Donna

VANNI adorned the Reggio stylist Cristiano Burani's creations at Milan for last September's women's fashions week. A simple eyewear model, though in a range of colour schemes with a penchant for yellow, was made exclusively for the parade. A rectangular futuristic-looking visor giving an assertive contemporary look like the clothes by this stylist discovery of Fashion Incubator's.
www.cristianoburani.it

Nico-design gives front-line support to abandoned children

Once again, this year Nico-design contributed many a VANNI and DERAPAGE to the Christmas charity mart held in Milan on behalf of AIBI, the friends-of-children association. In 2012 Amici dei Bambini brought relief to some 13,500

children abandoned in 24 different countries worldwide: healthcare, food, education, psychological/emotional support and family (re)placement.
www.aibi.it



IL BELLO CHE FA BENE
UN EVENTO CHE UNISCE LUSSO E ETICA

Network

Opticians keep on going

Hard to realise how many schemes Italian and overseas opticians have rustled

up to promote VANNI and DERAPAGE at their outlets. Just take a look...



Optic 2000, Paris, F



Giulietti e Guerra, Bologna, I



Ottica Lavermicocca, Bari, I



L'ottica di Filippo, Poggio Renatico, I



Paris Miki, Kuala Lumpur, MAL



Ottica Cassano, Molfetta, I

Turkey on the spot

Turkey is very much the focus. Firmly guided by Haym and Eli Cohen, the Turkish market has become a watchword for VANNI. At Antalya there has just been a

maxi meeting of the country's opticians, and interest in the brand is riding high. Optomod, give it all you've got!

Italian style hits Moscow

The eyewear spotlights have lit up Moscow with a fair organised by Multioptics, VANNI's distributors in Russia, and an exhibition of glasses and other deluxe

Italian accessories called "Nation of Fashion".

