

n°28 - DECEMBER 2016

nicodesign

italian
eyewear
designer
magazine

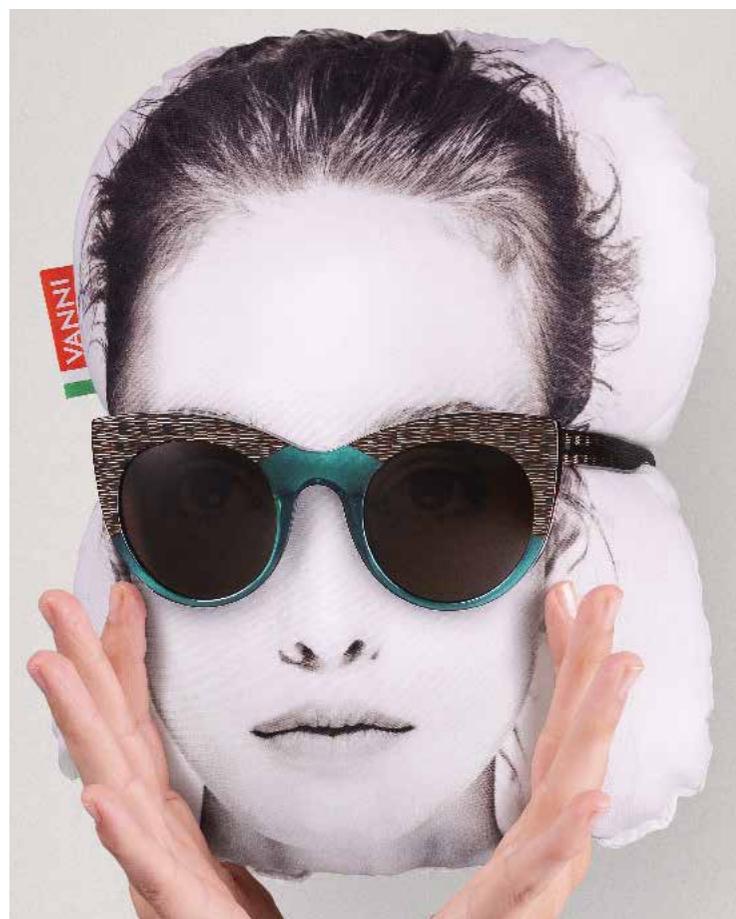


A TOUCH OF VANNITY

A new look “**Touch of VANNity**” for the VANNI Campaign 2016/2017.

A touch of VANNity in **black and white**, a fresh new look for the VANNI new campaign, following on from last year’s success with renewed impact. Our original face cushions make a comeback, this time in monochrome, a quirky and original solution to show off our latest colourful eyewear with their infinitesimal colour combinations and exclusive surface treatments.

The glasses are very much the protagonists, their colours coming alive against the black and white backdrop of the cushions supported by the realistic “touch” of human hands together with our label that reinforces the value of our **100% “Made in Italy”** brand.



AUTOFOCUS 8: here are the results of the VANNI art competition for young artists

A fresh wind of creative inspiration for VANNIs take on the world of contemporary art. The art competition **Autofocus**, created by VANNI 8 years ago to promote and sustain young emerging art has awarded 4 prizes in categories visual arts, performance, photography and video. The winning International and Italian artists with promising curricula were selected by curator **Olga Gambari** for work that represented significant expressions of their personal artistic journey.

Lets meet them:

The winner for visual arts is **Milena Rossignoli**, born 1990 in Quito, Ecuador now living and working between Barcelona and Bologna. Her very personal exhibition “Unire le distanze/ Join the Gaps” has been presented at the Autofocus project space at the VANNI showroom in Turin.

While **Lorenzo Abattoir**, born 1987 in Savigliano, Italy, is the winner of the performance section of the competition. His new visual-sound performance, “The Contemporary Cult of Nothing/ Il Culto Contemporaneo del Vuoto”, has been enacted in the atmospheric Piazza Carlina, in the centre of Turin, accompanying the opening of Milena’s exhibition.

Paolo Bandinu, born in Cagliari, Italy in 1984 now living and working in Berlin, is the winner of the video section, and has presented his video “Meandro Rosso/ Red Maze” on the same evening in the Project Space of the VANNI showroom. The exhibition of **Irene Dionisio**, born in Torino in 1986 and winner of the photography prize is scheduled for May 2017.

Here’s a gallery of a world of art...according to VANNI:

www.vanniocchiali.com/en/young-art



DERAPAGE ON SECOND LEG OF “TOUR OF SPEED”

Our brand Derapage owes its name to a French motor racing term now universally used to describe how the driver tackles a corner at speed whilst maintaining control of the vehicle. The essential elements of *dérage*, speed and control, have inspired the new publicity campaign for our brand. With **“Tour of Speed”** we take our award winning glasses to diverse world speed capitals, not only motor racing but also other famous locations of sporting activities, where men and women push themselves to the limit.

The “Tour of Speed” set sail on its second leg in August. The DERAPAGE new collection was all aboard for the historic **“Copa del Rey Mapfre”** in **Palma di Mallorca**, Spain, one of the most prestigious sailing regattas in the Mediterranean. DERAPAGE continues to take part in world class speed events from the first freezing appearance at the World Bob Sleigh Championships in the mountain resort of St. Moritz, to the heat of the Med. During the final of the 35th Copa del Rey, a team of DERAPAGE photographers battled difficult conditions and beat the wind and the waves to get some amazing shots on board several different yachts as well as at the Palma Royal Yacht Club. Exceptional models for a day, the sailors of the sailing teams sported different DERAPAGE glasses from the new collection, living the claim that “the look for those that dare”. All photos on:

www.derapage-eyewear.com



VANNI & KRISTINA TI: womenswear meets eyewear

A meeting of womenswear designer **Kristina Ti** and VANNI, leader in innovative and creative eyewear. A collection of sophisticated and contemporary sunglasses that capture and accompany the essential femininity that characterizes the Turin brand KTi, hallmarked with the rigorous design and attention to detail for which VANNI is renowned.

The capsule collection conceived in collaboration with Kristina T of **3 eyewear designs in 3 colour different colour** variations, accessorizes a collection of textiles that capture movement; printed and flowing chiffons, voulants and lazered neoprene.

9 steel frames constructed with a decorative and technologically innovative **milling process** that embroider the front of the frames with butterflies: the iconic leitmotiv of the Turin designer.

The opaque pastel finishes in delicate cream, dusty pink and sage green, with more classic touches of black and gold, mirror KristinaT's colour choices for the summer season.

Design detail extends to the tinted lenses in soft pink and green and also in classic burnt brown, which compliment the delicate pastels of the frames. A mirrored star summarises the collaboration between the two brands.

All models online at www.vanniocchiali.com



VANNI and NEMBOL a useful alliance for our eyewear retailers: from store to global e-commerce marketplace

VANNI has always been at the forefront of innovation and technology in design as well as business. Summer 2016 saw the beginning of useful collaboration with American company Nembol (born during the .com revolution in the Silicon Valley in the USA) to help promote our network of almost 700 VANNI retailers in Italy.

Considering the infinite possibilities of the internet marketplace combined with Italy lagging a bit behind in terms of e-commerce, **VANNI** has decided to offer free to its retailers, access to **NEMBOL**, a tool to get selling on the internet.

The objective is to facilitate the VANNI retailers to find new customers and markets on the internet, managing their sales with a simple click.

NEMBOL also allows retailers to promote their store and individual products on popular social media: Facebook, Twitter and Pinterest as well as e-commerce portals such as Amazon and eBay, personalising their identity and increasing their visibility on-line.

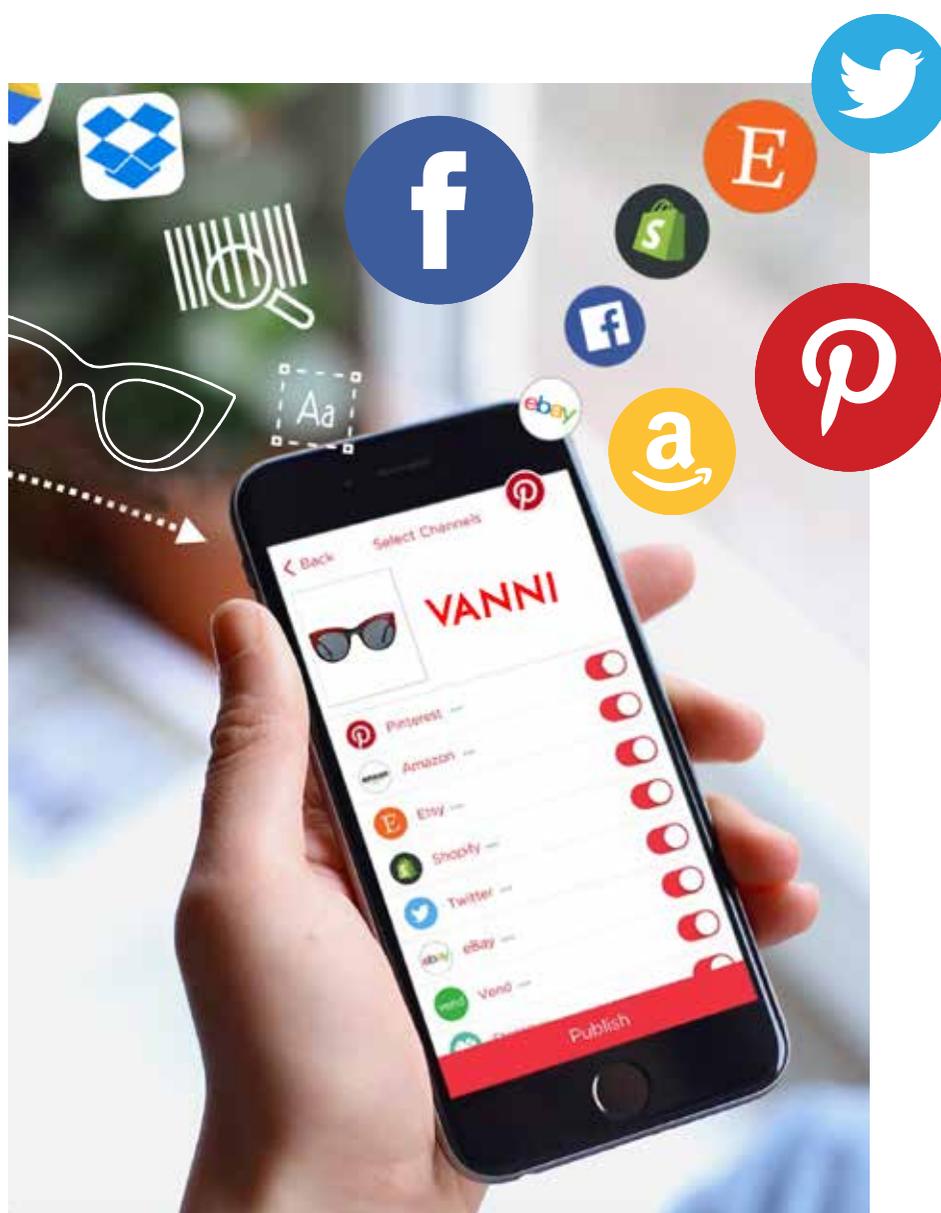
How does it work? Easy. Using a smartphone and

in **less than 15 seconds**, each retailer can upload products with their relevant standard information onto different portals by simply photographing the barcode, completely eliminating the risk of making errors.

To better understand how this new application can help optical retailers, we put some questions to **Guido Meak**, entrepreneur and founder of Nembol, who lives and works between San Francisco and Turin.

Guido, before talking about Nembol we would like a bit of background on the level of on-line sales in Italy and the use of social media by business owners.

In Italy we have some real online sales success stories. The few that have made a serious effort are now harvesting excellent results. Even if Italy is a smaller market compared to other European countries like Germany and the UK, Italian online customers have grown significantly in the last few years. Also foreign buyers trust on-line transactions in Italy and many of our retailers ship as far as China and the USA. One of



our clients recently told me that he had doubled his Black Friday sales compared to last year. Double in one year! It really is a waste if retailers are not selling online in a structured way. Most retailers are also lagging way behind on social media which is the easiest way to activate an on-line profile before moving on to platforms such as Amazon and E-bay.

Lets talk about Nembol how it came about and why the USA? Tell us also about the technology behind a project such as this?

We started up Nembol in the **Silicon Valley** because getting technology projects going is easier there. I wanted to build a system that worked for everyone; producers and their retailers as well as their marketplaces (online sales portals). I had a vision and some of the money. I needed an injection of capital and was lucky enough to get it from an investment team that believed in the project. To that end Silicon Valley is the place to be. It took 3 years to get off the ground. Nembol is a completely new invention and gives retailers big and small the possibility to make use of the worlds most sophisticated software engines that publish thousands of products online very hour. Nembol has simplified the process, publishing also on social media which is fundamental, integrating the sales process into the traditional shop. Once it was very difficult for the retailer to have the technological knowledge or to be able create the time necessary to set up an online business but with Nembol he/she can publish a product online in 5 seconds. Without wasting time and with no risk of error the online marketing is done

automatically. Moreover Nembol supports the brand and generates an online strategy that includes and supports it.

Give me 3 reason why an optical retailer in Italy or abroad should use Nembol?

For me 2 reasons are enough:

- 1) **Online sales are increasing 30% every year** and will continue to grow as young people become adults with more money to spend and they are used to doing everything online.
- 2) Nembol has finally created an efficient **tool to sell or advertise online** without stress and in a completely professional way.

Try it and believe it!

VANNI

nembol

GET IT ON Google Play Download on the App Store

Save Product

VANNI PIXEL

Description
Una scelta forte come i modelli che propone: VANNI negli occhiali da sole per la nuova stagione punta a stupire. A touch of VANNity: questa volta, senza dubbio, con un accento sulla vanità.

Price Quantity

Need more fields?

Next

FROM MAY TO NOVEMBER WE TRAVELLED THE WORLD

LUBIANA

On 20-21 June VANNI had the opportunity to attend and network at an Eyewear exhibition in Lubiana organized by ICE in collaboration with Anfao to present and promote a selected group of Italian companies to importers and buyers from eastern Europe.

STOCKHOLM

Our trip to Sweden at the end of the summer brought new contacts for the Scandinavian market. The VANNI collections presented at Mido 2016 were launched in northern Europe thanks to the dedication and professionalism of John and Mike Sweden.

LAS VEGAS

In mid September the preview of the VANNI and DERAPAGE collections lit up the Las Vegas Strip ahead of the Silmo trade fair. The Vision Expo West is an important showcase for the central and north American marketplaces and distributors Studio Optyx and the VANNI Design Gallery made the most of all the networking opportunities as well as having some fun!

SILMO PARIS

The annual trade fair Silmo is a key date in the Nico Design calendar. Design and production of our new collections must be ready to be showcased and shown off. By the 23rd September we were ready to welcome the visitors looking for something new from VANNI and Derapage. FMI, exclusive distributors for France and Belgium brought in new contacts and deals, noting however a slight downturn in interest due to global financial uncertainty. Our VANNI stand came alive with our Touch of VANNIty display looking good in Black&White as well as our DERAPAGE high adrenaline photographic campaign for the Tour of Speed.

DATE IN MILAN

An opportunity to talk eyewear with focus on innovation and design. Da.te at the end of September does what it says: an intimate event to meet and discuss trends in global design.

A pleasing and contemporary event in the centre of



Milan, it offers the possibility to meet business sector colleagues away from a big fair environment. Next year, Florence.

MIAMI

In October Miami was the perfect base for an ICE financed event dedicated to Italian eyewear and developing business opportunities with the North, central and South American buyers. Positive results and our bags are packed for Argentina, Guatemala, Trinidad and Tobago.

HONG KONG

Another ICE/ANFAO delegation of 24 Italian companies at the Hong Kong Optical Fair in November. Flying the flag for "Made in Italy" VANNI and DERAPAGE exhibited their most recent creations to distributors from Southeast Asia, creating deals with the Philippines, Taiwan, China and Malaysia.

DESIGN YOURS IN ROME

5th edition of the meet and greet event between Italian eyewear retailers and eyewear designers. Relaxing, positive, fruitful.....

FLASH NEWS

VANNI on the Milan Fashion Week catwalk

Again this year VANNI eyewear walked out in Milan fashion week, collaborating with designer **Cristiano Burani**, with his colourful and material collection for Spring/Summer 2017. We always enjoy the challenge of working the cat walk shows and participating in a creative project with such an enormous talent.

VANNity Corner

The project **"VANNity Corner"** evolved from the idea of transporting the VANNI philosophy directly into the eyewear retailer, creating a spacious display for our collections. Targeted at selected Italian retailers, the idea was to create a dedicated space where customers can discover a wide range of VANNI eyewear: a shop within a shop. Already a reality, we are pleased to announce the launch of our collaboration with **Gruppo Marchi** in Sicily. Being the first project before being rolled out to other retailers we very much counted on and appreciated the professionalism and enthusiasm of a trusted Italian group.



FROM NETWORK

A brief summary of events that VANNI has been involved in around the world due to our strong distribution network of over **40 countries**.

At the beginning of October **The Eyewear Company in the UK** organized an event for independent eyewear designers: an opportunity for our partners Louise, Robert, Kevin and Trupti to gage reaction to our new collections.

Also at the beginning of October we flew to Japan as not to miss out on the **Tokyo IOFT**, presenting our VANNI collections with longstanding distributor ORIENT.

Romania in the middle of October for a sophisticated event created by SOVER, VANNI retailer, in an elegant hotel in the centre of Budapest to present the collections to our Romanian customers.

In **Finland** we had a “sunglasses adventure” at, of course at the end of October, organized by distributor SUOMEN to showcase our new sunglasses collections. A great success!

In **Canada** thanks to the organisation of distributors Georges and Phina and hard work of Daniel Laoun and their successful “trunk shows”, the VANNI and DERAPAGE collections are travelling to every corner of a very large country!

After a few years of absence VANNI returns to **Israel** thanks to our new partnership with company Ideal Optic: a great start from the new team, Dalia and Isaac.

Breaking news from **Poland**: at the Optyka Optical Fair on the 18-19 November the company P:H:Quest kicked off distribution in the Polish marketplace. We wish them all the best!

 VANNI E DERAPAGE
NETWORK DISTRIBUTION



nicodesign

VANNI
vanniocchiali.com

DERAPAGE
derapage-eyewear.com

NICO S.r.l. - Via Giacinto Collegno, 46/bis - 10138 Torino, Italia - www.nicodesign.it
Tel. +39.011.447.4771 - Fax +39.011.447.4770 - press@nicodesign.it

Partita I.V.A. 05390870011