



cancer drug, as a treatment for eye macular degeneration. The two pharmaceutical companies blocked distribution of Avastin in favor of a more expensive drug, **Lucentis**, which they marketed jointly for the eye disease, the regulator said in a statement. Novartis is required to pay €92 million and Roche €90.5 million. The companies, both based in Basel, Switzerland, claim they have no agreement to restrict competition and they plan to appeal the verdict. Avastin is only approved for cancer but belongs to the same family of medicines as Lucentis. For that reason, and because Lucentis is more expensive, some doctors in the U.S. and Europe use Avastin to treat the eye condition.

#### Product

**Okia** made a big fashion statement at this year's **Mido** fair in Milan by presenting a wide variety of three-dimensional decorations for the fronts and the temples of any frames, with multi-layered patterns and a wide range of colors, based on a further evolution of its HDA technology, which obtained a patent in the U.S. three months ago. They can be applied to regular glasses with a magnet, changing the decoration for a special evening or another occasion. The company, which is based in Hong Kong, has also launched a 100 percent biodegradable line of spectacles in a special bioacetate material based on plant oil.

**Inspects** has announced a longterm licensing agreement for eyewear with **O'Neill**, the international surf and young lifestyle brand that had been licensed by **Spy** since 2009. The agreement covers the design, manufacture and distribution of ophthalmic frames, sunglasses and snow goggles under the **O'Neill** name. The first collections are being launched by **Inspects** at the current **Vision Expo East** fair in New York.

Another international surf brand, **Rip Curl**, has licensed its eyewear to the recently formed **Swiss Eyewear Group (SEG)** for Europe and some other parts of the world, starting in spring/summer 2015, with **ADSL** of France acting as a distributor. The Australian surfwear brand had been previously made only in-house. Formed by **Jerry Dreifuss** and other former managers of **Polaroid Eyewear**, SEG has also announced the signing of a global license with **Marc Stone**, an important Swiss fashion label, run by **Marco Steiner**, that has received many design awards recently. The first collection will be launched at the **Silmo** fair in Paris next September.

**Lunettes Grasset** has presented its first line of eyewear based on a global partnership with **Skis Lacroix**, a French brand of high-end skis named after a famous former French ski champion, **Léo Lacroix**. The line features eight styles of sunglasses and four styles of prescription frames made with magnesium, titanium and carbon fiber. Offered in a special case, the spectacles feature a unique construction directly inspired by skis. The sunglasses have lenses supplied by **BNL** and will be distributed by **Lacroix** in the sporting goods retail circuit. The optical frames will be distributed by **Grasset**.

**Oliver Peoples**, the eyewear firm founded by **Larry Light** in Los Angeles in 1987 and owned by **Luxottica**, has announced a partnership with a Parisian designer, **Isabel Marant**. The sunglasses from their collaboration are said to be combining California cool with Parisian chic. They come in two lightweight styles in pastel colors. The

**Matt** style is an iconic teardrop pilot while **Daria** is an oversized feminine frame. Both convey a modern take on the '70s, a decade of inspiration eminent in **Isabel Marant's** fashion collections. The sunglasses will be sold at a price of €260 at **Oliver Peoples** and **Isabel Marant** boutiques as well as at selected retailers.

**Höet** presented at the **Mido** fair a "Couture" frame in titanium, "made in Belgium" with an environment-friendly 3D manufacturing process. It consists of about 7,000 layers of titanium, each of which is 0.02 millimeters thick. The front features a subtle honeycomb structure that makes it more comfortable to wear. It can be customized to fit the face of the wearer. **Hoët** sells the basic model for €1,700. The Belgian company has just hired an agent for the U.K. and has started to trade in Austria and Germany.

Among other interesting novelties, **Opto-Tech** has introduced a completely new star-shaped system for the automatic generation of free-form surfaced lenses, called **IQ-Star**, based on a new tower structure, that takes up less space than a conventional system. The job trays go through the tower for the different tasks and the workflow is managed intelligently, releasing the trays based on the work program. The ophthalmic division of the German company has continued to raise its sales by between 15 and 20 percent a year, reaching an annual level of around €50 million.

**Schalcon**, has introduced **Lipostamin**, an innovative liquid that can be sprayed on the eyelids to help combat hay fever and other common forms of allergy to plants and to dust, while moistening the eye. The unique spray is based on liposomes obtained from licorice, euphrasy, caper and helichrysum vegetable extracts. The Italian company, which manufactures contact lenses and solutions in Italy on a branded and private label basis, made a turnover of around €13 million in 2013.

**Carl Zeiss Vision Sunlens** has launched a special polycarbonate lens for ski goggles engineered to soften the shock of passing from bright sun on snow to zones of shadow. The lens consequently improves vision in the shadow. The same technology is adapted to sunglasses used for driving. The company is a division of the German **Carl Zeiss** group based in Castiglione Olona in Italy. It uses a whole range of high-tech materials, including specific materials for sports eyewear. Clients can test a lens mounted on a prototype in order to check that it is the right lens for them. To fight counterfeiting, the company has engraved an almost invisible "z" on the lens, done through a secret procedure, that is impossible to reproduce.

+++ **Eschenbach** has put out a children's line for its licensed **Marc O'Polo** eyewear collection +++

#### Marketing

As reported by the German advertising journal **W&V**, the **Imas** institute in Munich tested the efficiency of radio advertisements and found that **Apollo Optik** has had the most effective radio spot since January. The **Blink** advertising agency in Vienna developed the radio spot, in which the German retail chain advertised a special price reduction for prescription frames and sunglasses.