

Eyewear Intelligence

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News and analysis of the international market

Mondottica has won a **Gold Award** for its new **Spine** collection at **Frontier Magazine's Buyer's Forum** for travel retail in Cannes. Its **Spine** sunglasses, which were presented at the recent **Silmo** show in Paris, feature an innovative hinge that improves grip and flex for active lifestyles. The five vertebrae of the hinges interact constantly and seamlessly in tune with the movement of the face, and the temples shut automatically.

+++ **Optic 2000** of France has developed a new collection of 33 private label frames in acetate or metal, each of which is adapted to a different personality +++ **Brulimar Optical Group** launched at **Silmo** a new line of cutting-edge frames developed for **Crosshatch**, a British brand of colorful youth clothing +++ **Okia** is beginning to play with carbon fiber in its **HDA** collection +++ **Bellinger** has added graphite with a smooth snakeskin finish to the high-tech materials used in its collection +++ **Woodone** has added a new kind of wood, dark ash, to the range +++ **Dita Eyewear** launched a new licensed brand at **Mido** this year under the brand name **Dita Van Teese**, who is one of the most famous burlesque dancers worldwide. The collection of sunglasses has been on sale since March. +++ **Karavan & Co** launched a new private label at this year's **Silmo** show in Paris. The **Folomi** brand, manufactured in Asia and France, is targeted at customers aged 40 and over and is priced from €150 for end consumers. +++ **Götti** launched its first collection of ski goggles with applicable corrective lenses, including three different models, at this year's **Silmo** show in Paris. A local production partner in Taiwan manufactures the ski goggles for **Götti**. +++

Marketing

Hoya will act as headline sponsor of the annual conference of the **European Academy of Optometry & Optics (EAOO)** next year. It will also sponsor the associated clinical skills workshop on May 14-17. The conference was in Warsaw last May, and will take place in Budapest next May. The Hungarian capital is the site of the very modern and centrally located **Hoya Faculty Education & Experience Center**. Since its establishment in 2010, it has welcomed over 3,000 participants from all over the world.

Götti Switzerland says it has launched a new website, providing a platform for pictures and information that can be navigated intuitively, even with a tablet or smartphone. It has a blog with personal insights from the company's designer, **Sven Götti**, and a link with social networks. It features a store locator.

The **Theo** brand launched a new brand theme, "Candy Shop," at **Silmo**. It will be used for the brand's sales support advertising material, the company's website and new marketing images. Additionally 30 new models made of stainless steel were launched in 8 colors each. **Theo** also launched a limited edition of jewelry at **Silmo**. Each set includes two palladium and two gold models, which are sold exclusively at the show for €350 per set. The edition is limited to 100 sets.

At the end of October, the **KGS Curatorship** in Berlin started an advertising campaign to inform people about the necessity of wearing glasses when skiing. Opticians have been invited to participate in the campaign. Together with **ASiS**, a German organization for

"safety in sports," and the **German Snowboard Association**, **KGS** aims to advise winter sports enthusiasts to consider the necessity of wearing sports glasses. The campaign includes online advertising via Facebook, YouTube and on **KGS'** and its cooperating partners' websites as well as billboards and print adverts.

Trade Shows & Other Events

Kirk & Kirk, the new brand of **Jason and Karen Kirk**, won the **Gold Newcomer Award** at the recent edition of the **Hall of Frames** in Zurich. Silver went to **Vava**, a company in Berlin, and bronze to **Tarian**, the brand of **Jeremy Tarian**, who is the son of **Alain Mikli**. **Nathanaël Wenger**, organizer of **Hall of Frames**, says he was satisfied with the show in Zurich, although it was only attended by 130 retailers, apparently because of the good weather outside. He was also pleased with the first edition of the same show in Stuttgart, which was visited by 160 shops. As reported in the last issue of **EWI**, designer eyewear shows are performing well at the moment. A new Italian show, **Date**, closed its doors on Oct. 13 with more than 100 brands, 30 percent more than a year ago, and 1,300 visitors.

Vision-X, the largest optical trade show in the Middle East, reported last month on a 30 percent increase in the number of pre-registered visitors for this year's edition, scheduled in Dubai for Nov. 25-27. One of the exhibitors, the **Hakim Group** from the U.K., is planning to hold one-on-one sessions on how technology is driving the market. Visitors will also be given the opportunity to wear and experience **Google Glass**.

Schneider and other manufacturers of optical equipment will show for the first time at the **Opti** fair in Munich next Jan. 9-11. There will also be **Opti Boxes** for 12 start-up companies - seven from Italy, two from France, two from Germany and one from Switzerland. Two of them, **Hapter** from Italy and **IHuman** from France, were nominated for a **Golden Silmo Award** at the recent **Silmo** show in Paris. The organizers point out that three of the start-ups who got **Opti Boxes** at last January's show will return with regular stands in 2015. They are **Wood Class** from Italy, **Suzy Glam** from the Netherlands and **Charmossas** from Spain.

The organizers of **100% Optical**, the new annual eyewear trade show in London, report that it will be 30 percent bigger at next edition, scheduled for Feb. 7-9. It will feature expanded equipment and lens sections and back-to-back fashion shows, in addition to the conferences of the **British Association of Optometrists**. Over 30 business services operators will be hosted in a dedicated section. At its first session this year, the new **100% Optical** show was in competition with the new London edition of **Optrafair**, which will be held in 2015 in Birmingham, as before.

Sustainability

Zoobug launched the first of a series of collaborative initiatives with **Orbis**, the global eye health charity, in the U.K. last month. The British producer of children's sunglasses has decided to donate a treatment for trachoma for each optical frame sold to opticians in the U.K. during the three weeks from Oct. 20. It also offered an exceptional discount of 25 percent on existing stock.