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# Ladies and gentlemen welcome to the 40<sup>th</sup> Mido show

## Eyeglasses, a fashion choice

### The heart of eyewear

After the successful winter collection of Sweet Years ski helmets and goggles by Arsenik, the Varese-based company **Ars Optical (Pav 13, Stand N17)** is showcasing its new summer collections of sunglasses and eyewear with the famous "Heart" brand established by Christian Vieri and Paolo Meloni. A young collection that mixes and matches various shapes and colors that confer a carefree, playful mood and strong personality.

### Reveal

At a time when "vintage" is big news, **Mido (Pav 24, Stand K25 L26)** is presenting a collection with a retro mood, very stylish and revisited with a modern twist. A total of 10 new styles, 7 acetate and 3 titanium, for a strong look with unique detailing. The color palette? Black, gray and blue with a selection of textures, bright reds and purple.

### Technology galore

**Survey Vision** - belonging to **GA Group spa (Pav 22, Stand T20)** - is at Mido 2010 with an exclusive presentation of the new Anyview Vertex centering video, the latest frontier in video centering. This device is both innovative and functional to offer options: a highly professional tool, that can deliver leading-edge services and streamline customer relations. Anyview has three main functions: Measurement, Frame on face, excitation 3D.

### "Made in Italy" excellence

**Iom (Pav 13, Stand E21)** is offering an exclusive presentation of its new eyewear: creative and elegant, high quality with next generation flex hinges and 5-washer assembly for frames that are very resistant and efficient in the long-term. The frames with thin arms have flex hinges with an interchangeable/replaceable mechanism to guarantee extra fast repair jobs which is what the end user really wants. The styles span from simple to bold with bas-relief colored effects on the arms.

### For an "active" style

**Maul Jim (Pav 13, Stand C29 D30)** has launched a new collection of sunglasses for consumers with active lifestyles. Eight new styles with a modern design that can ensure maximum protection in terms of eliminating reflections and in usable light transmission. Authentic masterpieces obtained from important materials like the likes of beta-titanium, a nickel-free titanium alloy.

### NERDS MAKE A COMEBACK!

Prescription frames from the '70s, with a clean-cut and impossible-to-ignore design, in rock or bo-tom versions, for virtually any taste! First it was Ugly Betty, then it was Anissa's turn followed by Patty (from the Argentinian soap *Patty's World*): they legitimized the big, acetate optical frame worn by nerds in TV shows during the '80s. Now it's the latest rage among internationally famous VIPs who have rediscovered the nerdy style (just to mention a few: Scarlett Johansson, Dita von Teese, Moby, Johnny Depp). The world of eyewear has taken up the trend in the "Revenge of the Nerds" that began way back in 1984: having a brain is really cool! In 2010, big, clean-cut and conspicuous prescription eyewear is all the rage, an "aesthetically innovative" (and bold) choice with across-the-board appeal!

### Curves meet angles

**NEOSTYLE (Pav 15 Stand U 21)** from Germany is showcasing an all-new style for women that is called **EOS 26**. Art and architecture inspired this attention-grabbing frame which combines curves with angles. The version for men comes with sharp geometric lines and a winning combination of materials.

### Multicolor shapes

The **J.F. Ray (Pav 24, Stand H11 K12)** stand features a host of new items starting with its **New York** sunglasses from the **Boz** eyewear collection with a strong style, multicolored, and ventable organic on the arms, as well as prescription eyewear (**JF2325, JF2328**) with subtly modulated titanium that makes for stunningly original textures on the arms. Glamorous and eye-catching!

### Design lenses and innovative platforms

Innovation and simplicity are the buzzwords in the new **Galileo (Pav 22, Stand F01 G10)** progressive lenses. A strong design and next-generation solutions; performance is guaranteed whatever the frame with **Anatoo PUM** lenses, excellent and "relaxed" vision for permanent wearers of progressives with **Intecica Unica DS**. Solutions for any need!

**Noya (Pav 22, Stand C01 E10)** is recognized on the market for having a straightforward strategy that is all about effective systems for modern opticians, high quality products and an accurate, prompt service teamed with a regular and professional marketing and sales activity that guarantee exclusive products. A wide range of lenses that cater to ever-changing consumer needs.

An important partnership between **Interact Europe (Pav 22, Stand A11 B20)** and **Yuka (Pav 24, Stand V27)**, which has chosen the **NXT** technological platform for the new **Lotto** eyewear collection, confirming the exceptional quality and versatility of the platform. By providing a totally unbreakable material with an excellent memory effect and resistant to chemical agents, **NXT** is the optimal solution in eyewear production.

### Vintage inspiration

The **Kanmark Optical Group (Pav 13, Stand R21-S22)** 2010 sunglasses collection by Vera Wang borrows inspiration from the 50s 2010 collection. A combination of modern and vintage in a palette of exquisitely feminine colors and precious decorations on the arms for an awe-inspiring masterpiece effect.

### Retro taste

**OKIA (Pav 24, Stand R29 S30)** premieres two new collections at Mido

2010: **Gains** and **Capris**. **Gains** is a range for the male audience and inspired by the design and retro taste of the '50s and '60s. The keynote is the cigar-lighter: **OKIA** decided to celebrate this object with its new eyewear collection for well-read and mature men who love wearing precious and characterful eyewear. Featuring unique details **Capris** is a collection of high-end eyewear for contemporary and out-of-the-ordinary women. The painstakingly researched detailing lends the brand an all-exclusive look.

### Cubism is back!

Taking their cue from the renowned painter **Tamara Lempicka**, the **2010 Fall/Winter Outer and Grose (Pav 24, Stand N12)** collections re-echo the shapes that prevailed in the period straddling the Cubist movement and 30s Art Deco. The creative team therefore made generous use of bold, vibrant colors, materials with a sensual touch and soft or hard design lines.



### Cats-eye look!

For the 2010 collection, **Orgreen Denmark (Pav 4, Stand F07 F10)** takes its cue from words that are poles asunder but with something fundamental in common: vibrant, flamboyant colors. The **McQueen** style is a sunglasses that draws on the strong, bold lines of scuba diving masks, made lighter through the use of supple and flexible materials. **Bonnie** sunglasses instead, re-echo the retro lines conjuring up the romantic and quiet design of the '50s, innocent and at times bold. Last but not least, the very masculine **Dexter** sunglasses that reinterpret the classic aviator model through square and sleek lines.

### Patty Palette's eyewear!

Unconventional, awe-inspiring, nearly magic: this is **Patty Palette's** eyewear (**Pav 24, Stand F28**), the young, Italian-American designer known internationally for her funky and bohemian creations that borrow from Street fashion and oriental influences. She made it to Mido with the project "The Library of Design" and is presenting her collection together with the book by Andrea Pizzi, because eyewear is culture!

### The "Cruise in Sight"

The "Cruise in Sight" ("Drociere in vista") competition is part of the new "**Vediamo la Vita**" communication campaign that centers on the "search for wellbeing", a concept that will be the focus of attention in the next marketing operations by **Italenti (Pav 22, Stand F11)**: it's one of the first Italian companies to invest, for example, in leading-edge machinery for prescription lens production; always brilliant in anticipating the future!

### OK Osa!

The new **Osa! factory (Pav 24, Stand L21 M22)** acetate eyewear and sunglasses for him and for her evoke the Dolce Vita period and the mythical '20s, combining colors and prints with practical and comfortable styles. There are lots of new things to see in the metal versions, serious or fun, monocolour or superfluo for those looking for original, timeless eyewear.

### What accessories!

Multifunctional accessories at **Lixean Nalie (Pav 15, Stand K03)** with its latest products designed and created specifically for opticians: **Lixean Cleaner**, a top quality microfibre cleaning cloth for lenses; **BioLixean**, an ecological spray for cleaning lenses; **Lixean Kit**, microfibre cases with a spray and cleaning cloth inside.

### Trendy sports people

Brightly colored and for trendy sports lovers, the eyewear by **Vila Luxembourg (Pav 15, Stand R21)**, with tough, next-generation materials is perfect for all sports aficionados. The company also produces prescription eyewear frames whose design and colors are targeted for people who love to lead a suzzing, dynamic life.



### Light embroidery

**VE-Bit (Pav 24, Stand Z12)** is presenting its **Eyete** frame which is reminiscent of a rimless frame because it is light and practical, but actually has a full rim! The decorations on the arms are fixed to the lenses with a "satch", as those used on dresses or bags! No screws and no stresses that could lead to lens cracking, only embroidery for out-of-the-ordinary eyewear that has won leading international prizes.

### DEEPEST NIGHT

A must-have, immune to crises, never out of style and with irresistible appeal: **black, Night & day chic that will never let you down!**

Just like diamonds, black is forever! When all is said and done, it always leads the way, whatever the season. Perhaps because of its eclectic style, versatility, or aura of timeless grace and elegance, the 2010 eyewear (apparel and shoes) season has not forsaken black. And once again it's **diva style!** Generous acetate eyewear that is more rounded than square. Smooth acetate and, a new entry this year: often with elaborate lace patterns made by laser techniques. It has been voted the top color of refined, stylish and sophisticated "fatal attraction". It's impossible not to give in to its timeless charm!

