As mentioned in previous editions, the prestigious Bestore Award has gone to the German firm Leidmann. Philipp Foret explains the group’s philosophy to WMIDO.
Leidmann’s view

Nominations for the Bestore Award came from all over the world. An international panel of eyewear experts plus marketing and visual merchandising specialists chose Leidmann as their winner. Philipp Foret explains the group’s philosophy to WMIDO.

**How many shops do you have and where are they located?**

We have started in 2001 with our shop in Leopoldstrasse in Munich, Germany. A downstairs basement shop located in the heart of Schwabing. In 2004 we opened a second store nearby in walking distance to draw even more attention. For a couple of years it was our dream to settle in Munich’s city center on famous Maximilianstrasse. In 2013 this dream came true with our second basement shop.

**Can you describe the philosophy of your company?**

“Who cares about brands? What we care about is having the world’s best eyewear”.

**Which are the main features of your shops?**

Each of them has its own aura. We are more and more focusing on the details. At Maximilianstrasse, for example, we have a special pickup counter in the middle of the store. Customers picking up ordered prescription glasses will find them inside a lit box along with their name tag on the drawer.

**Who designed your shops?**

We have been developing our ideas and concepts over the last years and realizing them together with our architects Stephanie Thatenhorst & Kirsten Scholz.

**What kind of products are German people looking for?**

Germans value well manufactured products made of high quality. They love fashion without taking it too seriously or following just every trend blindly. Mostly they are looking for a clean and classic design, which is elegant but extraordinary and outstanding at the same time.

**What are the "plus" that made your shop won the “Bestore Award”?**

What a tough question, since we were not expecting to win the award at all. However, to us the interior design placing the focus on the products and our craftsmanship was particularly important, when designing the shop. We were aiming to create an exceptionally atmosphere. The carefully selected natural materials and interior elements represent our dedication for high quality products. All together it should give you the feeling of being just at the right place to find beautiful pieces of eyewear handcrafted by masters, selected by us.

**Do you want to dedicate this award to someone?**

The prize is dedicated to Chris’ father, August Leidmann, who always believed in his son and his visions.
deCode: Los Angeles, the new collection by Sheila Vance

In creating deCode: LA, the new offering from luxury brand Sama Eyewear, founder and chief designer Sheila Vance and her team pay tribute to an alternative vision of the iconic city in which the company was born and has thrived. “When people think of LA, they mostly think of Hollywood, glamour, surfing, Malibu,” says Sheila Vance. “But there is a whole other side to the city, and I used that as my inspiration for the new collection.” From anti-smoking to veganism, fitness crazes and juicing, or protecting architectural integrity in the city, the trajectory of issues in LA have always had a big impact but in a unique form and fashion. The result is a collection of frames grounded in motifs of classic Los Angeles, reminiscent of the cool machismo of legendary actors and the gentle hum of vintage automobiles.

Adlens on display at Museu del Disseny in Barcelona

Adlens is attending at the 3-month “Design for Life: 99 projects for the Real World” exhibition, held in Barcelona at the Museu del Disseny until 17th May. It is an interactive temporary exhibition meant to show how design can be combined with a desire to change the reality around us, improving social wellbeing. Adlens has been chosen among the 99 design projects that epitomize this with its Adlens Adjustables eyewear, displayed in the Design and Accessibility area, featuring products designed to offer assistance with difficult daily tasks. The exhibition also features a Test Zone, where some of the exhibited items can be tested by the public, including Adlens Adjustables.

Eyewear trends 2015: endless cat-eye

Loved by the leading stars – from Monica Bellucci and Paris Hilton to Rihanna and Miranda Kerr - cat-eye glasses have always been synonymous with timeless, knowing, sensual and refined femininity. Cat-eye or square and oversize, for lovers of the vintage style with a modern slant, large and round with dark or graduated lenses, perfect for any shaped face, or lengthened at the sides with typical turned up corners for triangular faces and, finally, reworked into geometric forms for thin and slender faces. Spotted to highlight darker complexion or in classic tortoise shell, embellished with rhinestones, beads and little crystals for a more glamorous look that won't go unnoticed.

Mido Lab Academy
3 questions to... Michel Henau

Where does the inspiration for your brand come from?
Michel Henau is a Belgian eyewear collection since 2000. Designed by Marc Delagrange, optician-owner of one of the finest boutique stores in Belgium and graphic artist since his youth. Made in France: the frames are a 100% Made in France product, which is of high importance to us. The frames are pure and architectural, contemporary and sophisticated. All inspiration comes from architecture and graphic art.

What's the target of your collection?
The frames, which we like to call objects, are sold in the most creative and professional optical stores all over the world and have recently been discovered by the fashion world.

A comment on your participation at Mido’s Lab Academy?
We are extremely satisfied about our participation at Mido Lab Academy, where we have made many new contacts. People were really looking for an original product. We are looking forward to the next edition.
Lozza Capsule Collection by Pininfarina

Pininfarina has entered the eyewear sector with De Rigo Vision and together they have launched Lozza by Pininfarina, a 100% Made In Italy capsule collection dedicated to design, exclusiveness, beauty and innovation that respects traditional craftsmanship. Lozza by Pininfarina encompasses the heritage and experience of two important, family-run Italian companies. The result is a capsule collection that reveals a sporting spirit represented by innovative materials – such as aluminum – for eyewear elegant that is also lightweight and strong. A collection composed of 5 models featuring the clean, linear lines of pure design.

Positive results for Essilor Strumenti at Mido

At the heart of Essilor Instrument Division’s display at Mido 2015, Organising Vision is the technology for the optical center of the future. Through connection to management software Focus 10 by Bludata, it enables the immediate interconnection of all the instruments in an optical center. Standing out among the new products presented was the Mr. Blue 2.0 lens edger with the M’eye Sign function for micro-engraving the lens surface, Visioffice 2 with the H3D (Head Posture Analysis) module for more precise lens centering for distance vision, M’eye e.store, the package that groups together the entire offer of instruments, laboratory tools, small parts, Topcon optometry instruments, and Visionapp, the tablet that simplifies near vision tests.

Turn over

Pierre Agnes
Ceo

Haman Alimardani
Creative Director

Gentucca Bini
Creative Director

Yves Egeileh
Director of Mergers and Acquisitions

François Kress
Ceo

Micaela Le Divelec
EVP & Chief Consumer Officer

Stephane Linder
President

Matteo Mascazzini
Responsible for Retail

Giorgia Scarpa
Accessories Head of Design

Jacopo Venturini
Responsible for Merchandising

Vincent Wauters
Textile Division President

Quicksilver
Bread & Butter
Bark
Kerings
Carolina Herrera
Gucci
Gucci Timepieces and Jewelry
Gucci
Bulgari
Gucci
Arc’teryx

Lanvin meets fashion influencers in Paris

To celebrate the 2015 sun collection by Lanvin Eyewear, De Rigo Vision and Lanvin met some of the most well-known influencers on the international scene against the enchanting backdrop of the Sofitel Hotel Paris Le Faubourg, just a short distance from Lanvin's historical boutiques. Immersed in the atmosphere of “Lanvin Art Deco and Hollywood Old Glamour”, Carin Olsson of Paris In Four Months, Veronica Ferraro of The Fashion Fruit, Filippo Fiora and Filippo Cirulli of The Three F’s, watched a performance by a lookalike of legendary Marilyn Monroe in a setting created ad hoc for the event.
Nature in our homes

Interior design has borrowed the typical colors of nature that surrounds us: this year our homes will include shades of earth, khaki, green, orange, sky blue and white, the undisputed protagonist of the past decade. Like fashion, floral patterns will predominate along with geometrical prints. Materials also make reference to nature and favor the ultra-millenary enchantment of natural stone and the warmth of wood for upholstery, flooring and accessories. 2015 will be a year of minimalism with lighting playing an essential role.

Eyewear according to GFase

Based on an idea of Russian stylist Masha Sontzef, GFase is a brand of jewelry in sterling silver and semiprecious stones that is handmade by Tuscany's master craftsmen. The brand will debut in 2016 with its first eyewear, as the fashion designer told WMIDO: “The jewelry and accessories I am developing for next year will certainly include eyewear. Frames have always been by favorite accessory and I think of them as today’s version of the “mask”: they can be worn every day either to hide behind or, conversely, to attract more attention to yourself. Eyewear is an accessory that creates positive dependence: we get so used to wearing them that we feel naked if we forget to take them with us when we go out.”

The vintage spirit of hairstyles

What do hairstyles and eyeglasses have in common? A lot, because a frame must suit not only the shape of the face but also the hairstyle. The protagonists of S/S will be different lengths emphasized by irregular stripes highlighting the encounter between Victorian grunge and “animalistic disco”. The latest trend in hairstyles adds a touch of glamour to the minimalistic chic of straight hair, with glitter or the new ice white details. Also influenced by the past are swept back hairstyles with braids inspired by the Sixties beehive brought up-to-date with a ruffled finish, or waved hair inspired by a look that was popular in the Twenties.

Starchitect transparencies

Philippe Starck’s objects are always exceptional and his creative genius has led to a project that is the only one of its kind: the Axor Starck V faucet. Its sculptural design makes it an impressive but discreet presence, with transparency revealing the water but also harmonizing the body of the faucet with the surroundings. The open spout contributes to the naturalness of water and recreates the idea of the sacred chalice: a vortex of water ascends the body of the mixer and, flowing freely from the spout into the washbasin, it elicits a feeling of joy and happiness. Starck has again focused on transparency, something that has a lot in common with the world of eyewear.