Rolf wins Good Design Award
The Sapphire 92 model shines in Product Design category.

Puma runs all over the world

The family becomes 3.0
New consumers can no longer be classified according to traditional profiles.
The family becomes 3.0

Society is changing together with the family’s role of orientation and social relationships.

At a time of rapid and deep evolution of daily lifestyles and cultural, economic and technological factors that orientate human cohabitation, the family nucleus takes on 3.0 connotations, those of a more creative and extended new family. The only constant element over time is food, which is confirmed as cementing domestic relationships despite playing a different role. Advocating this theory is Francesco Morace of Future Concept Lab. But what specifically distinguishes the 3.0 family? The following is a brief profile according to information gathered by the Generational Observatory of Future Concept Lab.

Profiles
Mothers (singular women, key words: ethics and aesthetics; balance and strength) are at the center of new forms of relationships and sharing between the extended family and the micro-community. They seek aesthetic authenticity, demonstrate essential planning and sharing of problems and solutions. For mothers, technology is a tangible opportunity to assert their independence, while food means sensitivity toward organic products as well as attention to the preparation and production process.

Fathers (mind builders, key words: territory and taste; processes and planning) are the expression of an intellectual bourgeoisie; in consumption they seek experiences that will enhance the value of their growth. They look for smart solutions that enhance traditions and specific local products and preparations; they are more involved in family management than they were in the past. Technology is a guarantee of continuity between professional and private life. They hope for quick solutions without penalizing quality.

Children (expo teens, Key words: creativity and experience; group and identity) are adolescents who live in a mixture of gregarious tension and creative enthusiasm. Their identity is organized through extensive consumption that is frequently frenzied and compulsive. They seek solutions that are practical, portable and fun for shared consumption on-the-go. Technology is a support for building identity, an experience shared on the main social media. They like snacks and look for products that propose new uses. They experiment with tastes.

Grandparents (family activists, Key words: family support; logic of “giving”) are proactive and problem solvers; conscious of their age but also of the role they play in the extended family. They actively participate in the daily running of the family, so much so that their consumption focuses more on family members than on themselves. From this perspective, they identify products and services that will facilitate the life of the intergenerational family. They hope for sales spaces that are reassuring and enable dialog. Technology is an opportunity to access information and a support for creating new ties. Food is an expression of affectionate relationships with family members and friends.

It is difficult to say whether this new paradigm replaces or intersects others, but what clearly emerges is an element of inspiration for anyone involved in marketing.

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Executive Series Capsule Collection by Oliver Peoples

Inspired by wealthy businessmen and their work tools, the limited edition capsule collection Executive Series by Oliver Peoples dips into the brand’s archives to pay homage to the iconic shapes of two lenses by reinterpreting them with modern lines. The Executive Series eyewear completes an executive’s look: it features a lightweight and extremely thin semi-rimless titanium frame which is attached to the lens by a system of screws. The flexibility and lightness of the beta-titanium temples are enhanced by intricate filigree details on the hand-inlaid plaque and bridge. The thin acetate brow bar available in different shades of tortoiseshell enriches the titanium structure with splendid alternating materials.

Sapphire 92 by Rolf wins the Good Design Award

Rolf Spectacles’ eyewear design “Sapphire 92” out of the evolved collection has been awarded with the Good Design Award 2015 Best in Category coming out as winner in the category Product Design: Fashion and Objects. Sapphire 92 in bog oak-maple-bog oak represents a fine example of the brand’s natural eyewear handcrafted in Tirol, Austria. The delicate and noble frame is of sheer elegance. The design is subtle and timeless with a highlight on the precision and the loving attention to detail in the finishing process. The unique features include the special lens-glazing system and the patented wooden hinge, both developed by Rolf Spectacles.

Coming in September, Nina Ricci Eyewear by De Rigo

De Rigo Vision has announced an agreement with Nina Ricci for the design, production and worldwide distribution of the sunglasses and optical frames collection by France’s historical high fashion house. Founded in 1932 by Maria Nielli together with her son Robert Ricci, the Nina Ricci brand pioneered French haute couture throughout the world. Under the influence of new artistic director Guillaume Henry, the brand continues to represent luxury and natural elegance, femininity and allure. A creative universe that encompasses the Atelier’s fragrances. The license agreement with De Rigo Vision will be effective from September 2015 with the launch of the first Nina Ricci collection. It will be distributed to major optical and department stores worldwide, in addition to Nina Ricci boutiques.

Safilo to move USA headquarters

Following the operational plan for making the logistics and distribution network simpler and more efficient, Safilo Group has announced its intention to move its North American headquarters, currently located at Parsippany (New Jersey) and a distribution center, which will be closed by the middle of next year. This will foster the logistics and distribution network at Denver. To find the new location for its headquarters, which will be opened in 2016, a study is underway and a voluntary taskforce of employees has been set up to carry out a survey that will identify the best location close to New York City and oriented toward optimizing and enhancing connection to and exchange with the Safilo showroom on Fifth Avenue. All the employees at the Parsippany distribution center will be given the opportunity to transfer or, alternatively, to opt for financial assistance and relocation support.
Vintage Celebration is a journey that Persol began two years ago – a rediscovery of the colors and textures of its historical heritage – with the intention of once again making them the center of attention. The third edition of this project combines different colors and textures in a collection of bicolor frames: the top part of the eyewear is in the brand’s classic havana texture (tortoise-effect acetate) while the protagonists of the bottom part are full, deep colors. Land and Sea, Resin and Salt, Ebony and Gold, Fire and Slate are the chosen color combinations expressed in seven models, including certain Persol icons, like the 649, and other frames in which the brand’s heritage is wholly recognizable.

Intel has completed its acquisition of Vancouver-based Recon Instruments, maker of the wearable technology - Recon Jet smart eyewear for sports and high-intensity environments. The deal provides Recon, formerly an Intel Capital portfolio company, with a talented, experienced wearable computing team that will help Intel expand the market for head mounted display products and technologies. Recon products will continue selling under the Recon brand, without disruption. Recon’s design team will also partner with Intel’s New Devices Group to develop smart device platforms for a broader set of customers and market segments.

In the official videoclip of his latest single California Roll, featuring Stevie Wonder and Pharrell Williams, Snoop Dogg wears a sunglasses ill.i Optics by will.i.am. The model worn by Snoop (WA503S) is an 80s male mask made in metal, with enamel profiles and tips in acetate. The eyewear brand, launched in 2014 by the icon of the music will.i.am., is the fusion of a lifelong passion of the rapper for the eyewear and experimental style, drawing inspiration from rare vintage shapes to create a fresh, dynamic and timeless collection.
The Puma brand has produced Ignite Your City, a special video tour of ten stages in ten cities worldwide. It follows a group of runners that covers several kilometers at each stage so that viewers can discover incredible landscapes, unique routes, and the beauty of running. The fourth stage took three American runners to Havana, where they joined three Cuban National Track & Field athletes for a run through the streets of the capital.

Throughout his career, Paul Smith has been a consistent patron of design, supporting the growth of emerging talents from every area of the creative industries. Last June, coinciding with the Milan Expo and Milan Men’s Fashion Week, London-based designers Agi & Sam, Craig Green and Lee Roach joined Paul at his Milan showroom for a day focused on expanding their distribution and promoting their brands on a global stage. Benefiting from Paul Smith’s global retail network of wholesale and franchise partners in more than seventy countries worldwide, the emerging designers will have the opportunity to sell their spring/summer 16 collections to prospective stockists.

For some weeks now Moscow has been hosting a new “made in Italy” showroom dedicated to the excellences of Italian design. Promoted by Rete Italia, the partners are 8 companies from the Veneto area: Barausse – designer doors, Diquigiovanni – windows, Doge Veneziano – parquet and Venetian terrazzo, DSG Ceramiche – ceramic cladding, Il Paralume Marina – lighting, Margraf – marble, Sitia – chairs, Stocco – bathroom furnishings. Designed by architect Massimo Bellunato, the space covers 500 m² and features a display layout created to involve visitors in a journey with an all-Italian flavor.