Eye care for all
World Sight Day 2015 is taking place on 8 October 2015

Trends in the optical industry
The Optical Monitor survey analysed consumer trends in the five major European countries.

The sophisticated refinement of Alessia Xoccato
The second edition of OMO – Optical Monitor, a survey carried out by GFK and commissioned by Mido and Silmo, had its world premiere on 26 September.

In September 2014, Mido and Silmo, the industry's two major trade fairs, unveiled the synergic decision to commission GFK to survey the developments of the optical market in the major European countries. Optical Monitor's first results had been unveiled during this year's edition of Mido and additional results were disclosed in Paris over the past few days.

The survey analysed consumers' purchasing information and behaviour through half-year interviews aimed at identifying the latest trends in the European eyewear market. Approximately 6,000 online qualitative and quantitative interviews were conducted, covering the consumers of five European countries (Italy, France, United Kingdom, Germany, Spain).

The survey shows that plastic is the preferred material for 55% of consumers, surpassing metal while, in terms of shape, 70% of respondents opted for the full shape.

With respect to lenses, single vision lenses account for 53% of the market in the five countries, while progressive lenses confirmed their leadership position on the French market (44%), well above the average compared to Italy (22%).

Over the past six months, 44% of respondents purchased a pair of glasses or sunglasses. Shops are the main source of information where, especially for prescription glasses, the opticians' recommendations played a real influential role in purchases, especially in Italy and France. Indeed, in these countries, opticians enjoy an excellent reputation.

The Internet is both an information tool and a purchase channel, especially for sunglasses. Online purchases are increasing, particularly in Italy. This channel is mainly used by the new generations (aged 16 - 25), followed by middle-agers (aged 26 - 35). An interesting fact is that, in France and Spain, the silver generation (aged over 56) is more likely to purchase sunglasses online.

According to 87% of those wearing prescription glasses, opticians are “eye care professionals”. Conversely, the opinion on after-sales services is less positive, showing areas for improvement. The opinion of those wearing sunglasses is less positive. 44% of respondents who purchased a pair of glasses spent on average Euro 268 for prescription glasses and Euro 79 for sunglasses. Discounts are approximately 30% with Italians and, surprisingly, the Germans, more willing to negotiate.

A new figure emerged compared to the first edition of OMO: those wearing prescription glasses usually change them every two and a half years, while sunglasses are changed more frequently, on average every two years.

The first three offline sales channels for both prescription glasses and sunglasses are shop chains, independent opticians and department stores.

Finally, the survey revealed a positive figure which should please the market: purchase intentions for the next six months are on the rise, especially in Italy.
Dunhill chooses De Rigo

The British luxury brand Dunhill London – which is part of the Richemont Group - and De Rigo Vision have announced the signing of an exclusive license agreement for the creation, manufacture and worldwide distribution of the optical and sun eyewear collection with the Dunhill label. For 120 years the brand has been synonymous with elegance and British style and has worked with only the best artisans on creating menswear, leather goods, accessories and gift items. The launch of the first eyewear collection made by De Rigo Vision is scheduled for early 2016. The distribution network will include the world’s leading optical and department stores and, obviously, Dunhill boutiques.

France awards Italy

Two awards for two Italian companies. This was the result of the Silmo d’Or, which went to Blackfin in the “Technological innovation” category for the Shark-lock patent for closing and adjusting lenses inside the screwless rim, and W-Eye in the “Sunglasses” category for the “Airfir” model. “We are really happy and honored by this award” – said Pramaor CEO Nicola Del Din – “It is an invaluable recognition of the commitment of the entire team that works with great enthusiasm every day to ensure continual improvement. Blackfin has always invested in research and innovation with the aim of offering a totally excellent product”.

A Police first

Police has inaugurated its first mono-brand store in Milan. Situated in one of the longest shopping streets in Europe - Corso Buenos Aires – its 50 square meters not only host all the products with the Police label but also expresses the values that brought the brand to the attention of the world in just a few years. Designed and constructed by Studio icat, the store interprets the brand's aesthetic codes in an original mood inspired by a metropolitan set. Featuring metal and cement, the space allows visitors to immerse themselves in the world of the brand. The choice of colors was also radical: no paintwork and all-natural materials express the brand's bold and genuine spirit.

Brando Eyewear acquires Udo Proksch archive

Brando Eyewear has announced it has acquired joint ownership with Westlicht Gallery in Vienna of the entire archive of Udo Proksch, one of the most creative designers in the history of eyewear. The archive will remain housed in Vienna, pending a major museum exhibition in late 2016. Proksch began designing eyewear for the famed Wilhelm Anger. As Anger’s first designer at Optyl, he was the creative force behind Vienna line from 1957. In 1961 he designed the first Carrera ski goggles for Niki Lauda. Most notably he was the designer and alter ego behind the “Serge Kirchhofer” collection. His success as eyewear designer was overshadowed by his involvement in the tragic deaths of 6 people in 1977, for which he was arrested and sentenced to life prison in 1991.
World Sight Day 2015

World Sight Day 2015 is taking place on 8 October 2015. And this year's call to action of the International Agency for the Prevention of Blindness (IAPB) is “Eye care for all”. IAPB urges everybody to focus on everybody who needs eye care services.

In order to draw attention to the great unmet need in eye care services, IAPB is challenging amateur and professional photographers around the world to join in on highlighting the impact of eye health in people's lives, by taking part in an International Photography Competition themed ‘Eye care for all’. The IAPB is inviting everybody to send them pictures – professional shots, amateur compositions, instagrams or flickr – with the hashtag, #Eyecareforall by 8 October 2015.

In Italy CDV – Commissione Difesa Vista is setting off on a new “Sight Tour” - an awareness-raising initiative promoted in Italy in collaboration with Assogruppi Ottica, Federottica and Vision+Onlus and with the support of Mido.

Sunglass Hut main sponsor of London Fashion Week

In September Sunglass Hut made its debut as the main sponsor of London Fashion Week, the event held twice a year (February and September) in the British capital. For three years (the length of the partnership) Sunglass Hut will share the best of the collections on the English runways and the latest trends in street-style, in addition to being a retail and marketing mentor for the hundreds of stylists included in the official calendar for London Fashion Week.

For the September edition, the chain worked with stylist Gareth Pugh who designed the LFW tote bag created for the London shows and personalized by different English stylists to make it a cult object for fashionistas.

New premises for Mei

Well-known for having introduced milling to ophthalmic lens edging and as a supplier of industrial machinery to leading lens producers and optical chains worldwide, Mei has announced the opening of a new, larger operations facility in America.

Situated at Wood Dale, Illinois, the facility is housed in a recent building of 6500 sq. m., 1,000 of which will be office space. The decision to relocate was taken to cater to an increase in production and the number of employees at Meisystem Inc., which currently has a staff of 17 including an office manager, technicians and admin and sales people. The new branch delivers machinery to and provides technical support for the North American market. It also has a warehouse for spare parts and tools and a training room.

Turn over

Alberto Damian  Business Premium Unity Director  Miroglio Group
James Gardner  Creative Director  Amen
Andrea Guerra  President of Operations  Eataly
Christina Jones  US Sales Manager  PFO Global
Joanna Onland  General Manager  Diesel Europe
Backpacks galore

The new hot accessory is the backpack: the accessory par excellence for men in its original sporty look, and for women in materials and decorations. From macro to micro, it is worn by men and women. Large backpacks come in technical fabric because they have to be practical: a holdall with a change for the gym, a bag for weekends away or short business trips... If it’s a mini backpack, it turns into a bag with a handle and is made in sophisticated materials like leather, fur or reptile skin and also has studs. Taking it to the extreme, the spring/summer runways proposed micro backpacks to hang on backpacks: accessories for the accessory and perfect for keeping keys and cellphone close at hand. To each his or her own!

Architectural proportions

The creations by young stylist Alessia Xoccato, winner of the Next Generation 2009 contest, are synonymous with sophisticated refinement. Through an obsessive analysis of the relationship between body and space, the silhouette is sculpted by her new architectural creations. A passionate search for fabrics and materials emphasize the structure of the garments and contrasting combinations, while light from the colors dictates the beat of a strong emotional impact. A simple, vibrant and appealing line with volumes outlined as if they were buildings, studied accessories and golden proportions.

Gufram’s radical design at Dubai

During Dubai Design Week from October 27 through 30, Gufram will be exhibiting the best of its production at Downtown Design, the most important commercial platform in the Middle East. At the Design District the public will be able to admire such icons as the mouth-shaped Bocca sofa, the Pratone chair and the Cactus coat stand. To emphasize the continuity between past and future, Gufram will also present the Globe closet designed by Studio Job and the Bounce chair by Karim Rashid. These are two of the most recent projects that pay homage to the innovative spirit of the company that was set up in 1966 and has always aimed at the cross-contamination of industrial and artisanal approaches together with those that are typical of art. The result is an offer composed of furniture that overturns the rules of design through the subtle irony that is an integral part of Gufram’s DNA.

Top 40 architectural projects on display in Brussels

Until November 1 Bozar, the Brussels Centre for Fine Arts, will host an exhibition of photos and videos of the 40 best architectural projects to be completed over the past two years in Europe. The exhibition begins with the work that won the Mies van der Rohe Award 2015, the European Union prize for contemporary architecture: the Philharmonic Hall of Szczecin, Poland, designed by Italian and Spanish architects Fabrizio Barozzi and Alberto Veiga, respectively, in collaboration with the Polish Studio A4. This project is on display together with those of the four finalists, including the Cantina Antinori built in Florence by Archea Associati, the Ravensburg Art Museum by Lederer Ragnarsdóttir Oei, the Danish Maritime Museum at Helsingør by BIG – Bjarke Ingels Group, and the Saw Swee Hock Student Centre of the London School of Economics, in London, by O’Donnell + Tuomey.

The Philharmonic Hall of Szczecin, Poland