

copenhagen specs

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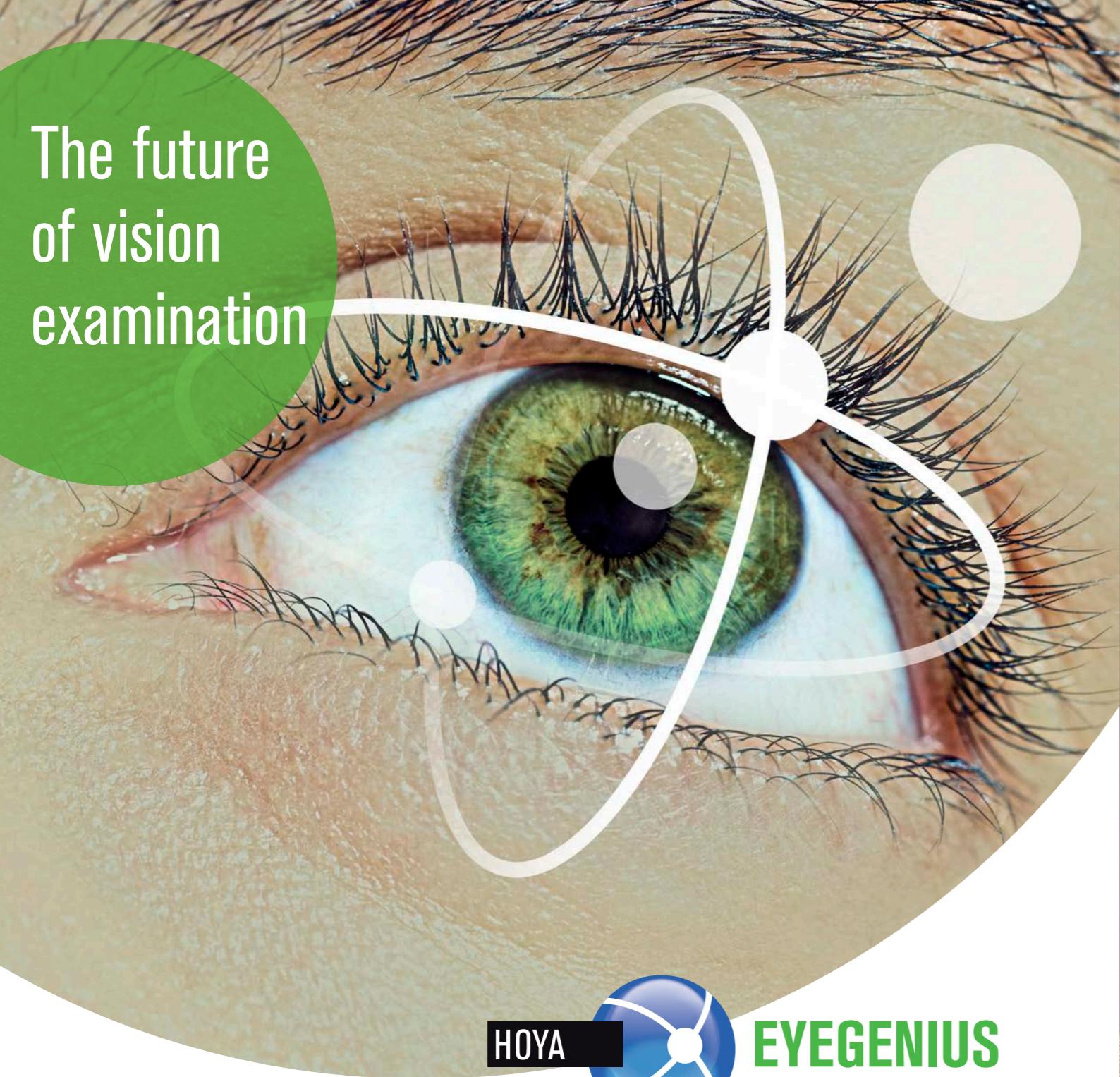
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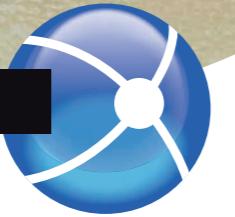
OUR COPENHAGEN / BOOTH PLAN / Q&A / FAIR FACTS

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L I N D B E R G ^{OO}

Q&A // COPENHAGEN SPECS // 2017

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PRACTICAL INFORMATION FOR VISITORS

PARKING

REMEMBER TO BUY PARKING TICKET.

ADDRESS / LOKOMOTIVVÆRKSTEDET, OTTO BUSSES VEJ 5A, 2450 COPENHAGEN SV.

TAXI / (+45) 35 35 35 35 or (+45) 48 48 48 48

PARKING / Remember to buy parking ticket.

SATURDAY AFTER HOURS BAR / 18.30 – 19.30

OPENING HOURS / Saturday 9.00 – 18.30. Sunday 10.00 - 16.00

BOOTH FOR COPENHAGEN SPECS 2018 / send an inquiry to morten@copenhagenspecs.dk

FOOD & BEVERAGES / Visit the bar

COFFEE & BREAKFAST / Visit the coffee lounges

LECTURE FOR STUDENTS / Saturday the 4th of March from 12.00 – 15.45.

DISTANCE TO COPENHAGEN AIRPORT / 12.2 km

DISTANCE TO COPENHAGEN CENTRAL STATION / 2.7 km

DISTANCE TO CITY HALL SQUARE / 3 km

DISTANCE TO BIOMIO (RESTAURANT FOR SATURDAY NIGHT) / 1.8 km

! For any other questions please go to staff in the entrance and they will do their best to help.

WELCOME TO COPENHAGEN SPECS // 2017

The 4th edition of copenhagen specs is the biggest yet. We have chosen to expand with 11 exhibitors, as the interest has been overwhelming. It makes me very proud that copenhagen specs has grown into a show that people in eyewear industry all over the world talk about and gain from visiting. Once again, I want to send a big thanks to all those whom over the years have visited, exhibited, talked and written about copenhagen specs. The show would not be the same without you!

To be independent in the optical industry is getting tougher and tougher. All brands, shops and even eyewear shows are “fighting” for the same customers, exhibitors and visitors – and the independent market is getting smaller and smaller. Competition is a good thing as it keeps everyone on their toes, but I think it's time for the independent brands, shops and eyewear shows to begin to work together. We don't stand a chance alone, but together we will have a strong voice in the market. So, let's join forces! It will only make the future look a lot brighter.

Have a fantastic weekend in Copenhagen. I hope you will bring home great experiences, inspiration, business and who knows, maybe even new partnerships.

Morten Gammelmark
CEO & Founder of copenhagen specs



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EDITORIAL

copenhagen specs IVS
Hadsten Allé 61
2770 Kastrup
Denmark
www.copenhagenspecs.dk
info@copenhagenspecs.dk

Editor:
Morten Gammelmark
Morten@copenhagenspecs.dk

Design & production:
Twenty/Twenty ApS

Print:
Mark Production

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PEN
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INTERNATIONAL
EYEWEAR SHOW
**copenhagen
specs**



WWW.SALTOPTICS.COM

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THE TIME TO DIFFERENTIATE IS TRULY HERE.

The time has come to ask yourself; why it is that people visit your store rather than the large chain store around the corner? Yes, you are a locally owned store, you support your community and employ locals. Sure. But so might the shop around the corner.



BY MAARTEN WEIDEMA
THE EYEWEAR FORUM

norr
reframe your moment

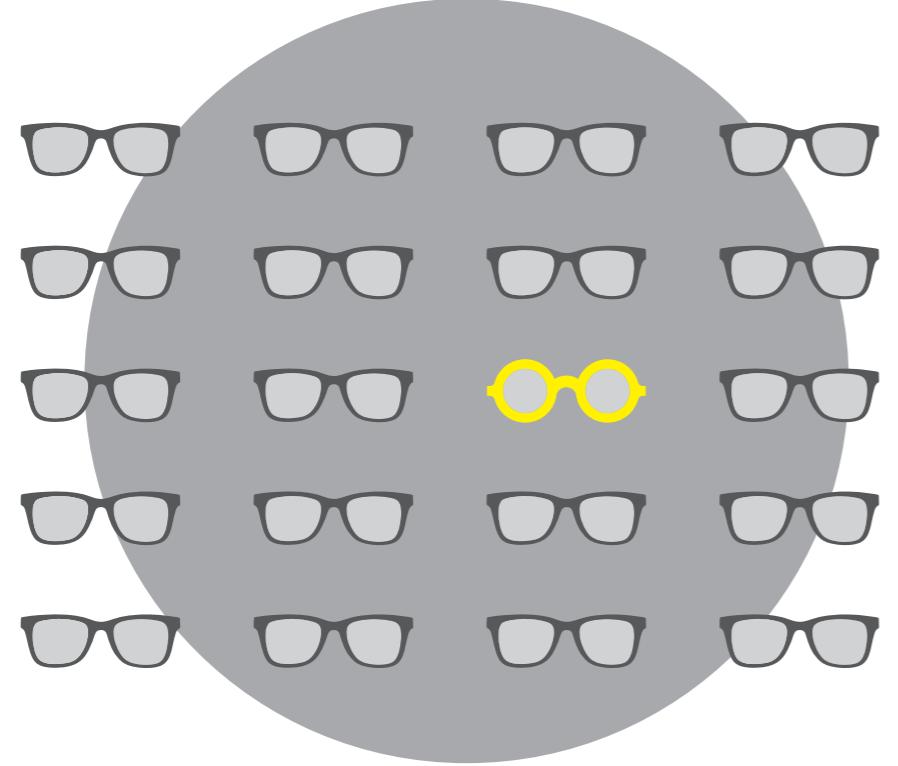


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BY MAARTEN WEIDEMA
THE EYEWEAR FORUM



You offer Raybans and a nice pair of great lenses, but so does the one around the corner, even at a lower price. So why should I choose to buy my frames at your store? You might serve a better coffee, but that is not important to me. Your service is better? That might be so, but the shop around the corner has a professional online shop where I can purchase my eyewear anytime it suits me.

Sure, you need to serve the delicious cup of coffee, a friendly chat and the best eyecare. But these are the basics that all the big chains offer as well, and they even have the financial benefit of numbers. On top of that – and this is where the going gets tough – they have marketing budgets that match your yearly turnover.

So, to differentiate you need to spot what you can offer the customer that the chain stores do not. This is not coffee. Nor is it exclusively great service, although personal service can go a long way. Offer them independent eyewear. Find those pearls in this big optical ocean. Yes, it requires work to spot the real ones. But once you do, they can be the missing link to complete your collection and distinguish it from others. This will draw customers in and make them loyal to your shop because you provide them with something that they cannot find anywhere else. Something that makes them feel special. Something that makes them feel unique. And where better to go search for pearls than at copenhagen specs.

KERING
EYEWEAR



WHO ARE WE?

Kering Eyewear is part of the Kering Group, a world leader in apparel and accessories with an ensemble of powerful Luxury and Sport & Lifestyle brands such as Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, McQ, Stella McCartney, Boucheron and Puma.

We are not just another eyewear company, we are the first luxury company in eyewear. For the first time in the optical industry's history, a luxury group has set up a dedicated eyewear company that has pooled expertise in design, marketing, production and distribution for the brands of the Group.

OUR STRATEGY

Kering Eyewear is taking a long-term view ensuring consistency in terms of approach and of brand image. The decision to design and develop the eyewear collections in house facilitates greater synergies with our brands and allows us to create best-in-class products with the highest attention to detail and quality.

For any enquiries and to view the latest collections, please contact a member of the Kering Eyewear team, details below:



Mette Nørgaard
Area Sales Manager - Denmark
+45 28 930 186
Mette.Norgaard@Kering.com

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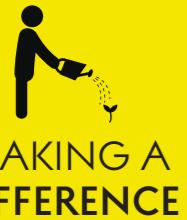
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PUMA

FAIR FACTS



MAKING A
DIFFERENCE

INDEPENDENT



SATURDAY NIGHT
AFTER
HOURS BAR

GOOD FRIENDS

INNOVATION

GREAT ATMOSPHERE

87
EXHIBITORS

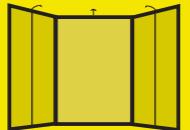


STANDING OUT

HISTORICAL VENUE



#COPENHAGENSPECS



BOOTH BY
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WONDERFUL
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INSPIRATION

OVER
140
BRANDS

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STORY
TELLING



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MOVER

HERE TO
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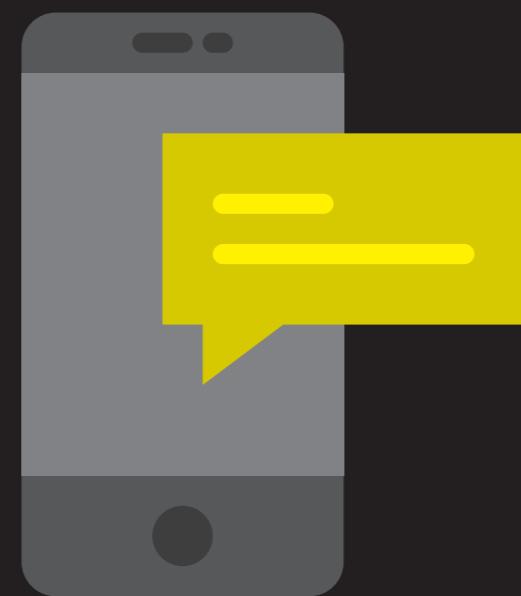
For more information please contact Lars Fønss på 30 91 17 69 or lars@dcompanynordic.com

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BY: MIA FORUM PALVIG
SENIOR COMMUNICATIONS ADVISOR, MORSING

ARE YOU TALKING TO ME?



The purchase process has undeniably and irreversibly moved outside the physical stores. The new hunting ground is primarily digital and the prey is customer attention and loyalty. Like in any hunt, the key to winning is thinking like the prey.



Copenhagen Specs

4-5 March 2017

THE NEW COLLECTIONS FROM:



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A
CHANCE!

THE NEW COLLECTION

WOOW

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SIMPLY FASHION

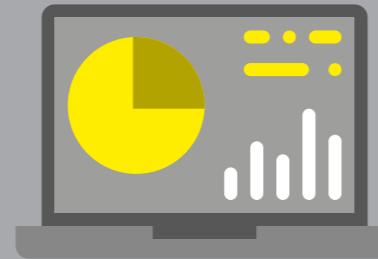
Urban design

- where all is possible,
and love is essential.

IN FACE IN LOVE

www.inface.com

ARE YOU TALKING TO ME? →



A professional and SEO-optimized webpage? Sure, that is fundamentals, so make sure you can tick this off. And then the fun begins. Successful brands are those that connect closer to consumers by tapping into their lives and becoming relevant to them not only when they actually look to purchase, either offline or online. For if customers do not connect to you, they will connect to your competitor.

One of the key drivers in truly connecting with customers and building loyalty is content marketing. There are various ‘googleable’ definitions of the term, but central in all of them is value. That is, providing content that is valuable to your target audiences and sets the receiver before the sender. It is content that your audience cares about and will find useful even if they do not per say have an interest in your brand. Examples of content marketing are how-to guides, blogs, podcasts and infographics.

BY:
MIA FORUM PALVIG
SENIOR COMMUNICATIONS ADVISOR
MORSING



FACE...IT

**How
old is my
server?**

(servers older than
3 years should be
replaced)



**What is
the state
of my IT
security?**

**Do I have
a backup?
Has anyone
tried to do a
restore?**

**If my
server
becomes
unavailable,
how will that
affect my
business?**

**How quickly
can I get
my business up
and running if my
server becomes
unavailable?**

**Visit us
at booth
number 84**



REMEMBER

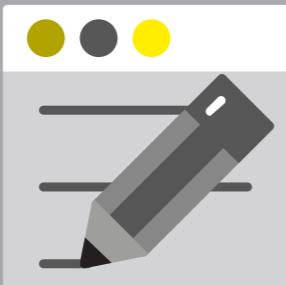
Your customers can book
eye tests online, 24 hours a day

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IN THE NORDIC COUNTRIES

OptikIT
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ARE YOU TALKING TO ME? →



Content marketing especially taps into influencing the early stages of the buying cycle, before the consumer has consciously started looking to purchase a specific product. Valuable content leads consumers to view brands as experts or a so-called thought leaders; someone that can educate and guide, someone they want to engage with. Content marketing pieces in the eyewear industry could e.g. be “how the wrong lens strength can influence your health”, “the most fashionable sunglasses spotted at fashion week” or “how to shop glasses by head shape”.

If you’re not sure exactly how you can add value, ask your existing customers what kind of content would be helpful to them now or would have been helpful when they were purchasing eyewear. They’ll tell you.

BY:
MIA FORUM PALVIG
SENIOR COMMUNICATIONS ADVISOR
MORSING



NEWS HAVE ARRIVED

KUNO · QVIST

wesc VOLTE FACE PARIS NPS OPO HELLO KITTY K · Q YOUNG Julbo B & S

Come and visit us at stand 29
you can also visit our webshop and homepage at www.opo.se

OPOS SCANDINAVIA

ARE YOU TALKING TO ME? →

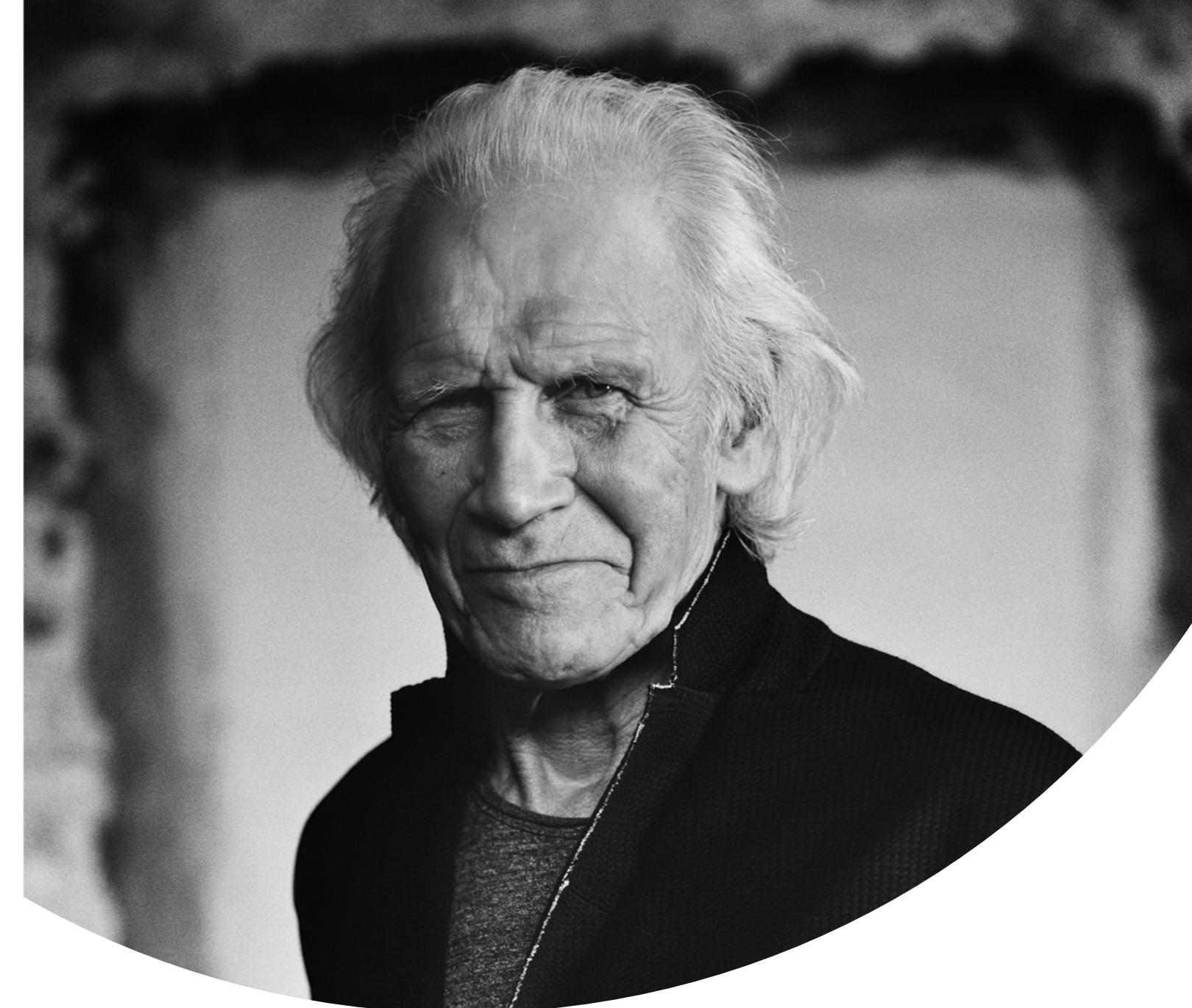


Another brand battleground to win is social media. Consumers are spending more and more time on social media platforms like Facebook, Instagram and Snapchat. If they are there, so should you be. Social media is neither an expensive nor difficult game to play. The best evidence of this are the many very small brands or stores that have succeeded in gathering impressive follower groups, such as ceramics craftsman Tortus Copenhagen with 650,000 followers and jeweler Handcraftedcph with 43,000 followers on Instagram. Followers stay here because they want to; because they get value.

Establishing a social media profile does not in itself allow you to tick the box. The key to real success is again: content marketing. Social media should not be just another platform for plainly pushing your own agenda. Instead, think "would I want to engage with this if I did not have an interest in my brand?" On social media, more so than on other channels, value is typically conveyed in pictures that draw in followers.

Thus, engaging digitally with consumers is a game all can play. Put simply, it all starts with thinking more like your customers and less like yourself. What gets them on? Once you master the game, you can build a competitive advantage that may be difficult to beat. If you hesitate, on the other hand, you will be the one to play digital catch-up. Let the game begin.

BY:
MIA FORUM PALVIG
SENIOR COMMUNICATIONS ADVISOR
MORSING



YOU'RE UNIQUE. YOUR YUNIKU.

If a picture is worth a thousand words, then a face is worth millions. Meet Yuniku: the revolutionary innovation in 3D tailored eyewear. Fits any lifestyle, any look and any visual need.

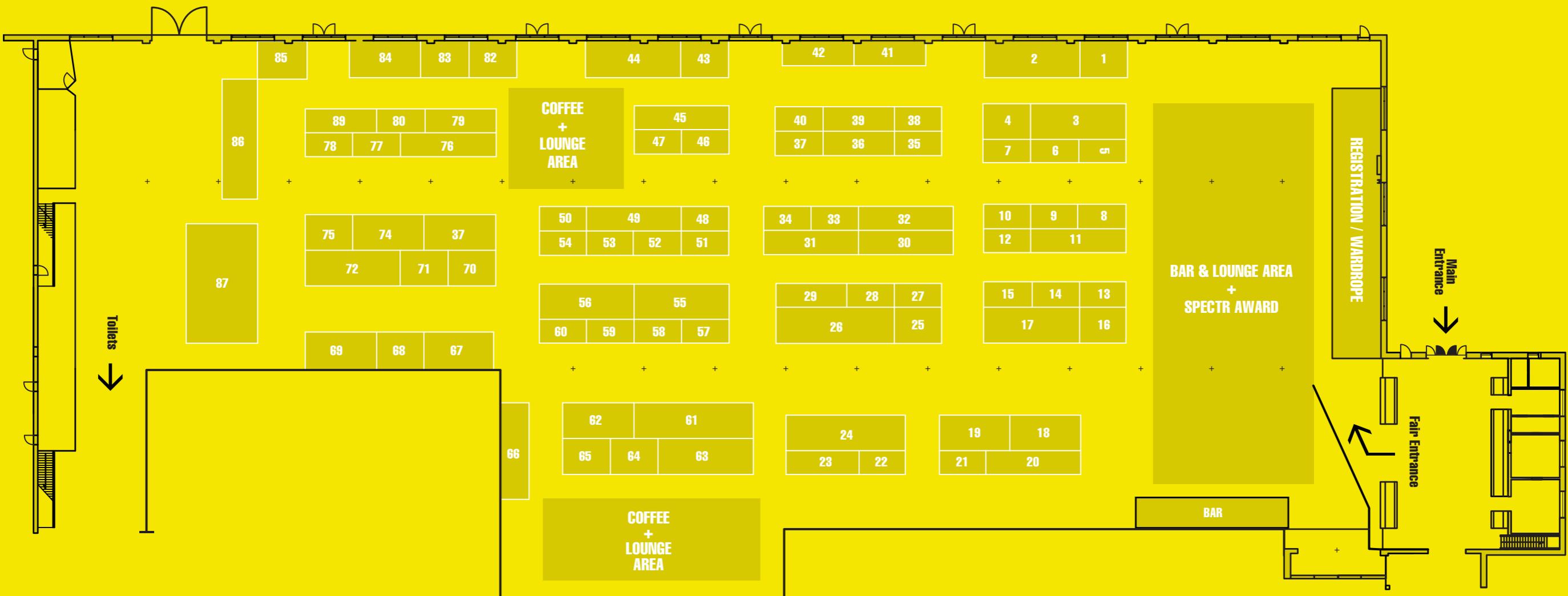
www.yuniku.com

Yuniku.

HOYA

3D TAILED EYEWEAR

BOOTH PLAN / LOKOMOTIVVÆRKSTEDET

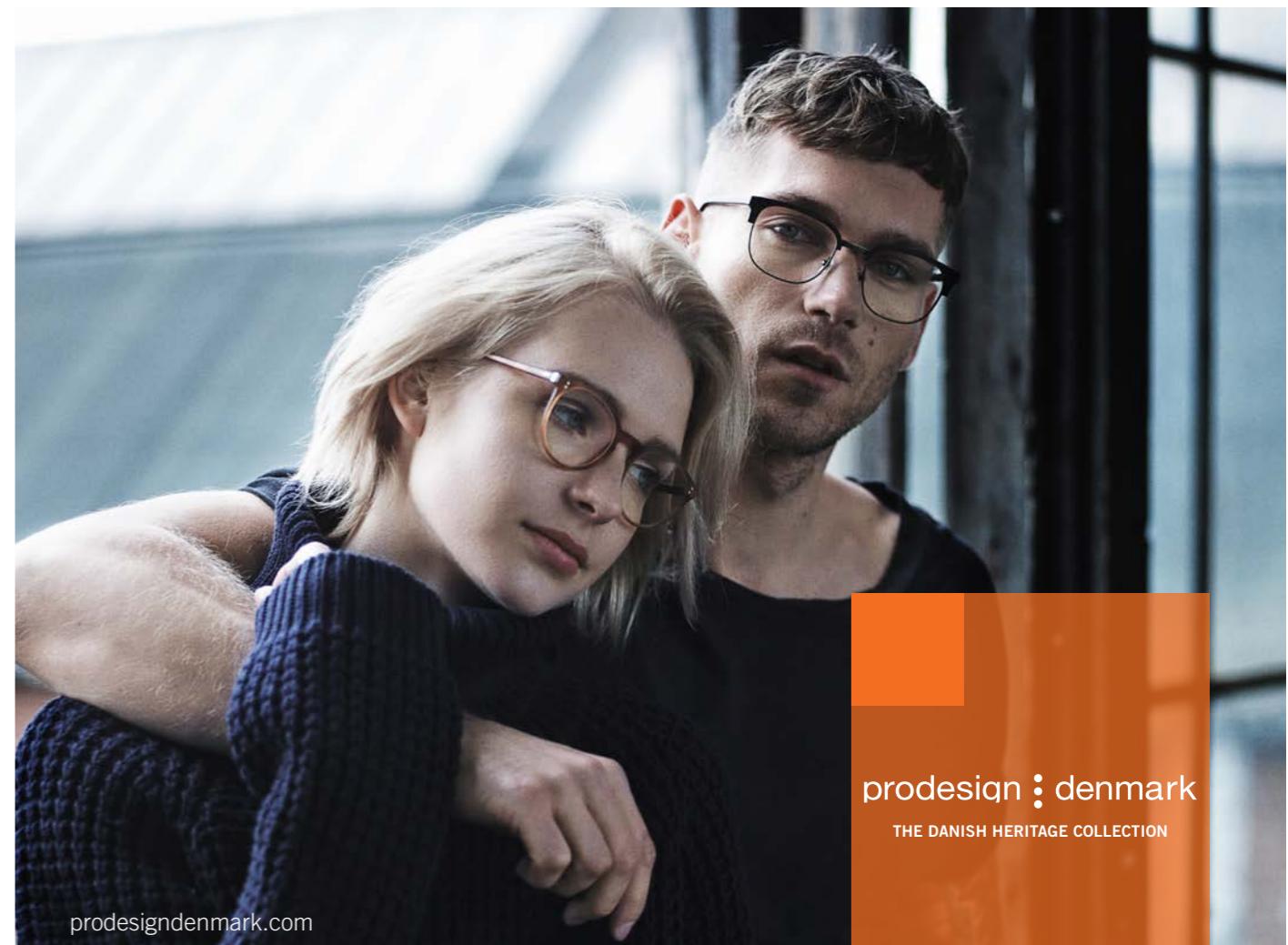


1 ANDY WOLF	15 LUCAS DE STAEL/UNDOSTRIAL
2 EYE EYE DK	16 CLAIRE GOLDSMITH
3 PAJUK	17 ØRGREEN
4 SALT	18 MARCOLIN NORDIC
5 KOMOREBI EYEWEAR	19 KILSGAARD
6 INFACE	20 LOVE BELFORD
7 WOOW	21 PLM LUNETTES
8 ESSILOR	22 OPTIKKPARTNER
9 PRODESIGN	23 NETOPTIC
10 FACE A FACE	24 LINDBERG
11 RODENSTOCK	25 LINDA FARROW
12 SUZY GLAM	26 FLEYE
13 OPTIM	27 CARLOTTAS VILLAGE
14 C DESIGN	28 FUNK

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32 NYT SYN	47 KALEOS	62 MOREL	77 OPTILEKS
33 INSPecs	48 VIVEUR SUNGLASSES	63 YUNIKU	78 THEO
34 AM EYEWEAR	49 IIGN	64 HOYA	79 BELLINGER
35 MONKEYGLASSES	50 SILVER LINING	65 OCUCO	80 NORDKEMI DANMARK
36 NINE EYEWEAR	51 THORBERG	66 BLOOMDALE	81 EINSTOFFEN
37 PRIMOTEC SPORTS	52 DEAR LEADER	67 CARL ZEISS VISION	82 THOMSEN EYEWEAR
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So it's been established that if brands really want to forge long lasting relations with their customers, they need to behave in a likeable, or even a lovable way. But how do you go about doing that? What does that mean in reality?





LOVE GROWS....

BY CLAIRE GOLDSMITH

GETTING CONSUMERS TO FALL IN LOVE WITH YOUR BRAND

The key to understanding and unlocking the power of a brand, starts with understanding human nature and human psychology. Parallels exist in so many ways when it comes to how people feel towards brands and how people feel towards other people. We love brands. Hate brands. Are annoyed by brands. Are amused by brands. Are reassured by brands. Feel empathy towards brands. Are nostalgic about brands. People are emotional about brands in a very similar way they are emotional about other people.

Having feelings towards a brand is a natural, powerful extension of how we're built as human beings. We don't just consume brands. We actually engage in relationships with them. With some brands we have wild short term flings. Others stay with us for a lifetime, like family.

The secret to successful marketing lies in creating and nurturing a powerful, passionate and genuine relationship between the brand and customer. It takes time and effort to build this, but much like the investment in a relationship with a person, the outcome of that can bring unmatched rewards.



A STRONG SENSE OF FAMILY

6 collections with character to perpetuate
the MOREL family saga.



LOVE GROWS....

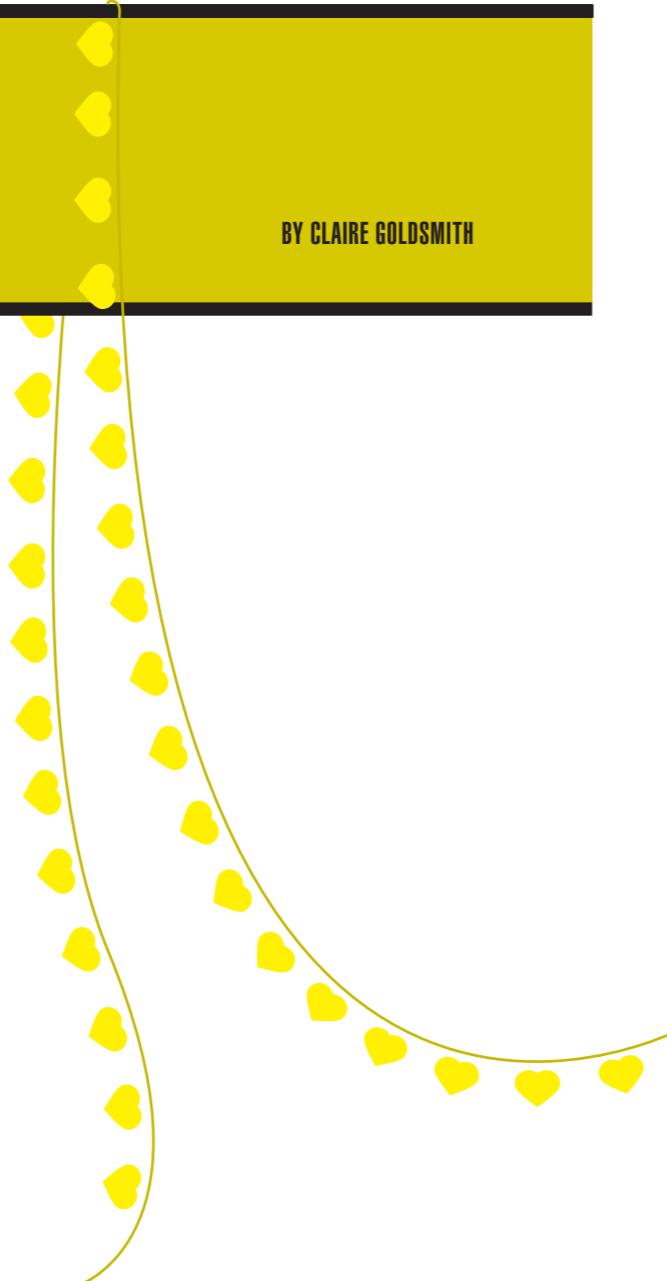
BY CLAIRE GOLDSMITH

8 RULE ON THE ROAD TO LOVE...

- 1 Know yourself – know who you are as a brand and what is special about you: a. How are you different? b. What your “one thing” that is totally unique to you, that cannot be replicated by anyone else?
- 2 Know your type – know who your ‘ideal’ consumer is. The consumer who feels like your brand was made for them.
- 3 Meet memorably.
- 4 Make it mutual – our strongest consumers should be influencers of others and ultimately brand evangelists.
- 5 Deepen the connection – by giving the consumer experiences that make it feel like the brand exists for them.
- 6 Keep love alive – rejuvenating the relationship with innovation and news
- 7 Making up – just like our own relationships, brands and consumers will go through crises. How this is managed will determine whether a relationship is strengthened or devalued.
- 8 Breaking up is hard to do.....but in reality some relationships end. Recalibrate and move on.

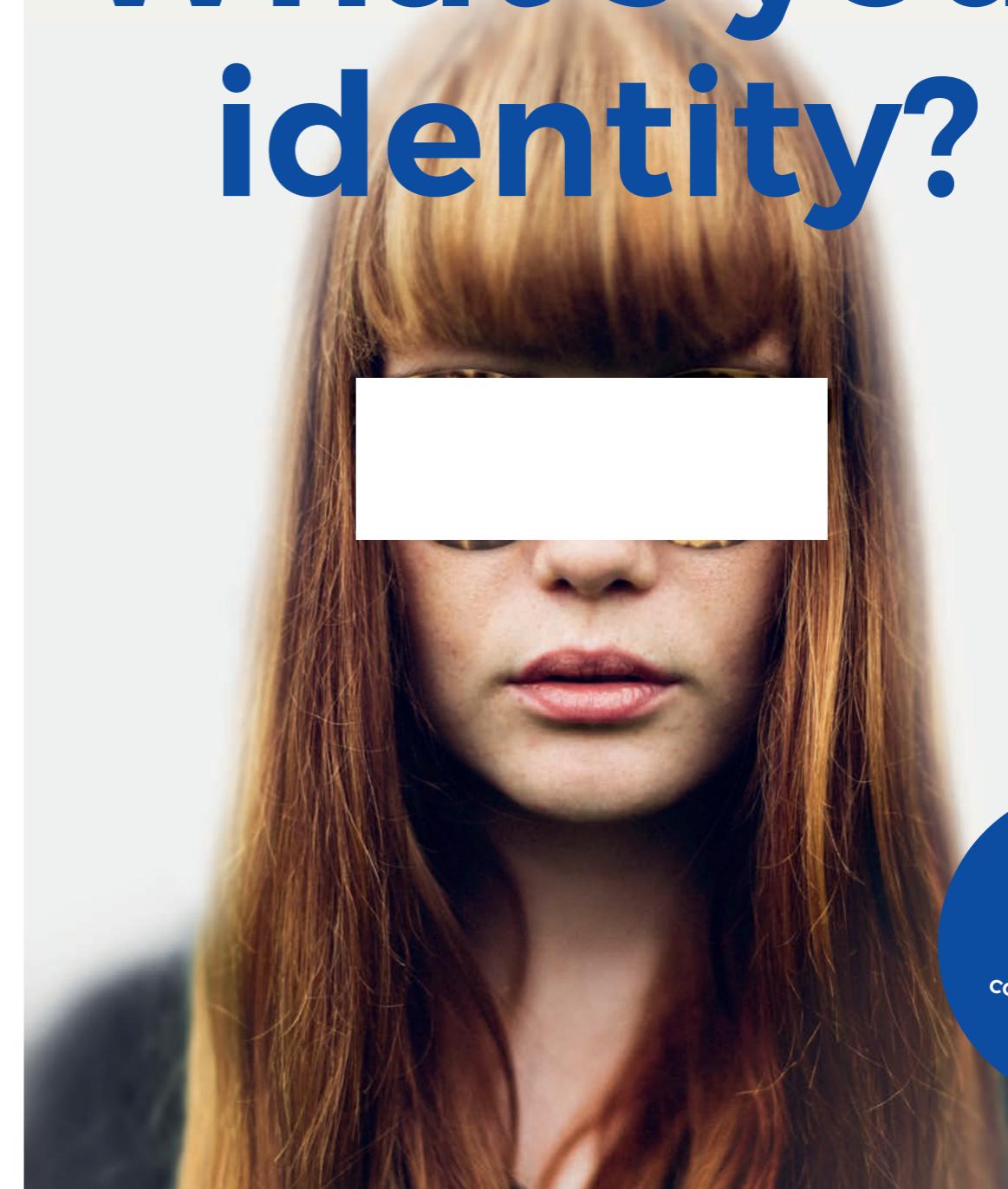
In the world of Eyewear there seems to be more and more brands joining the lineup. Fashion houses celebrities, licensed big names, and hundreds of independents. Add to that the fact that there are more forms of media being used by all these brands to gain your attention than ever before.

Therefore never has it been more important for small independent brands who cannot compete in the media advertising stakes, to find a way of connecting emotionally and psychologically, with their customer to preserve and protect their future and their success in what is a very competitive and saturated market place.



WWW.TWENTYTWENTYSTUDIO.COM

What's your identity?



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LOUNGE AREA.
COME HAVE A TALK.

Ours is to design eyewear for other brands. First we find out who you are and where you want to go. Then we add a decade of experience from eyewear, advertising and design agencies. The result is your new, customized eyewear identity.

BY KATRINA AKKERMANN

BECOME A STORY BRAND

INCORPORATE
STORYTELLING
INTO YOUR
SALES AND
MARKETING
STRATEGY

As an independent optician, you have a unique opportunity to build strong relationships with your customers. You can engage with them on a personal level and tell your story; a narrative that creates a bond between you and your customer. A story that helps your customer make the right choice: Your business.

This requires some courage on your part to stand out from the crowd.

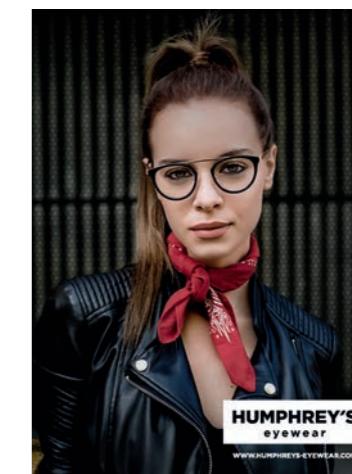
"Isn't there a risk that I'll lose some customers by doing that?" you might ask.

Of course. But no matter what you do (or don't do), there will always be some customers who will opt to take their business elsewhere. And if you don't stand for something, then your business is just plain INVISIBLE. Not only does being invisible not help you attract customers, but it also means that instead of taking control of your own story, you allow word-of-mouth and assumptions to define what you stand for.



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stand 42

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BECOME A STORY BRAND

BY KATRINA AKKERMAN



When working with ‘storytelling’, the most important thing is that your story explains what makes your business unique and highlights its strengths. This does not mean, however, that you should be telling the customer “Buy from me”. Rather, the aim is to help customers conclude on their own that you are the right choice for them.

In order to build your ‘brand story’, you must start by defining your vision so that you can articulate **WHAT** you stand for, **HOW** exactly you make a difference in your customers’ lives and **WHY** you do things the way you do. After all, if you don’t know the what, how and why of your business, there is no way for your customers to know either.

This can be a really fun and exciting process to work through because it really forces you to take a good look at your business, all the way up from the helicopter view and down to the product, employee and clinical level. It’s a process you should repeat at regular intervals. It makes you take a fresh stock of things and helps you focus on what is important to your business.

You must also invest time and effort into getting to know your ‘overall target markets’. Knowing who you want to sell your products and services to is naturally very important if you want

to communicate effectively with them. Start by making a list of all the different groups of customers you would like to sell to.

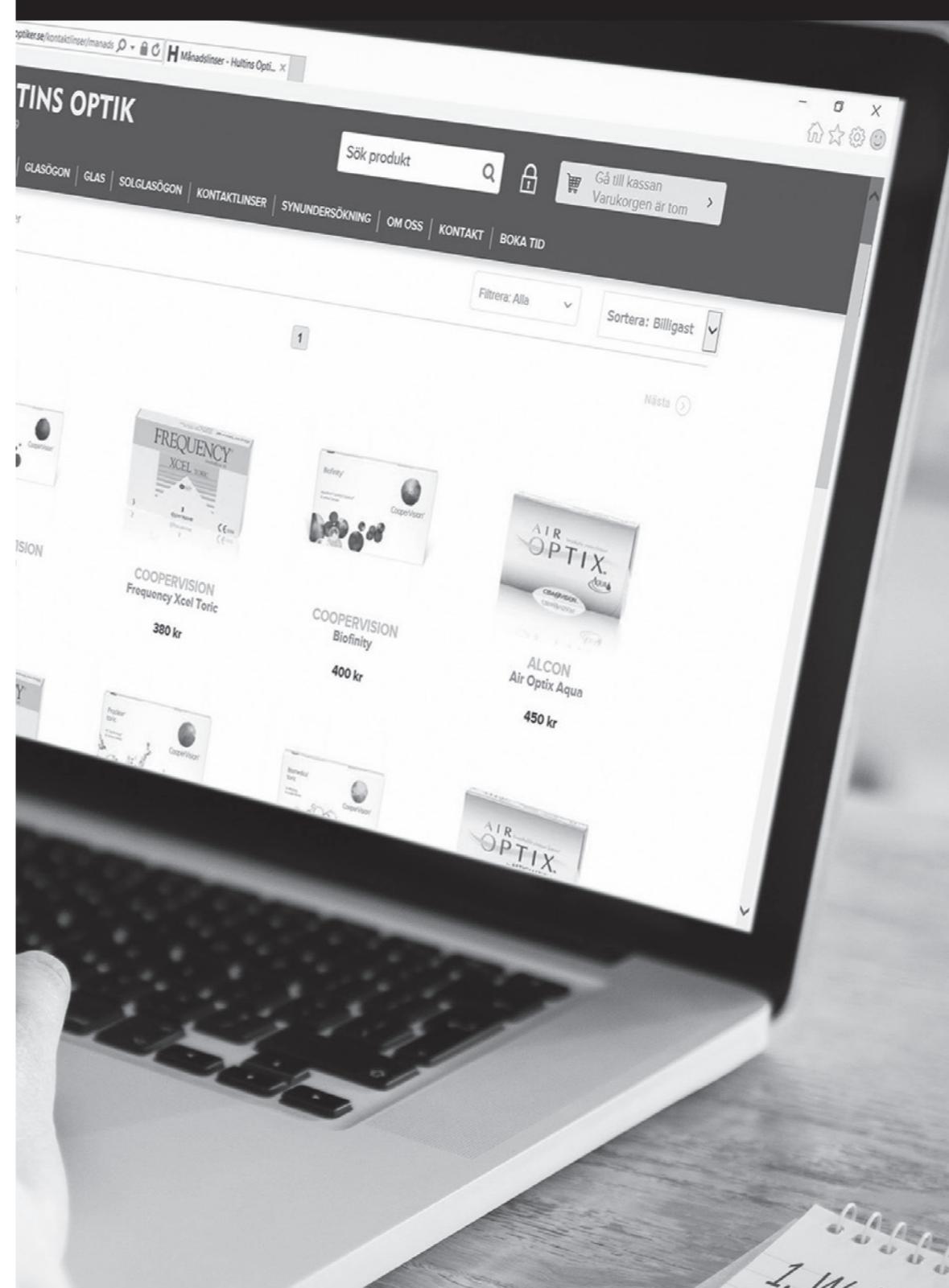
You may be tempted to just write “Anyone who buys glasses and contact lenses,” but try thinking in terms of marketing and communication. In other words, narrow down your target group to a more specific group of customers. The fact of the matter is that there is no such thing as a single message that works for all customers. Believe it or not, even the oft-used “50% discount on glasses” campaign will actually deter certain customers. This is because a rising number of consumers prefer shops that seldom offer discounts, believing they get higher quality and better service in such places.

By taking a closer look at your customers and getting to know them a little better, it becomes a lot easier engaging them in your story. Rank and prioritise your customers; which type of customer do you expect to get the highest return on effort from?

Keep in mind that this exercise is exclusively about marketing and your brand story rather than advising you to consider excluding certain groups of customers. Obviously, you’re going to welcome anyone who enters your shop! ;)



IDUN - A digital solution for you as an optician



1. Webshop
2. Communication tools
3. Timebooking
4. Supplier connections
5. Easy administration

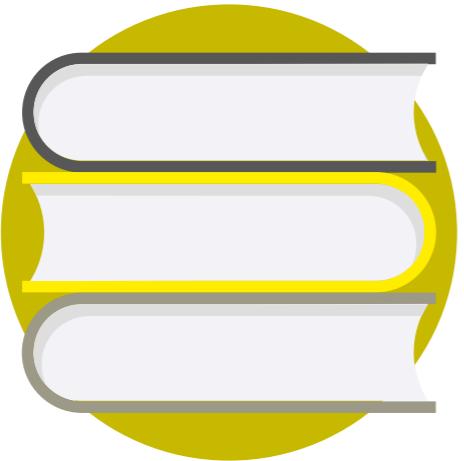
For more information please contact Lars Fønss på 30 91 17 69 or lars@dcompanynordic.com

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BECOME A STORY BRAND

BY KATRINA AKKERMANN



THE PURPOSE OF YOUR STORYTELLING IS TO ENGAGE YOUR CUSTOMERS

If your main customer group is very interested in the latest fashions and trends, for example, then your engaging story could be an interview with the local newspaper about your last trip to Copenhagen, New York, Paris, Milan or Munich, where you share the newest trends from the world of eyewear. Most local newspapers will appreciate having an 'expert' willing to give them a story, while you get to signal to all the fashionistas in town that it's YOUR shop they should visit if they are looking for the latest and greatest in eyewear.

Of course, in the example above, that story should focus on fashion and NOT on your shop. But the moment you begin to become recognised as someone who knows everything about the latest eyewear trends, customers who are looking for that

will make the connection on their own and drop by your shop.

The same principle also applies to your storytelling on digital media, of course. Write blog posts about new trends, post hot fashion and eyewear photos on Instagram and upload videos from trade fairs and exhibitions around the world where you show off eyewear fashion with cool street looks.

So define your story. Make it captivating and simple to become a part of - for your employees, customers and everyone else with an interest in your business.

Become a 'Story Brand'.



Plein Les Mirettes

----- French Eyewear -----



Franske farverige forførelser i dristige designs

- Unikt stang og hængsel system
- Originale historiske acetater fra 1950 til 1965
- Limiterede eksperimenterende farver
- Egen designede acetater fra Mazzucchelli

På standen finder du:
Pascal (FR), Christophe(FR) og Morten (DK)

Copenhagen SPECS release ses på

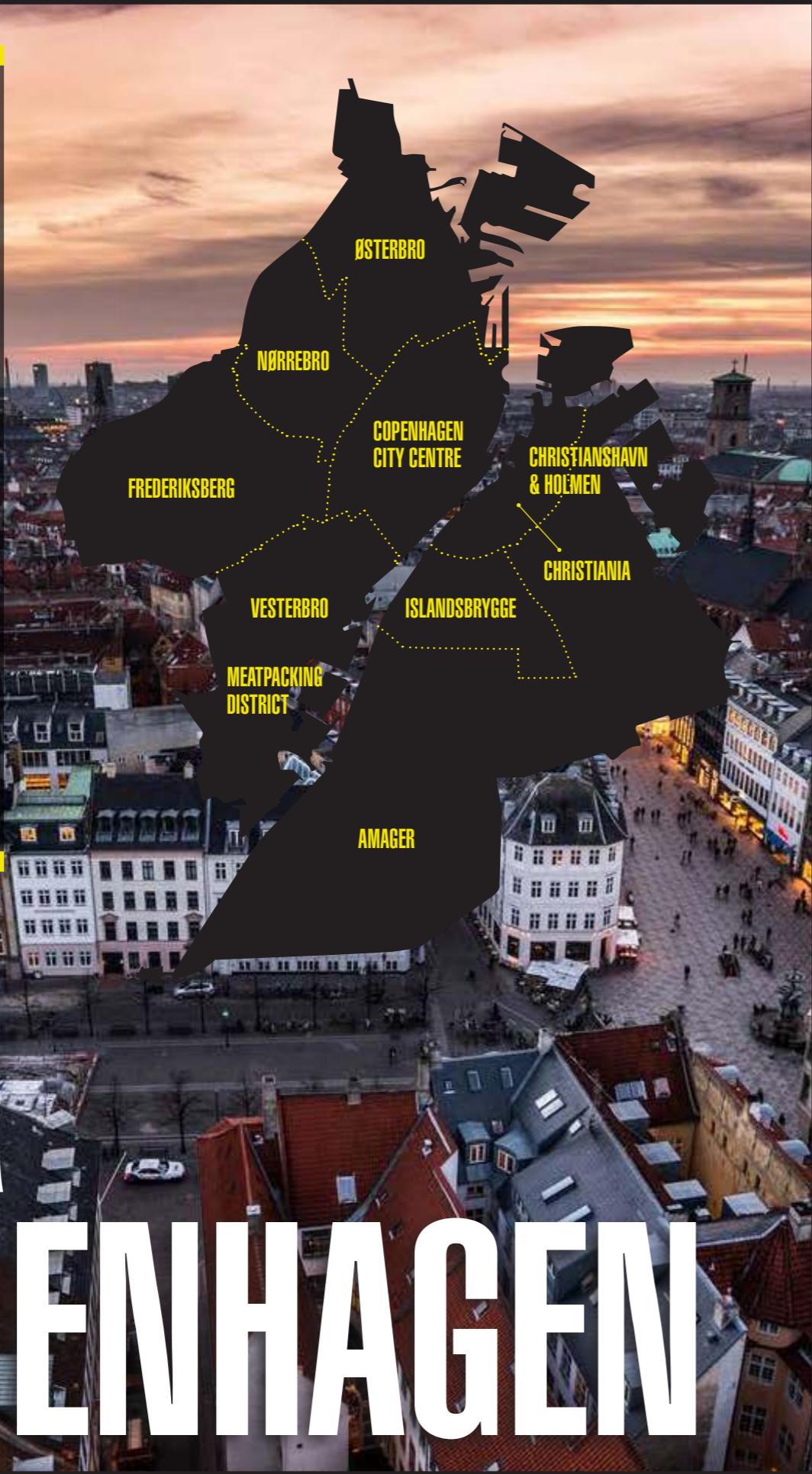
STAND 21



THE DOT COMPANY

OUR COPENHAGEN

Copenhagen is a melting pot of very different areas and neighbourhoods, all with their distinctive flavour and character - from ultra hip, trashy and trendy Vesterbro to multicultural Nørrebro, from picture perfect Østerbro and posh Frederiksberg with romantic gardens and 18th and 19th century houses to the very core of the city with its narrow streets and charming Christianshavn. Copenhagen has something for everyone. Find the area that suits your personality, or why not dare yourself to cross over to unknown territory? Just stroll around, drink coffee at the sidewalk cafes, shop, people watch and take it all in. Remember to stop and stare once in a while. Look up. Many of Copenhagen's most beautiful sights are above your eye level.



COPENHAGEN CITY CENTRE

Inner city includes Copenhagen's oldest neighborhood with small, narrow streets and crooked houses. Here you will find some of the city's most popular attractions, the political and historic centre as well as a myriad of great shopping streets, cozy cafes, restaurants, green oases, charming canals and a modern waterfront. The main artery of the city centre is the pedestrian street Strøget, that runs from City Hall Square to Kongens Nytorv. The heart of Copenhagen that we define as city centre is the area within the Lakes (Sortedam Lake, Peblinge Lake and Skt Jørgens Lake) and includes both the medieval city and Christianshavn. It is also known as Copenhagen K.



HIPSTER
WESTERBRO

The infamous red light district and former working-class area of Copenhagen is actually one of the most fashionable places in Copenhagen - not just to live - but to shop, eat, drink and have a great night out. Vesterbro, situated next to the Central Station, made no. 4 on Thrillist's top 10 most hipster neighbourhoods on Earth.

Are you looking for a dinner – budget, value-for-money or gourmet - or a fun night out go to the Meatpacking District where new restaurants and cool bars crowd the area.

Vesterbro, also known as Copenhagen V, boasts its own charming foodie street, frenchy Værnedamsvej – a gourmet's paradise with artisan food shops, wine bars, restaurants, cafés and grocers.



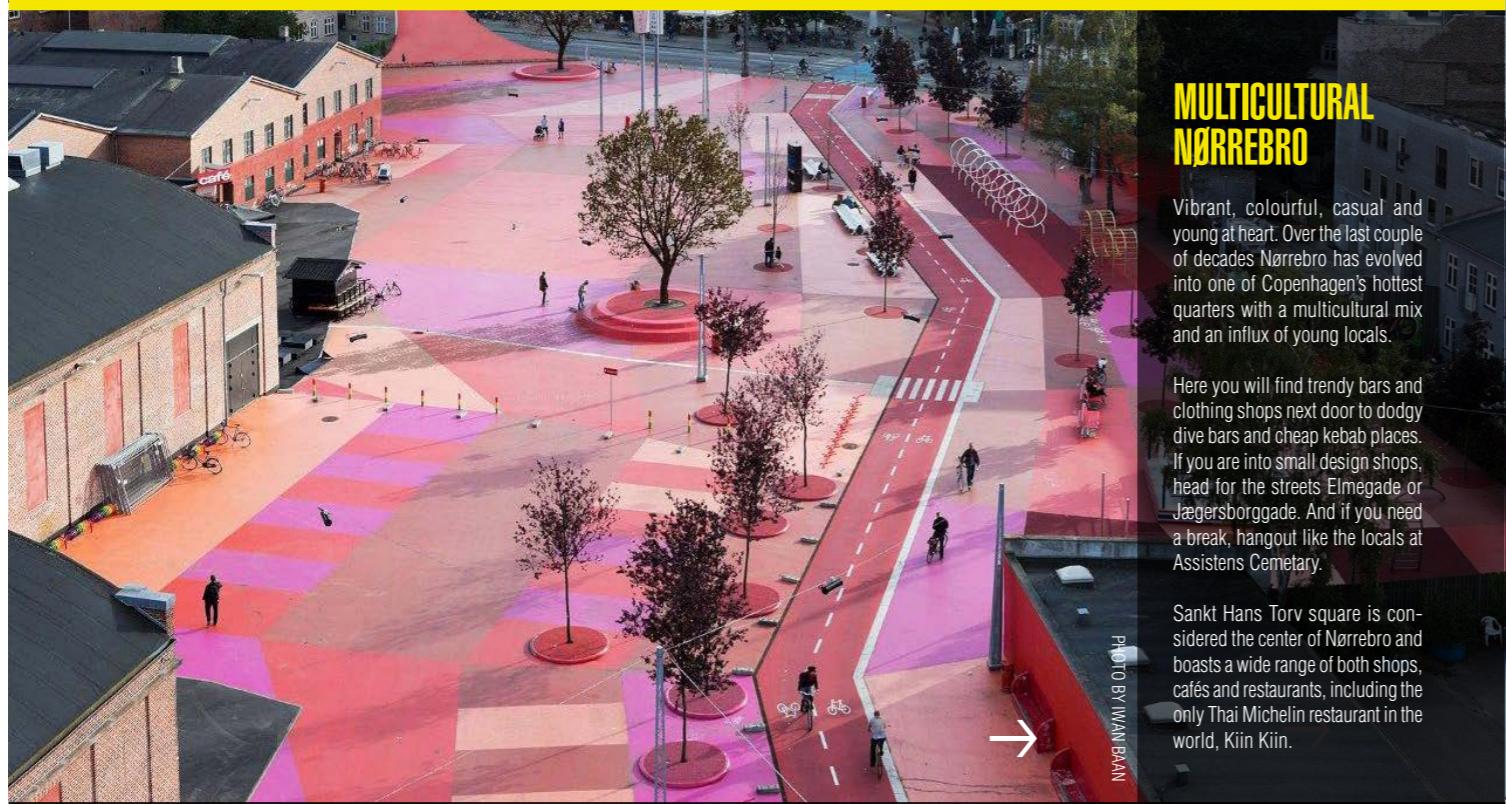
FAMILY-FRIENDLY ØSTERBRO

Broad boulevards, delicacies, design shops, green oases and Copenhagen's most famous statue. The neighbourhood of Østerbro in Copenhagen, also known as Copenhagen Ø, is somewhat posh and at the same time completely down to earth. Østerbro is located north of Copenhagen city centre. It is one of Copenhagen's most attractive residential areas, especially for families with kids - or dogs.

The reason is that it is one of the greenest areas in the city, home to Fælledparken – Denmark's largest public park - with sports facilities, playgrounds, football grounds, the national stadium and dog off-leash areas. It is close to the water, with a new beach park at Svanemøllen and Copenhagen's Lakes, as well as the Citadel grounds and the very famous statue of The Little Mermaid on Copenhagen's waterfront.



PHOTO BY MORTEN JERICHAU



MULTICULTURAL NØRREBRO

Vibrant, colourful, casual and young at heart. Over the last couple of decades Nørrebro has evolved into one of Copenhagen's hottest quarters with a multicultural mix and an influx of young locals.

Here you will find trendy bars and clothing shops next door to dodgy dive bars and cheap kebab places. If you are into small design shops, head for the streets Elmegade or Jægersborggade. And if you need a break, hangout like the locals at Assistens Cemetery.

Sankt Hans Torv square is considered the center of Nørrebro and boasts a wide range of both shops, cafés and restaurants, including the only Thai Michelin restaurant in the world, Kiin Kiin.

PHOTO BY IWAN BAAN



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For more information please contact Lars Fønss på 30 91 17 69 or lars@dcompanynordic.com

D & C O M P A N Y Pentavägen 5B, 187 30 Täby, Sweden, 89 88 28 23, info@dcompanynordic.com, dcompanynordic.com



MARITIME CHRISTIANSHAVN & HOLMEN

Narrow cobbled streets, Michelin-starred restaurants and cosy cafes along the canal. Just across the bridge Knippels Bro is Christianshavn, officially part of Copenhagen city centre. Christianshavn is a much-desired area for Copenhageners to live. And it is easy to see why. It is central, full of bars and restaurants and has a unique maritime atmosphere. Enjoy a cold beer by the canal, dine at René Redzepi's world-famous restaurant noma, or get an extraordinaire experience at The Royal Danish Opera. And do not forget to visit freetown Christiania, also situated in Christianshavn.



POSH FREDERIKSBERG

Frederiksberg is a fashionable part of Copenhagen with excellent shopping opportunities and green spaces. It is more posh than Nørrebro and Vesterbro, and the people living here are usually older and more established. Main street through Frederiksberg is Gammel Kongevej aka King's Road. Shopping is great here with many clothing shops as well as sushi restaurants, cafes and deli's.

The quarter even boasts its own food street, frenchy Værnedamsvej – a gourmet's paradise with specialist cheese, wine, fish and chocolate shops, as well as cafes and grocers - on the border between Frederiksberg and Vesterbro. Frederiksberg is also a green oasis with Frederiksberg Gardens, the romantic Garden of the Faculty of Life Sciences and Søndermarken.

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