

# copenhagen specs

**BOOTH PLAN**  
**PAGE 22**

**PAGE 28**

**LOVE IS**

**DO YOU HAVE THE  
COURAGE TO FOLLOW  
YOUR OWN STRATEGY**

**PAGE 6**

**PAGE 14**

**IF ITS IMPORTANT TO YOU  
YOU WILL FIND A WAY**

**PAGE 24**

**DIGITALIZE OR DIE OR WHAT?**

**norr**  
reframe your moment



**COVERS REFRAMED  
NEW DESIGN, NEW LOOK**

For more information, venligst kontakt Lars Fønss på 30 91 17 69 eller [lars@dcompanynordic.com](mailto:lars@dcompanynordic.com)

**D & C O M P A N Y** Pentavägen 5B, 187 30 Täby, Sweden, 89 88 28 23, [info@dcompanynordic.com](mailto:info@dcompanynordic.com), [dcompanynordic.com](http://dcompanynordic.com)

# WELCOME TO COPENHAGEN SPECS // 2016

It is with great pleasure that I can welcome you to the third edition of copenhagen specs – the biggest independent eyewear show in Scandinavia. The interest in exhibiting has once again been overwhelming and it makes me very proud that copenhagen specs has become one of the most important European eyewear shows to be represented at. It is also a great pleasure to follow how the optical business, opticians and the eyewear press talk and write about the show. I want to send a big thanks to all who have visited, exhibited, written about or just spread the word about the show. You are all the main reason why the show has become what it is today.

We have not succeeded yet, however. There is still a lot of work to do in getting more of the supply chains and independent chains to encourage their employees to visit the show. They have a unique opportunity to find inspiration and get valuable insights into the range of brands sold in Scandinavia.

I cannot do this by myself. I need help from all parts of the optical business. I need you to continue the great work which is already being done out there. Copenhagen specs is here to stay, so let us build an additional layer on the foundation and make sure it will be the best eyewear show to attend for both visitors and exhibitors.

Have a great weekend in Copenhagen and enjoy the show.

*Morten Gammelmark  
CEO & Founder of copenhagen specs*



## CONTENT

- 04 Q&A
- 06 Do you have the courage
- 12 Fair Facts
- 14 You will find a way
- 22 Booth plan
- 24 Digitalize or die
- 28 Love is
- 34 Our copenhagen



## EDITORIAL

copenhagen specs IVS  
Sverrigsgade 2a, 5. TH.  
2300 Copenhagen S  
Denmark  
[www.copenhagenspecs.dk](http://www.copenhagenspecs.dk)  
[info@copenhagenspecs.dk](mailto:info@copenhagenspecs.dk)

**Editor:**  
Morten Gammelmark  
[Morten@copenhagenspecs.dk](mailto:Morten@copenhagenspecs.dk)

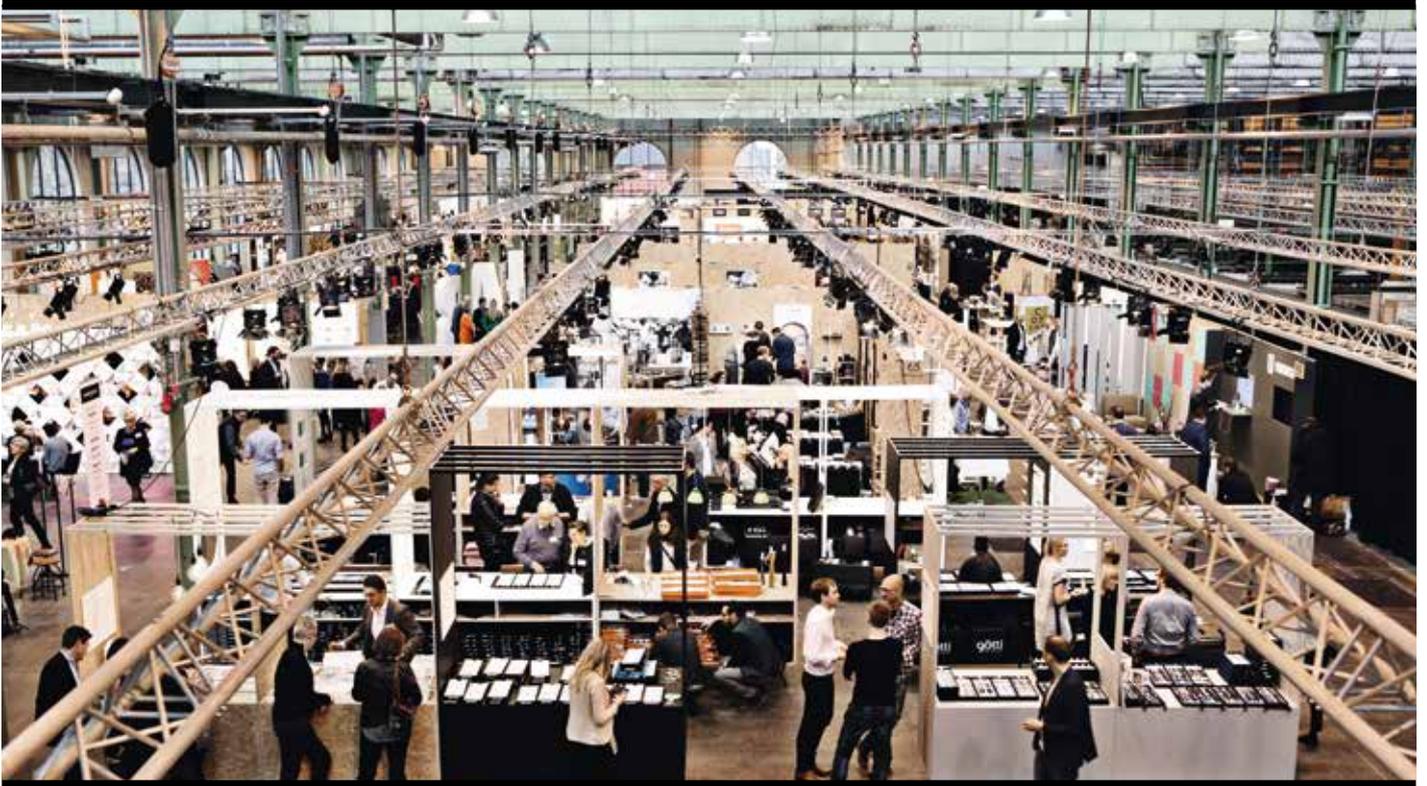
**Design & production:**  
Mette Thordal Lauritsen,  
Concept Zoo

**Print:**  
Mark Production

copenhagen specs is not responsible for possible errors in advertising and the text to the advertising.

# Q&A // COPENHAGEN SPECS // 2016

PHOTO BY MADIS GRAVER



## PRACTICAL INFORMATION FOR VISITORS

## PARKING

REMEMBER TO  
BUY PARKING  
TICKET.

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

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

**OPENING HOURS** / Saturday / 9.00 - 18.00, Sunday / 10.00 - 17.00

**FOOD & BEVERAGES** / Visit the bar in the middle

**LECTURE FOR STUDENTS** / Saturday the 5<sup>th</sup> of March 2015 / 12.00 - 15.30

**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

### BOOTH FOR COPENHAGEN SPECS 2017

send an inquiry to [morten@copenhagenspecs.dk](mailto:morten@copenhagenspecs.dk)

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

Silhouette®

AUTHENTIC EYEWEAR. SINCE 1964.

Titan Minimal Art Pulse Mod. 4531

## TITAN MINIMAL ART

THE ICONIC RIMLESS  
EYEWEAR DESIGN  
HAS ALLOWED MILLIONS  
OF PEOPLE TO SHINE  
SINCE 1999.  
EACH PAIR IS A UNIQUE  
PIECE - INDIVIDUALLY  
TAILORED TO  
YOUR PERSONALITY.

Let your true self shine through.  
**BECAUSE YOU ARE UNIQUE**

[www.silhouette.com](http://www.silhouette.com)

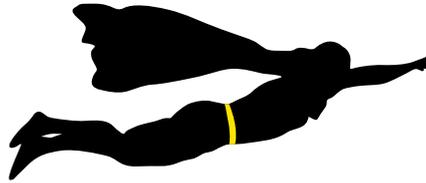
”

Strategy means  
long-term  
planning in order  
to reach a goal“

DO YOU HAVE  
THE **COURAGE**  
TO FOLLOW YOUR  
OWN STRATEGY?



BY FOUNDER & OWNER OF STRATEGISK HR V/KATRINA AKKERMAN



**F**or most companies, strategy is a natural part of the many preparations for a new fiscal year; to look back and prepare for the future, to design a strategy, plan actions towards reaching the desired targets – often financial – for the coming year. This process is mostly part of a long-term plan, even a 2-3 year plan.

Strategies do not necessarily fill folders with paper. The best and most effective strategies can usually be boiled down to a single page.

As an independent optician, you should have a clear vision of your unique contribution to this industry. How is this contribution expressed and especially; how will you differentiate yourself in the vast market?

It must NEVER be down to price alone!

Competing on price will only cause you to repeatedly compromise yourself instead of focusing on serving your customers with your unique optometrist skills.

Instead, let your strategy evolve around planning your purchases to match the needs of your specific customers. Consider to reduce the number of brands, be loyal and work more closely with your favourite suppliers.

Sadly, we repeatedly observe independent opticians give away frames with up to 80% deduction from the sales price – why? They sell beautiful brands; carefully selected, very expensive – yet sold much too cheap and without a significant company profile.

Where is the strategy in that? When you signal to your customers that the expensive and modern frames in your store are only worth a fifth of the retail price, why would they then ever pay full price?

The only strategy in which this would make sense is one where you only want to offer the most recent frames on your

shelves. With an 80% clean-up sale you would make room for new products.

However, perhaps implementing a strategy that keeps a very limited stock and gets desirable exchange deals with your suppliers would result in better earnings and attract other customers than those who only keep track of your next sale.

Several opticians in Denmark never have a sale and they are very profitable businesses. It is evident that maintaining a firm strategy pays off in the end, but you must find the courage to pursue this persistent strategy.

How long will you test your strategies and new concepts? One, two or maybe three months?

To put this into perspective, think of how often your customers purchase and how often they just browse in your store. If you only test a new concept for a few months, 95% of your customers will never get to experience it.



**It must NEVER be down to price alone!“**



## DO YOU HAVE THE **COURAGE** TO FOLLOW YOUR OWN STRATEGY? →



After 2 months with a low number of visits, it is understandable to worry about the survival of your store and become tempted to sell out with 60-80% sales – but the only possible outcome would be confused customers. This type of sales behaviour does not create loyal customers.

How do you make money, then? If you sell cheap glasses, you would need to sell a lot to make money. This means you would have less time for each customer, less time to develop relationships and less time for additional sales.

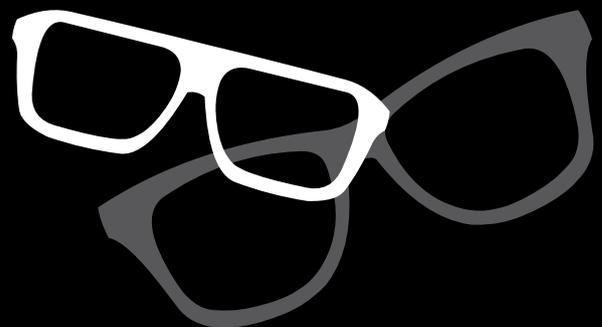
The clothing stores earn money primarily on additional sale, not sales. The clothing industry is profitable because they combine complete outfits and wardrobes. This is why many large clothing brands today also design and manufacture shoes, bags and other accessories.

What could this mean to the optical industry? It means that when we are skilled in our anamneses and inquire into the vision needs and challenges of our clients, the optician can design a package for the customer that covers all the visionary needs – just as the clothing expert can put together an entire outfit.

There are many ways to differentiate yourself as an independent optician. However, you may have to spend both time – and possibly money – to get the help you'll need to build your strategy, a plan for implementation and most importantly; you need to find the courage to hold on to your beliefs.

”

Competing on price  
will only cause you to  
repeatedly compromise  
yourself“



# *Vinylize*

by tipton



=



BUY LESS. CHOOSE WISELY. MAKE IT LAST.

**BOOTH NO. 34**



**ROCK STAR VISION**  
SINCE 1962 *Marshall*

For mere information, venligst kontakt Lars Fønss på 30 91 17 69 eller [lars@dcompanynordic.com](mailto:lars@dcompanynordic.com)

**D & COMPANY** Pentavägen 5B, 187 30 Täby, Sweden, 89 88 28 23, [info@dcompanynordic.com](mailto:info@dcompanynordic.com), [dcompanynordic.com](http://dcompanynordic.com)

# LOOKING FOR YOUR BRAND TO STAND OUT? WE WILL HELP YOU!



**CONCEPT ZOO**

**DESIGN | CONCEPT | BRANDING**

info@conceptzoo.dk / www.conceptzoo.dk

# FAIR FACTS



HISTORICAL VENUE

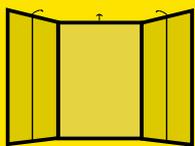


SATURDAY NIGHT  
**AFTER  
HOURS BAR**

**79**

EXHIBITORS

INNOVATION



**BOOTHS** BY  
**AMBIENTE**



PERFORMANCE BY  
DJ KATRINE RING



**NORD  
GOURMET**



**GOOD FRIENDS**

**INDE<sup>P</sup>ENDENT**

OVER  
**150**  
BRANDS



**STORY  
TELLING**

**INSPIRATION**



**WONDERFUL  
COPENHAGEN**

**CREATIVITY**

**1<sup>ST</sup>  
M O V E R**



**HERE TO  
STAY!**

// DRIVESAFE LENSES  
MADE BY ZEISS



**New!**  
**DriveSafe Individual**  
– Customised glass  
for even better vision

## A true engine of success – We are now developing the success of ZEISS DriveSafe Lenses.

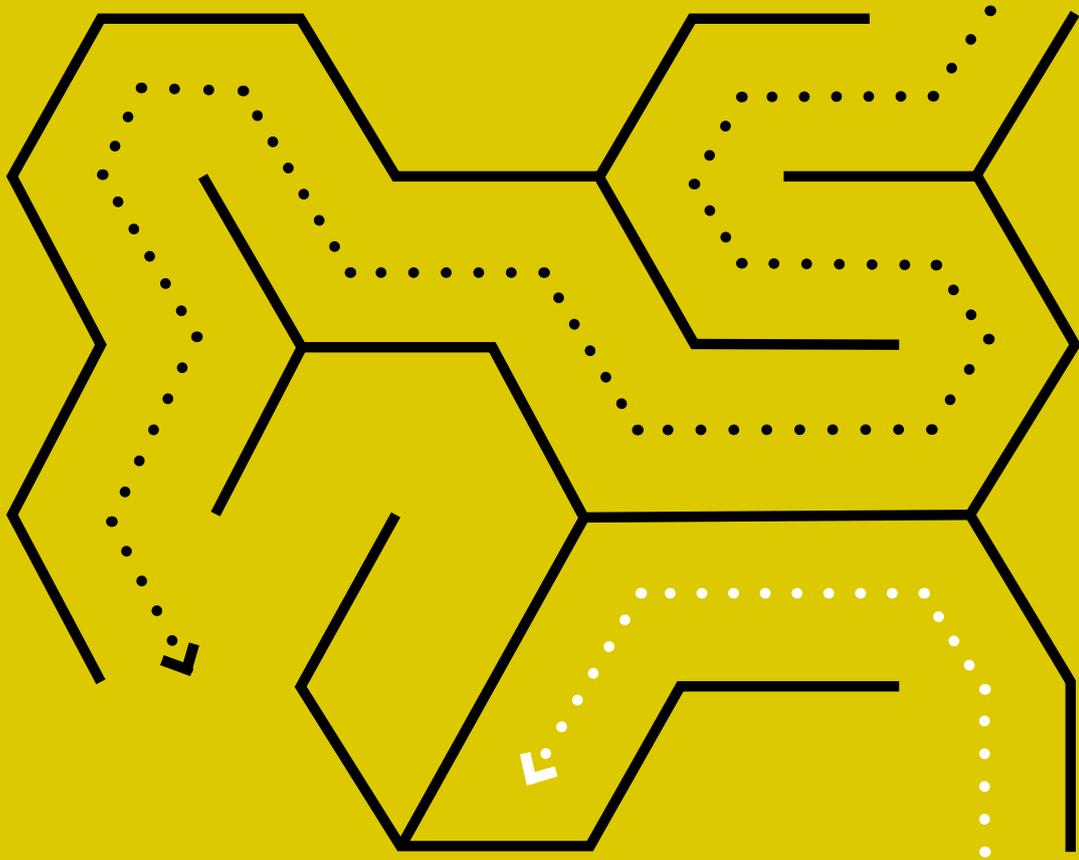
ZEISS DriveSafe Lenses are a unique lens product for glasses, developed using technology which we alone possess. The lenses are suitable for everyday use yet offer increased performance for driving.

Now we are also launching **DriveSafe Individual**, allowing you to offer fully customised and specially adapted lenses for an even better vision zone and driving experience.

Please visit our website to learn more. Drive carefully.



**IF ITS IMPORTANT TO YOU  
YOU WILL FIND A WAY**

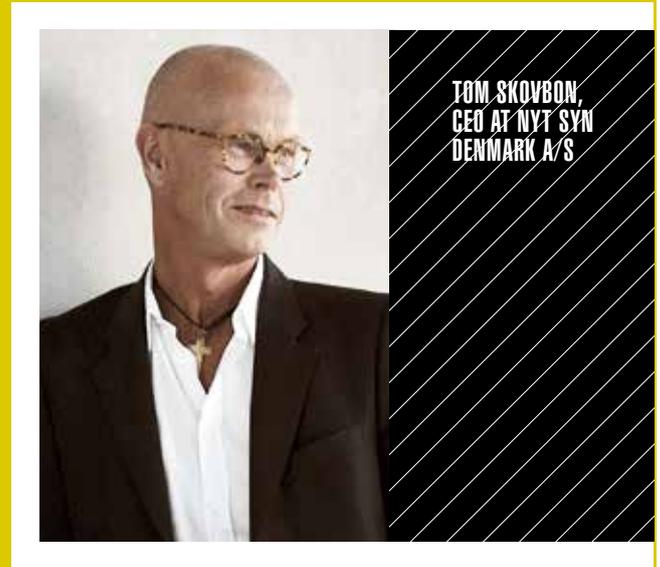


**IF NOT YOU WILL FIND  
AN EXCUSE!**

BY TOM SKOVBN, CEO AT NYT SYN DENMARK A/S



...the optical industry faces exciting developments and it is important to strengthen cooperation within the industry"



TOM SKOVBØ,  
CEO AT NYT SYN  
DENMARK A/S

I recently met with a talented independent Danish optician to discuss a possible membership in NYT SYN. We discussed their business strategy and how to ensure continued development through differentiation in the local marketplace. The focus on differentiating the store from the low-cost competitors / capital chains was obvious – discussing words such as mid/high-end, fashion, quality and service. And I could see the optician became thoughtful. .

Because what exactly should they build their businesses upon in a rapidly changing world? Is quality associated with high cost or is quality a variable to be matched with our expectations to the product?

Moreover, what is service? At a glance, we seem to be good at offering service in the optical industry, and all studies indicate that the customers are satisfied. Remarkably, though, the average age increases every year and the sale per customer likewise – you would normally call that losing market share, so how satisfied are the customers really?

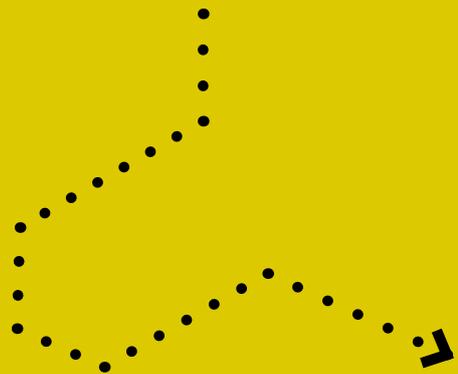
We are witnessing a tremendous expansion in opening hours in the retail distribution, banks and public service offices. Customers prefer to go shopping when they have the time, even on Sundays and preferably 24/7. Consequently, the optical industry must find a solution, physical or digital.

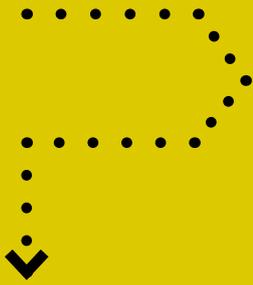
The electronic industry was transformed in just a few years and the share of shoes sold online passed 50% more than two years ago. So why should there not be further structural changes in the optical sector?

We know that at least 76% of customers in Denmark have researched online before buying glasses or contact lenses. So far, only 4% buy spectacles online while roughly 11% of contact lens sales is digital. For inspiration, net sales in Netherland for the past three year has increased from 2 -10% on spectacles and 10 - 61% on contact lenses.

...I subsequently had a good talk with the local optician, explaining how we in ZEISS NYT SYN try to combine what modern marketing calls "Glocal" – a global brand (ZEISS) in perfect match with a local independent optician. We also talked about other new trends in marketing.

The traditional and fundamental way of marketing is based on 4xP – Place, Price, Promotion and Product. The new "wave" is moving from PPPP to SAVE.





What does that mean?

**Solutions instead of Products** – Customers are not looking for product features or usability; they are looking to solve problems. If you solve their problems better than anyone else does, you will end up with a product your customers cannot live without.

**Access instead of Place** – When you can dip into the entirety of the world's knowledge from the phone in your pocket, you are able to research, buy and advocate anywhere and anytime. Place becomes irrelevant, it is all about access and what the brand can offer me at this precise moment?

**Value instead of Price** – We occasionally have customers challenging the price of our products, but to us

price is not just a number. It is a strong connotation of brand and value. Before considering lowering the price, we should consider how to increase the value of our product. This approach is vital in improving a product without competing against others on bottom-dollar prices.

**Education instead of Promotion** – The majority of consumers purchase based on information obtained from stores, with ratios of 51% from sales staff, 40% from in-store displays and 21% from products in shop windows. In comparison, 14% purchase based on internet browsing. In general, we prefer personal interaction and people are stronger brand ambassadors than displays and promotion materials. That is one of the reasons to focus more on education in order to develop sale and grow your shop.

Back to my conversation with the local optician. After a long and good talk, we agreed that the optical industry faces exciting developments and it is important to strengthen cooperation within the industry. We agreed to meet again, to discuss further how the tools and services offered by ZEISS and NYT SYN can help them to strengthen their business' bottom line.



LET'S MEET  
SPECS CPH SS-16  
MONTER NO 73

# NYT SYN ER FOR DEM, DER FAKTISK FULGTE MED PÅ OPTIKER- SKOLEN

Mads Rubak er netop tiltrådt i NYT SYN. Efter syv år med egen butik, uden for de kendte kæder, slog han sidste år pjalterne sammen med Poul Skeem, som har drevet NYT SYN i Aalborg siden 2004.

“Det er klart, at man er stærkere sammen end hver for sig”, fortæller Mads Rubak og fortsætter: “Men kun én kæde havde et fagligt niveau, som for alvor imponerede mig. Jeg elsker - og er stolt af - mit fag. Derfor er det en fornøjelse at opleve, hvordan ZEISS og NYT SYN samarbejdet handler om faglighed og om alt andet end bare at sælge det hele for det halve - og dermed helt sælge ud af de værdier, som netop gør det værd at gå på arbejde.

Og nu vi er ved økonomien, så er NYT SYN samtidig beviset på, at der er rigtig god forretning i at holde fast i fagligheden.”



Kontakt adm. dir. Tom Skovbon, hvis du vil høre mere om, hvordan NYT SYN kan være en hjælp for dig i din forretning. NYT SYN er på stand nr. 15.



**nyt syn.**

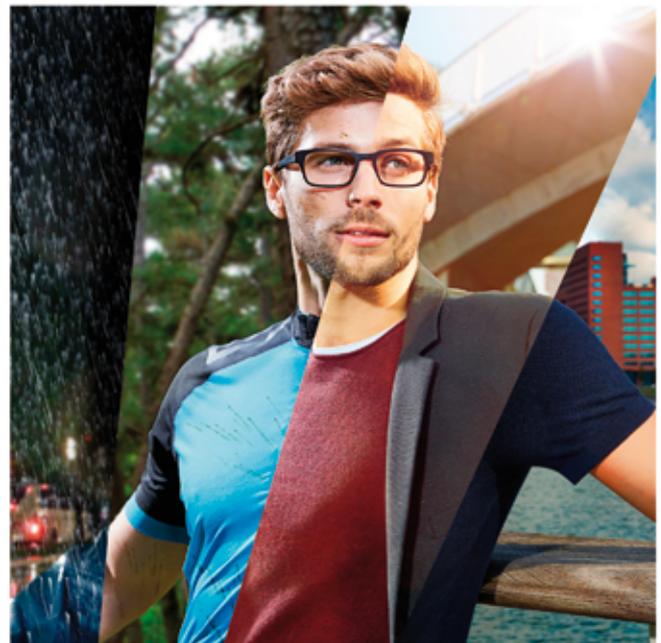
# Hi-Vision LongLife: independent tests confirm Hoya's coatings are still the best

**W**ater, grease, dust and other environmental factors are all liable to make lenses dirty. A single smudge on a lens is enough to reduce clarity, while more serious damage such as scratches can irreparably ruin lenses and distort vision. That is why it is important for opticians to be able to recommend a solution that prevents both. In independent tests, **Hoya Hi-Vision LongLife proved to be the most durable and easiest-to-clean coating available today.**

The tests were conducted in August 2015 by NSL Analytical Services<sup>1</sup>, using a system developed in cooperation with the Lens Advisory Board, an American organisation recognised by the Vision Council Technical Committee. The highly accurate test, which simulates real-life wearer experience, showed Hi-Vision LongLife to be:

- **The most durable:** Over 29% more durable than the second-most durable coating tested
- **The easiest to clean:** Preserves its dust-, dirt-, water- and grease-repellent properties even after long use and repeated cleaning
- **Superbly scratch resistant:** The world's hardest premium coating

The latest consumer research<sup>2</sup> also confirms that these are the three features that spectacle wearers look for most when choosing a lens. This opens up a considerable customer base. For those who spend a lot of time driving, on the computer, playing visually demanding sports or simply want consistently sharp vision, Hi-Vision LongLife offers exceptional performance and durability.



In addition, Hi-Vision LongLife comes with BlueControl and UV Control, two of Hoya's other premium coatings, as standard, offering even better protection and comfort:

- **BlueControl** neutralises blue light emitted by digital screens. It prevents eyestrain and fatigue, reduces glare and improves contrast, offering more relaxed vision
- **UV Control** prevents UV rays ageing and damaging the eyes and protects against UV-related eye disorders and diseases

With Hoya's winning Hi-Vision LongLife, opticians can be confident they are providing their customers with a superior product. What's more, all Hoya premium coatings are guaranteed for three years<sup>3</sup>, providing an additional assurance of quality and peace of mind.

<sup>1</sup> NSL Analytical Services is an independent laboratory based in Ohio (USA) specialised in ophthalmic lens testing. Lenses tested were 1.67 premium HMC products versus Hi-Vision LongLife.

<sup>2</sup> Allensbacher Research 2011 Results.

<sup>3</sup> Against manufacturing defects.

# The most appreciated features by spectacle wearers are\*:



2.300 wearers



\*Allensbacher Research 2011 Results on 2.300 wearers.



Research

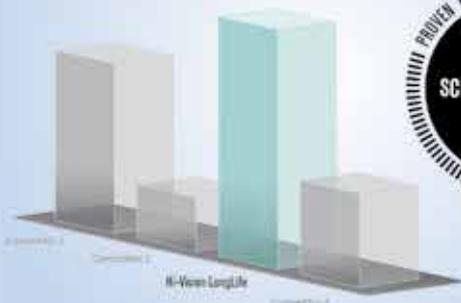
**HI-VISION** LONGLIFE

NSL Analytical ESWT, August 2015,  
1.67 premium HMC products versus Hi-Vision LongLife.



## Bayer Test

Scratch resistance and durability



## Contact Angle

Hydrophobic properties after thousands of rubs with microfiber cloth



## 3 different solutions for day-to-day protection:

**HI-VISION** LONGLIFE

The best vision in every moment



**BlueControl**

Extra comfort  
in a digital world



**UVControl**

All-round  
UV protection



One more reason of reassurance for the customers



prodesign : denmark

PRODESIGNDENMARK.COM

# ALIUM



Jean Galfione



DANISH OPTICS SINCE 1987



INFACE®

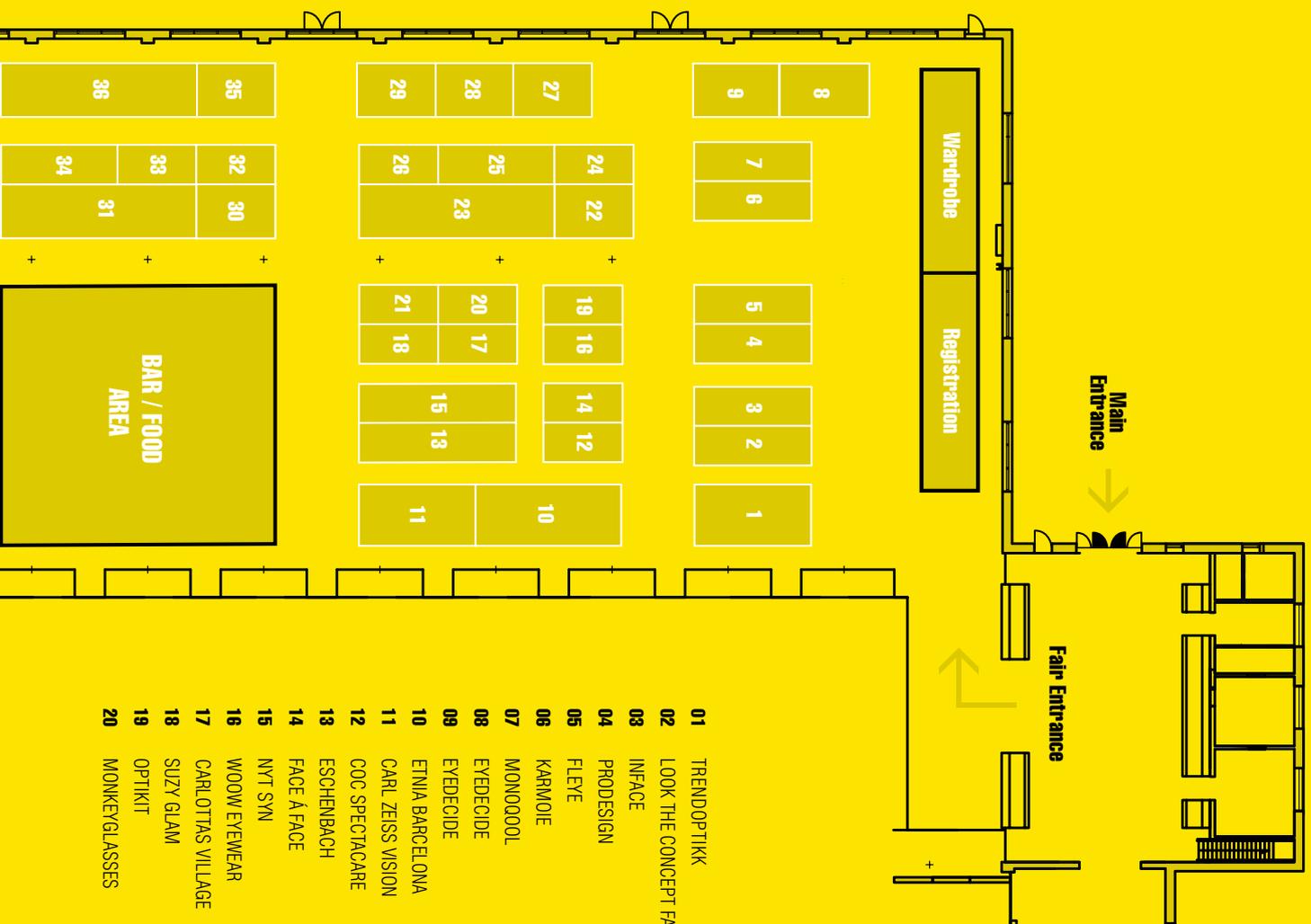


INFACE DESIGN COLLECTION SPRING 2016

# BOOTH PLAN LOKOMOTIVVÆRKSTEDET



- |    |  |    |  |
|----|--|----|--|
| 41 | NOBIKA   | 60 | ICI BERLIN & ROBERT LA ROCHE           |
| 42 | JISCO EYEWEAR                                  | 61 | NICO DESIGN                            |
| 43 | APTICA   | 62 | OPD DESIGN                             |
| 44 | WOOD3N EYEWEAR                                 | 63 | HAPTER                                 |
| 45 | SHEETS EYEWEAR                                 | 64 | RETROSUPERFUTURE                       |
| 46 | SHAMIR   | 65 | ATS NORDIC APS                         |
| 47 | FUNK   | 66 | INSPECS SCANDINAVIA                    |
| 48 | NOXE   | 67 | GOLD & WOOD                            |
| 49 | THEO   | 68 | NINE EYEWEAR                           |
| 50 | ØRGREEN  | 69 | CAROLINE ABRAM PARIS & TETE A LUNETTES |
| 51 | CLAIRE GOLDSMITH & OLIVER GOLDSMITH SUNGLASSES | 70 | LUCAS DE STAËL/INDUSTRIAL              |
| 52 | 21 OPTICAL                                     | 71 | TRIPLE X                               |
| 53 | DICK MOBY                                      | 72 | GOOD LOOK EYEWEAR                      |
| 54 | HOYA   | 73 | THORBERG                               |
| 55 | KILSGAARD                                      | 74 | LINDA FARRAW                           |
| 56 | D & C O M P A N Y                              | 75 | TREE SPECTACLES                        |
| 57 | PM/D GMBH                                      | 76 | CONCEPT-S BY LINDCON                   |
| 58 | BELLINGER                                      | 77 | ALIVESTYLE                             |
| 59 | TRACTION PRODUCTION                            | 78 | BRANDENBURG BRILLER                    |
|    |  | 79 | MAKELLOS.POTSDAM                       |

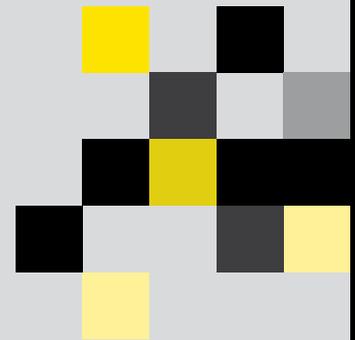


- |           |                          |           |   |
|-----------|--------------------------|-----------|---|
| <b>01</b> | TRENDOPTIKK              | <b>21</b> | THOMSEN EYEWEAR                             |
| <b>02</b> | LOOK THE CONCEPT FACTORY | <b>22</b> | MARCOLIN NORDIC                             |
| <b>03</b> | INFACE                   | <b>23</b> | CMTS DISTRIBUTION                           |
| <b>04</b> | PRODESIGN                | <b>24</b> | MARKUS T                                    |
| <b>05</b> | FLEVE                    | <b>25</b> | PRIMOTEC SPORTS                             |
| <b>06</b> | KARMOIE                  | <b>26</b> | SPEKTRE                                     |
| <b>07</b> | MONDOOOL                 | <b>27</b> | FALVIN                                      |
| <b>08</b> | EYEDECIDE                | <b>28</b> | BOOTH AND BRUCE                             |
| <b>09</b> | EYEDECIDE                | <b>29</b> | PETER & MAY WALK                            |
| <b>10</b> | ETINIA BARCELONA         | <b>30</b> | ANDY WOLF                                   |
| <b>11</b> | CARL ZEISS VISION        | <b>31</b> | LINDBERG                                    |
| <b>12</b> | COC SPECTACARE           | <b>32</b> | L.G.R.                                      |
| <b>13</b> | ESCHENBACH               | <b>33</b> | BLOOMDALE EYEWEAR                           |
| <b>14</b> | FACE A FACE              | <b>34</b> | VINYLIZE BY TIPTON                          |
| <b>15</b> | NYT SYN                  | <b>35</b> | OCUCO                                       |
| <b>16</b> | WOOW EYEWEAR             | <b>36</b> | SAFILO                                      |
| <b>17</b> | CARLOTTAS VILLAGE        | <b>37</b> | SILHOUETTE                                  |
| <b>18</b> | SUZY GLAM                | <b>38</b> | C DESIGN                                    |
| <b>19</b> | OPTIKIT                  | <b>39</b> | MOREL SCANDINAVIA                           |
| <b>20</b> | MONKEYGLASSES            | <b>40</b> | OPTIKERFORENINGEN<br>& DANSK ERHVERVS OPTIK |

# DIGITALISE

# OR DIE

# - OR WHAT?



**Digitalisation is not an out-there phenomenon, nor is it necessarily a disruptive force. The optical industry should view the opportunities of digitalisation through the lenses of enhancing customer experience and building loyalty. And if you don't begin to master digital channels, you will most likely be the one to play catch-up.**



MIA FORUM PALVIG

**Digitalisation is an excessively used term** in the era of what some refer to as Digital Darwinism. Charles Darwin's theory on the evolution of the species is based on the observation that the best adaptable individuals, rather than the strongest, have the best chances of survival. New digital technologies have radically transformed the environment in which companies operate so that, applying the theory of evolution, it is claimed that only the businesses that adapt best to the new digital era will survive.

The impact of digital disruption is most often seen through the prism of individual companies and their effect on entire sectors – such as Amazon on shopping, Uber on taxis and Airbnb on hotels. These are examples of innovative digital business models that spark a digital transformation in otherwise traditional sectors. They add to the narrative of 'digitalise or die'; meaning you have to completely break apart and transform your business model in order to survive.

Although all industries without exception must adjust to the digital environment eventually, digitalisation, does not necessarily have to completely alter the fundamentals of your business. Digitalisation can be much





Always polarized.  
Experience life without glare.

As the inventor of the polarized lens,  
we enable you to see more in life.  
Try on a pair and see for yourself.

 **Polaroid**  
YOU'LL SEE

# DIGITALISE

# OR DIE

- OR WHAT?



simpler than that. Thus, this article does not seek to predict the digital disruption of the eyewear industry, rather, to knock digitalisation off its pedestal and contest viewing digitalisation for the sake of digitalisation. Once you do that, there is really no excuse not to go digital.

Ultimately, one simple mission should drive digitalisation in the retail industry: improving purchase experience and attracting customer loyalty.

What 'thinking like a disruptor' means is putting the customer first: What do they wish for? What would make their life easier? Part of the answer is often found in the digital toolbox.

For the customers of today are increasingly digital in their core and studies have shown that Danes are the most IT-eager population in Europe. The internet and

smartphones have emerged as life-changing pieces of technology, changing the way we research, shop and build relationships with brands. Successful brands are those that tap into the lives of customers and become relevant to them not only when they are in the store to purchase. That tap is primarily digital.

Thus, digital methods are no longer the exclusive terrain of companies that are intrinsically digital in their DNA. Most industries, including the optical, should take advantage of the opportunities offered by digitalisation to connect closer to customers. For if customers do not connect to you, they will connect to your competitor.

So how can this be done? It does not necessarily have to be complicated nor disruptive. Online shopping is the obvious example, and for good reasons, as it



allows customers to shop wherever and whenever. The online store offers almost infinite possibilities to individualise the shopping experience, such as Ray-Ban's virtual mirror that allows customers to try on different styles of glasses in the comfort of their own home.

Leveraging digital opportunities can also take the shape of various digital experiences in the physical stores or social media accounts that build brand personality and engage followers beyond pushing products.

Stores must increase the number of customer touchpoints and then work to heighten value for the customer in each touchpoint. Digitalisation holds the key to both, as it increases the number of channels through which to reach your customers, and information about the individual

customer can be captured digitally and used to enhance and customise the overall experience.

To sum up, the approach to digitalisation should happen through the lenses of improving customer experience. Digitalisation should be knocked off its pedestal as an out-there phenomenon. Instead, view digital models and tools as part of a continuous journey to enhance customer experience and build loyalty.

Once you master digital channels, 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. Only the best adaptable businesses will emerge as winners in the age of Digital Darwinism.



# LOVE IS...

In a world of merging products, where everything innovative seems to have been done already, companies are finding themselves more in a battle of brands than a battle of products - and never more true than now in the world of eyewear.

BY CLAIRE GOLDSMITH, DIRECTOR/FOUNDER AT CG EYEWEAR LTD.

**M**any a song has been sung about it. Many a poem written about it. Hundreds of films made about it. Thousands of books penned about it. As humans we thrive on it. But what is love?

As someone who is in love, I can say with confidence that when you feel it, you know it. Love is an emotion that is strong and over-powering, all-consuming and unmistakable. And when in love (and this is the important bit) you think with your

heart, not your head. Love leads us to think with emotion not rationale.

So if you take this emotion of 'love' and connect it to a brand rather than a person, suddenly you have something very powerful driving consumer purchase decisions. The big question is, how do you get consumers to fall in love with your brand? This is subject of many thousands of hours of research and dissection by market researchers and consumer psychologists, all trying to break down



# WIN WITH INSTAGRAM

#copenhagenspecs



## THE CONTEST

**TAG YOUR INSTAGRAM PHOTOS**

#copenhagenspecs

**AND IT WILL APPEAR ON THE BIG SCREEN TV IN THE BAR AREA.**

## THE PRIZES

**Sponsored by Independent Optical Group Nordics**

★ A 2 day stay at HENNEKIRKEBY KRO

**Sponsored by LINDBERG**

★ A pair of sunglasses from LINDBERG

**Sponsored by ØRGREEN**

★ A pair of ØRGREEN, Moon Safari 638, Mat Brown/Sandblasted titanium

**Sponsored by D & C O M P A N Y**

★ A pair of Marshall Major Headphones

**Sponsored by Inface**

★ 6 bottles of Red Wine from Les Vignerons Réunis, France

**Sponsored by NORD Gourmet**

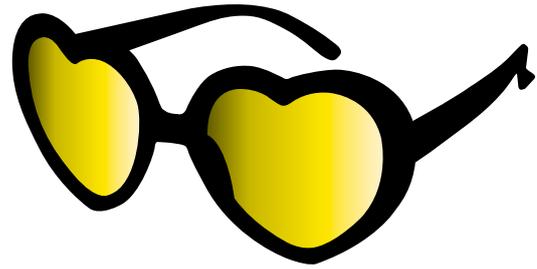
★ 2 bottles of Nu Allongé, Semi Sec, Cava, from Spain

**copenhagen specs**

The copenhagen specs crew will after the show choose the winners and announce it on the social media platforms. The winners will be contacted at Instagram.

Pictures of offensive character will be deleted and the relevant authorities will be notified.

# LOVE IS...



the reasons why people do what they do, and to try to understand consumers' buying patterns and behaviors. What are the triggers to making a purchase? What 'seals the deal' of that purchasing decision from a specific brand over another?

It's what all brand owners are (or at least they should be) in pursuit of – knowing how to make consumers literally fall in love with their brand.

Because when you fall in love everything is different. Love is loyal.

In a world of merging products, where everything innovative seems to have been done already, companies are finding themselves more in a battle of brands than a battle of products – and never more true than now in the world of eyewear.

The way people feel towards brands in general is not too dissimilar to the way we feel towards people. Brands evoke emotion in us. There will be brands that you really like because you feel connected to them in some way. They are like you; they make you feel safe and comfortable.

These are the brands of your trusted goods and service providers. I feel this toward my bank First Direct who have always, in 15 years of banking with them, provided me with impeccable customer service and banking products. They have never once done anything to abuse my trust, they have been consistent throughout my 15-year relationship with them. I can honestly say I don't think I will ever change bank.

Then there are brands that you either don't know of or that for some reason puts you right off, no matter what they are selling. They are just not your kind of brand. Just as you meet people every day that you know are just not your kind of people. You just don't feel a connection to them on any level.



Perfection made by Nature



available in Norway at:



Good Look Eyewear AS  
Rob de Jong - Agent of Scandinavia  
Phone: 0047 90 82 56 77

IVKO GmbH | Germany | [natural-eyewear@ivko.de](mailto:natural-eyewear@ivko.de) | [www.natural-eyewear.com](http://www.natural-eyewear.com) | [www.facebook.com/naturaleyewear](http://www.facebook.com/naturaleyewear)

Good Look Eyewear is also agent from [www.fabbricatorino.it](http://www.fabbricatorino.it) and [www.marinellaeyewear.it](http://www.marinellaeyewear.it)

Frames 100% made in Italy from the highest quality acetate.

Good Look Eyewear specialist in frames made from natural materials especially for privat optical stores!



URBAN  
TREE.  
[treespectacles.com](http://treespectacles.com)

Space 1079



Representant for Norden: Good Look Eyewear as, Stulsvegen 1, N-2630 Ringebu, Norway  
Tel. +47 908 25 677 e-mail: [post@good-look.no](mailto:post@good-look.no) [www.goodlook-eyewear.com](http://www.goodlook-eyewear.com)



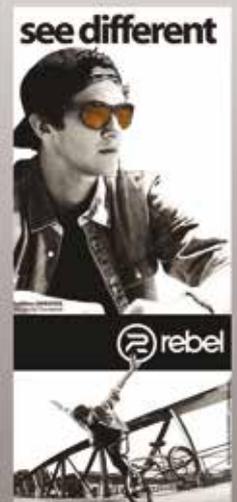
Then there are brands you actively dislike, maybe caused by a bad experience, an abuse of trust, or a poor response from them on a matter of importance to you. You wouldn't buy from that brand ever again. An example could be an airline brand that left you delayed, stranded, and gave you no compensation for your inconvenience (no names mentioned Ryanair!)

Taking this all in to account, let me get to the point of this article. To ensure your place in the market you have to ensure that you get your customer to not only purchase your products, but to fall in love with your brand. And in order to achieve this your brand has to be loveable. Granted, this can vary from person to person, but if you are clear on whom your type of customer is, then your brand can behave in a way that is lovable to them.

”  
The way people feel towards brands in general is not too dissimilar to the way we feel towards people. Brands evoke emotion in us.”

# MOREL

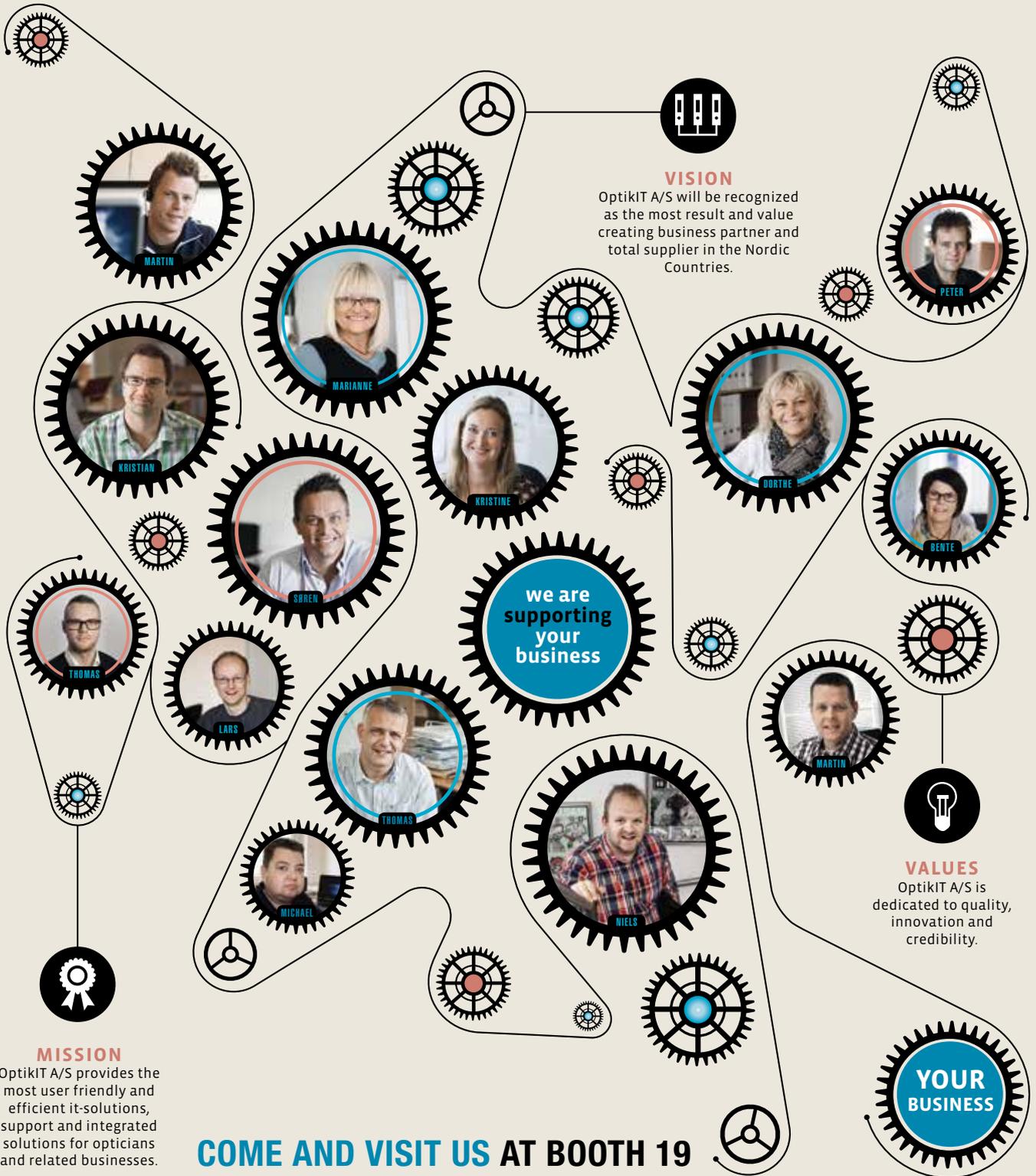
SCANDINAVIA



Visit us at booth 39

Roy S. Watmough: +46 723 271212  
roy@morel-france.com

**"We are a strong TEAM known for our high level of service, professional, competent staff and not least customer support."**



**COME AND VISIT US AT BOOTH 19**

PHOTO BY JACQUES HOLST

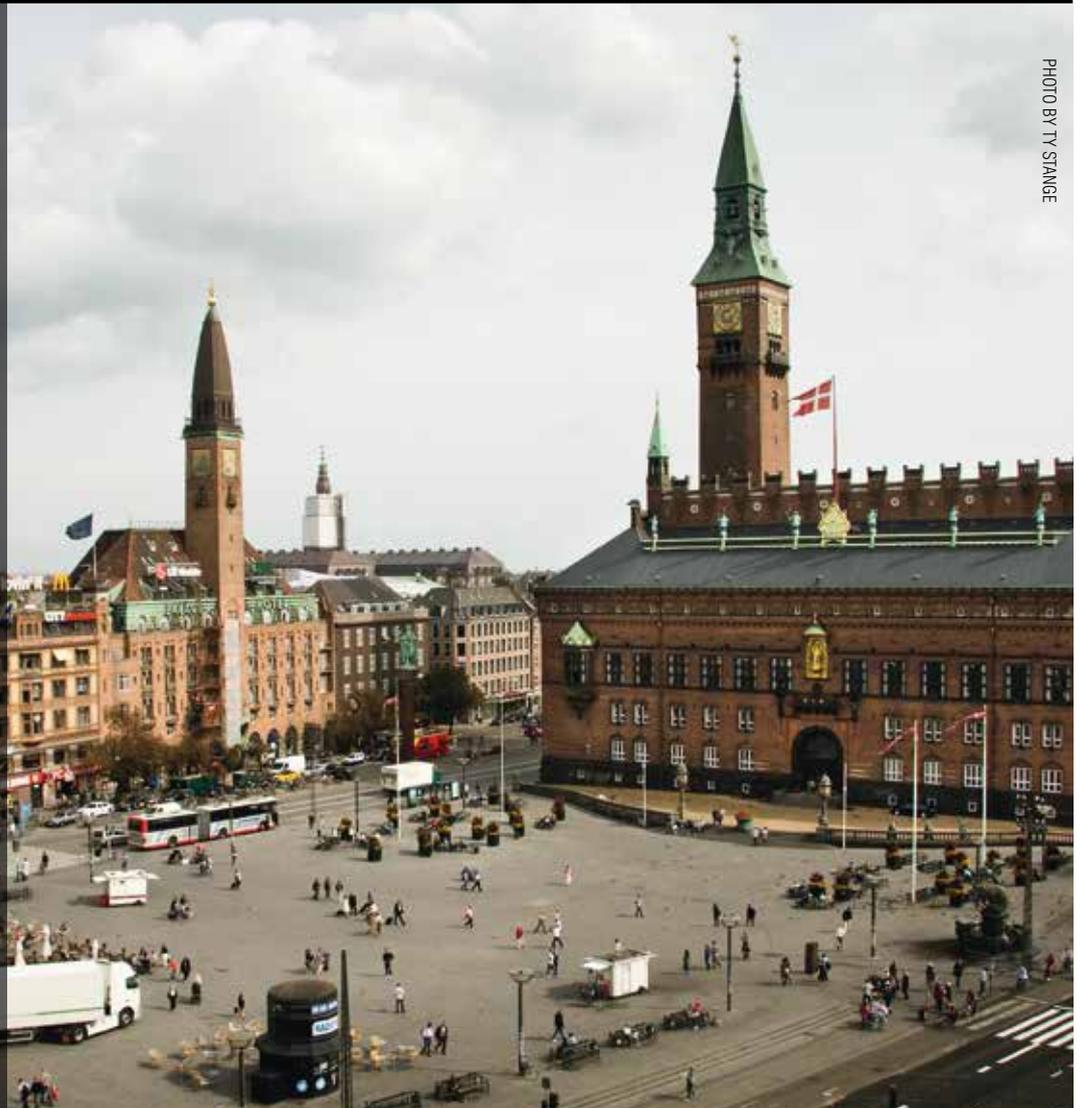
*Copenhagen is a melting pot of very different areas and neighbourhoods, all with their distinctive flavour and character - from ultra hip, trashy and trendy Vesterbro to multicultural Nørrebro, from picture perfect Østerbro and posh Frederiksberg with romantic gardens and 18th and 19th century houses 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.*



# OUR COPENHAGEN

## 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 VESTERBRO

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.



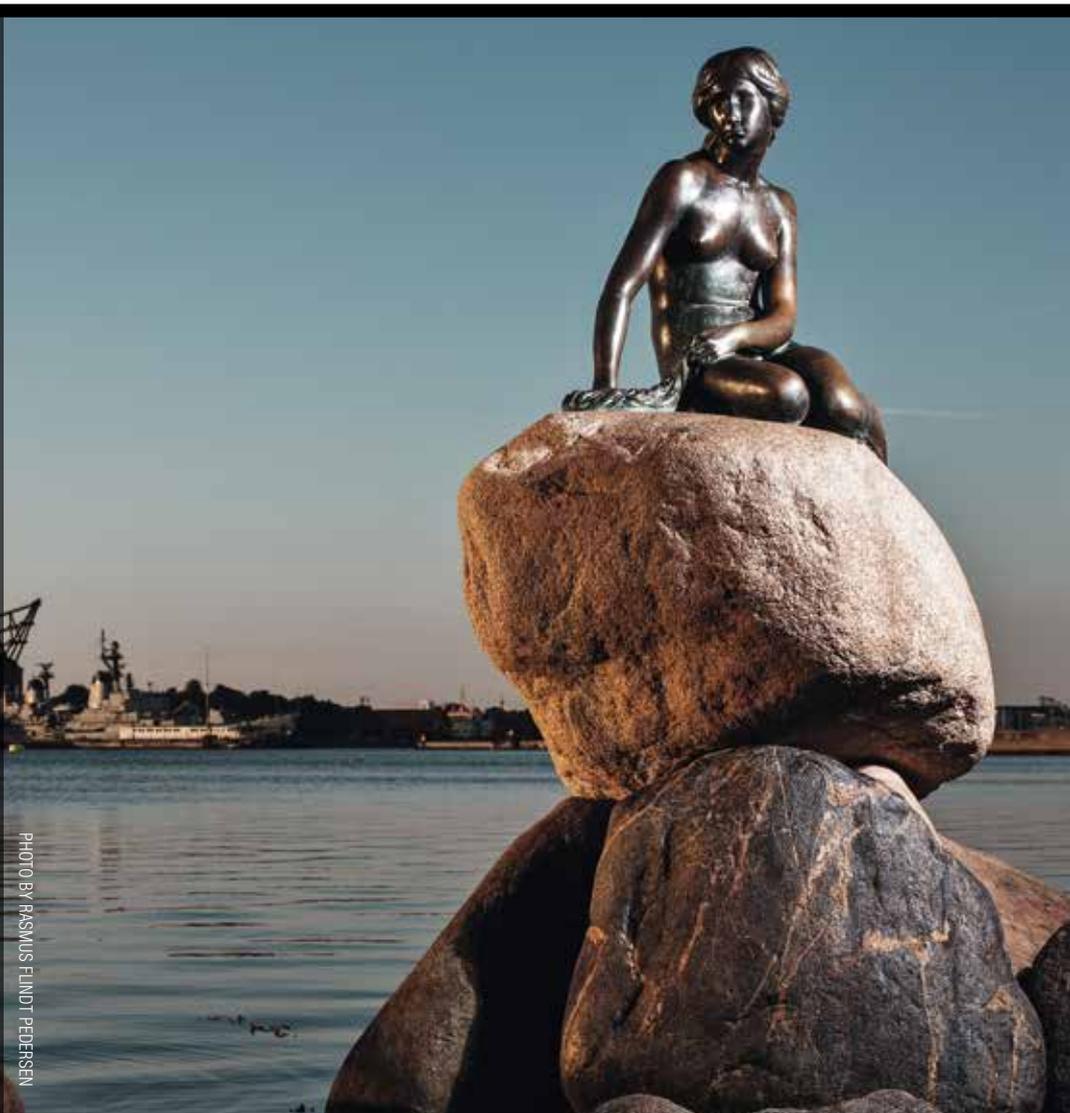


## FAMILY-FRIENDLY ØSTERBRO

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 RASMUS FLINDT PEDERSEN



## 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 TV STANGE

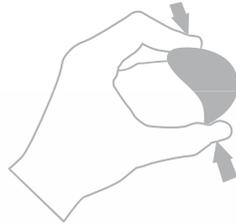


# This is unbreakable!

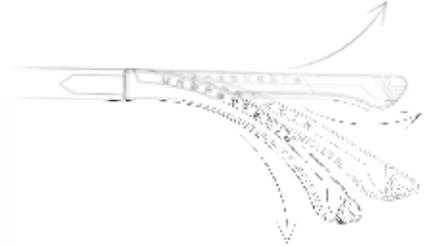
World first: Unbreakable prescription frame including unbreakable lenses



FLEX FIT SYSTEM - BEST WEARING COMFORT



UNBREAKABLE LENSES (GLORYFY I-FLEX)



QUICK TEMPLE ADJUSTMENT | NBFX-S



**Christoph Egger**  
gloryfy inventor & CEO





PHOTO BY MORTEN JERICHAU



## 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 Rene Redzepi's world-famous restaurant noma, or get an extraordinary 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.



PHOTO BY TUALA HJARNØ



# D & COMPANY - E-commerce at its best

Just a year ago, D & COMPANY took its first fledgling steps - its initiator, Ralph Dahlin, wanted, along with a handful of colleagues from Polaroid/Safilo, to create a new concept.



Ralph Dahlin, Peder Gyllenberg, Carolina Hyllensved and Kamilla Bay Ibsen, who make up a quarter of our team. Photo: Wilhelm Jaresand

We are a team of 14 dedicated people, experienced sales professionals from Polaroid/Safilo divided as follows; Henrik Westerblad, Magnus Lindström and Andreas Ljung cover the Swedish market, Lars Fønss who looks after Denmark. Dag Markus Andreassen and Cecilie Sæterstøl look after Norway, both have extensive experience in the fashion industry. In addition, we have Chris Knight, a former sales manager with Polaroid and Managing Director of Dita Eyewear. Chris covers the global markets outside the Nordic region. We also have Mikael Parsmo in product development. Mikael brings the experience he has gained during his time at Scandinavian Eyewear. Peter Gyllenberg brings with him 15 years of working with online commerce, both in the areas of contact lenses and exclusive watches. And last but not least, heading up our team is Ralph Dahlin as Managing Director and Kamilla Bay Ibsen and Carolina Hyllensved who together are responsible for marketing, PR and operations. Just joining the company is Anders Myhre and Måns Lennstrand, both helping Peder on the digital side.

Our concept is quite simple: At D & COMPANY, we have set our sights on developing two key concepts, the first is to act as a traditional supplier of eyewear to primarily the optician industry in the Nordic Region. Here, our aim is to work with Nordic designs so that we can offer both a design and shape tailored to a Nordic head.

We currently work with Marshall, the good, old amplifier brand from the 60s, which was designed by a Swedish design studio. From this same design studio, we also offer the brand "Hyde's", Nordic design with a twist. Then, as something completely new, we are proud to have the pleasure of working with Tiger of Sweden who will be able to offer fresh, innovative designs through our new alliance. Efva Attling is recognised as the epitome of quality jewellery design in Sweden, Norway and Finland - and while Eva Attling is as yet less well-known in Denmark, we hope to change this, as we are already able to offer her eyewear collection here in Denmark. And while we were at it, how could we not include Adlens Adjustables?

Glasses that can be individually adjusted from -6 to +3 by simply turning a dial on the frame. And last but not least, we have developed our very own baby: norr - a collection we'd like to think expresses the Nordic temperament - for while, sadly, we may not enjoy as many sunshine hours in the north as most of us would like to, the few hours we do have, we certainly make the most of wrapped in a sweater, or throw, if need be. Norr offers sunglasses, Covers (glasses that fit outside your glasses), clip-ons and reading glasses. In August, we'll launch our norr range of eyewear frames as well.

D & COMPANY's other core concept focuses on our digital initiative - we offer the individual optician a platform - an extension of their own physical premises, an on-line shop. And it is by no means "just" a web shop - it is an all-in-one solution that allows the optician to get in touch with his customers easily and customize solutions for each individual one. This digital platform helps both the optician and his client before, during and after their visit to the store.

One enormous advantage of having this digital platform is that we ourselves are the direct suppliers of products to the industry. This means that the dialogue flows better, we know



The Danish team consists of Lars Fønss and Kamilla Bay Ibsen.

the challenges the suppliers face and can easily understand the optician's point of view.

All of this and more, we'll be happy to explain in greater detail either at your store or at Copenhagen Specs. At [dcompanynordic.com](http://dcompanynordic.com) you can read more and meet the whole team.

The Danish team consists of Lars Fønss and Kamilla Bay Ibsen - contact them on

Lars +45 30 91 17 69, [Lars@dcompanynordic.com](mailto:Lars@dcompanynordic.com)  
Kamilla +45 29 24 24 56, [Kamilla@dcompanynordic.com](mailto:Kamilla@dcompanynordic.com)



PHOTO BY CLAUDIUS RANDRUP

## MEATPACKING DISTRICT

Today, the Meatpacking District in Vesterbro is one of Copenhagen's most popular places to go out.

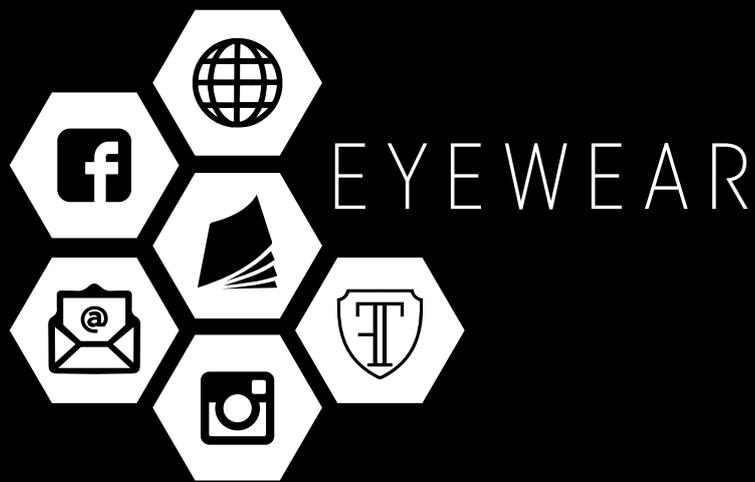
The Meatpacking District used to be home to Copenhagen's meat industry businesses and still consists of three separate areas, referred to as the White, Grey and Brown "Meat City" for the dominant colour of their buildings. In recent years, it has changed into a new creative cluster with a trendy nightlife and a broad range of high quality restaurants.



PHOTO BY MAALU TINI JENSEN

## RUSTIC REFSHALEØEN

Refshaleøen island is an old industrial area that was once home to one of the world's largest shipyards, B&W. Now, Refshaleøen island is home to creative office spaces, activity centres, loud music festivals and even some restaurants. Only about a 15-minute-bike ride away from city centre, this place is like a peaceful island in the middle of bustling Copenhagen. This hidden gem is even unknown to many Copenhageners. Here are our favourite activities and places on this old historic landmark gone trendy.



**PRINT** EXPERIENCE THE HAPTICAL SENSATION OF OUR BILINGUAL MAGAZINE

**WEB** KEEP UP WITH INTERNATIONAL NEWS ON THE EYEWEAR BUSINESS

**SOCIAL MEDIA** FOLLOW OUR FEEDS ON FACEBOOK, INSTAGRAM & PINTEREST

**NEWSLETTER** JOIN 20.000 OTHER OPTICIANS AND SIGN UP TO OUR MONTHLY BULLETIN

**#MYFRAMESHOT** CHECK OUT OUR CAMPAIGNS AND RAFFLES ON INSTAGRAM

**FRAMETRADERS.NET** SELL AND BUY YOUR VINTAGE GLASSES ONLINE

[WWW.EYEWEAR-MAGAZINE.COM](http://WWW.EYEWEAR-MAGAZINE.COM)

THE VISIONARY MAGAZINE



ESCHENBACH

Booth 13

[www.eschenbach.dk](http://www.eschenbach.dk)

+45 7020 3888

Optitec RS  
PRACTICE MANAGEMENT

SOFTWARE WITH VISION



Tel: +45 8988 7621  
[nordicsales@ocuco.com](mailto:nordicsales@ocuco.com)  
[www.ocuco.dk](http://www.ocuco.dk)

Now part of Ocuco  
the market leader  
in Scandinavia





**JEAN**  **PAUL**

TREND OPTIKK AS | YOU CAN FIND US AT BOOTH NR.1 | COPENHAGEN SPECS

C  
O P  
E N H  
A G E N  
S P E C S

copenhagen specs

IF YOU WANT TO EXHIBIT AT COPENHAGEN SPECS PLEASE CONTACT MORTEN AT [MORTEN@COPENHAGENSPECS.DK](mailto:MORTEN@COPENHAGENSPECS.DK) FOR YOUR OPTIONS.