

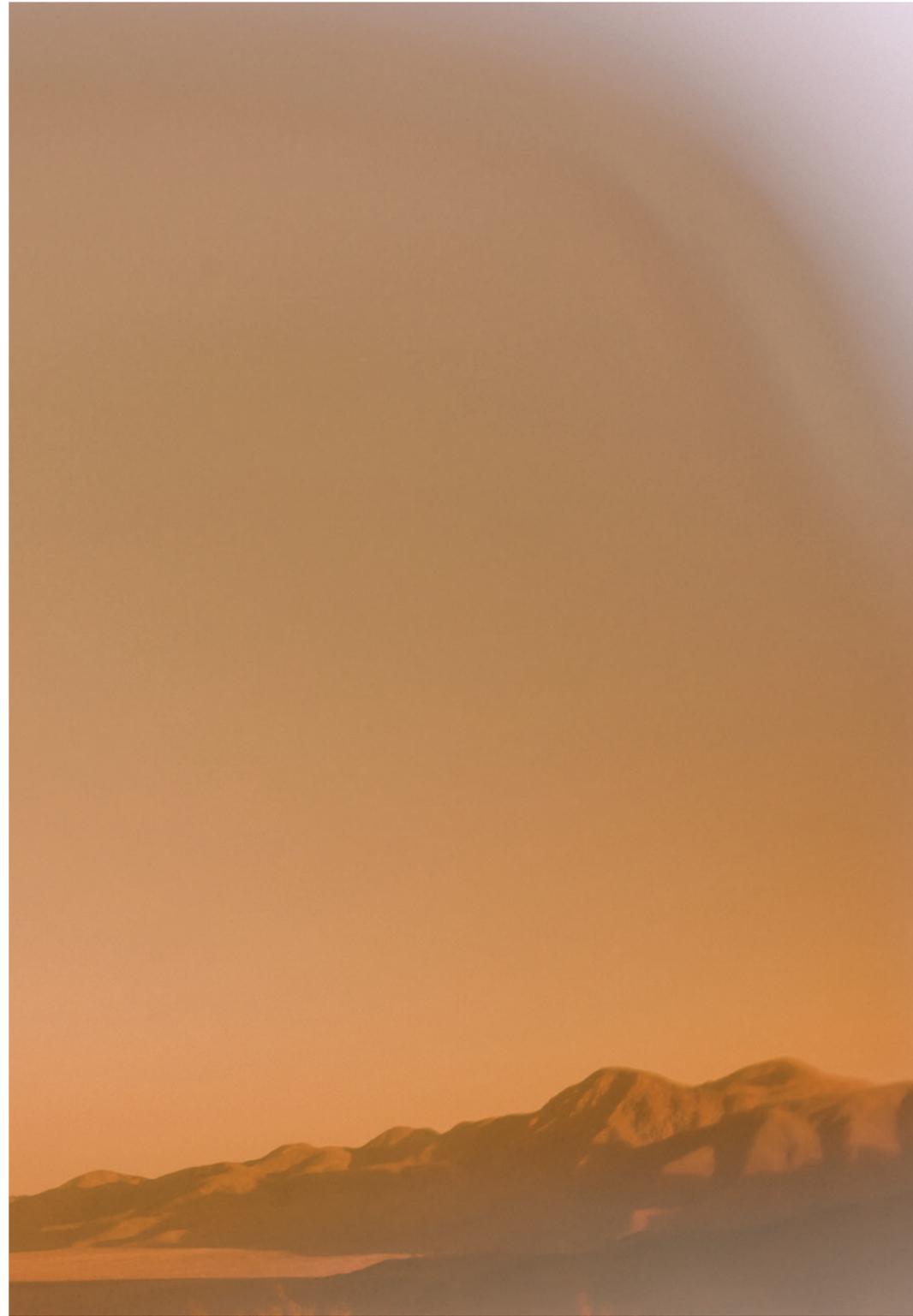


**We support
independent eyewear**

TRADE SHOW MAGAZINE 2018

**COPEN
- HAGEN
SPECS •**

SALT.



@SALTOPTICS



LINDBERG 

General Info

ADDRESS

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Otto Busses Vej 5A
2450 Copenhagen SV

OPENING HOURS

Saturday 9.00—18.30
Sunday 10.00—16.00

SATURDAY AFTER HOURS BAR

18.00—19.30

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Lokomotivværkstedet → CPH Central Station

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FOOD & BEVERAGES

Visit the bar

COFFEE & BREAKFAST

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LECTURES FOR STUDENTS

Saturday the 3rd of March 2018 from 12.00—15.45

LECTURES FOR VISITORS

Sunday the 4th of March 2018 from 11.00—13.30

DISTANCE TO COPENHAGEN AIRPORT

12.2 km

DISTANCE TO COPENHAGEN CENTRAL STATION

2.7 km

DISTANCE TO BIOMIO

(RESTAURANT FOR SATURDAY NIGHT)

1.8 km

BOOTH FOR COPENHAGEN SPECS 2019

Send an inquiry to morten@copenhagenspecs.dk

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

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Welcome to copenhagen specs 2018

Welcome to the new era of copenhagen specs — the biggest independent eyewear show in Scandinavia. We can celebrate our 5th anniversary this year, and to do it properly, we have created a new visual identity, we hope you like.

2018 is also the year, where we have introduced a new eyewear show — copenhagen specs in Berlin. We will open the doors to the very first edition of the new show, October 20—21, 2018. I'm very excited about bringing the copenhagen specs concept to the city of Berlin, and I hope the independent eyewear business will support this initiative.

I'm very proud of the continued support, I receive from the brands, the visitors and the rest of the independent eyewear industry year after year. And this year has been no difference.

But I still need you to support us even more as copenhagen specs cannot exist without you. So please remember to visit the show and tell your colleagues to do the same. It doesn't matter if you are employed in a supply chain or independent shop. We need your support to still attract the best brands to exhibit at the eyewear show. And we guarantee you, that you can't help taking home inspiration, if you visit the show.

We welcome you to copenhagen specs March 3—4, 2018!

Morten Gammelmark

CEO & Founder of copenhagen specs

ØKONOMI OG REVISOR SERVICE

"I en travl hverdag er det vigtigt at man får nogle økonomirapporter der er meget overskuelige og hurtigt giver mig et overblik over vores resultater. I samarbejde med Independent og gruppens revisor har jeg fået meget større fokus på indtjening, samt konsekvens af mine handlinger. Det har heldigvis styrket min bundlinje væsentligt."

ANN THAMBO
AT SE OPTIK

FRIHED

"Da vi startede Øjesten for 8 år siden, var det vigtigste for os at vi selv kunne bestemme, hvordan vores butik skulle drives. Vi ville ikke underlægges krav om det ene eller andet, som vi kendte det fra vores tid i kæderne. Hos Independent fandt vi denne frihed."

TROELS KÆRHOLM OG LONE BANG NIELSEN
ØJESTEN

STRATEGI

"Vi gik ud af en kapitalkæde i foråret og i den forbindelse skulle der skabes en helt ny identitet, samt strategi for butikken. Efter en hel dag sammen med personalet og Independent, samt efterfølgende finpudsning og opfølgning, har vi alle fået ejerskab til vores nye strategi. Det har gjort det meget hurtigere og nemmere at eksekvere den."

METTE RASMUSSEN
HADSTEN OPTIK

KURSER

"Vi har fået en god og sund udvikling igang i vores butikker, der er kickstartet af Independent kurserne. Det har gjort, at vi sender både nyt og "gammelt" personale afsted på alle kurserne."

Der er stor fokus på den personlige udvikling i kurserne, det giver styrken til, at tænke proaktivt og agere, som et mere fælles team."

MORTEN AXEL
POUL STIG BRILLER

GENERATIONSSKIFTE

"Jeg studsede da lidt over at hjælpen til mit generationsskifte, skulle komme fra en anden gruppe, end hvor jeg selv var medlem. Men Independent løste opgaven for mig og jeg er selv blevet ansat i Brillebutikken. Det er da en Win-Win."

KARSTEN ANDERSEN
BRILLEBUTIKKEN

"Jeg blev medlem fra starten af hos Independent. På deres kærlige måde blev de ved med at udfordre mig på den videre udvikling af butikken. De kom med forslaget om at lave et generationsskifte sammen med Karsten. De havde min fulde tillid og løste opgaven for mig. Jeg kan faktisk ikke komme i tanke om en eneste ting jeg ikke er glad for ved denne løsning."

SUSANNE HØJ
BRILLEBUTIKKEN

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Solid shop concept optimises bottom line

By Gitte Skaarup Ipsen



To succeed as a retailer in today's digital era demands interior design that attracts customers to your shop, exposes them to all your products, and finally ensures that they do not leave the shop without visiting the cash register. These are the words of Michael Skjødt, CEO and creative director of Ambiente, who has 28 years of experience in establishing efficient interior designs.

Consumers still wish to visit physical shops, even the critical generation Y (17-33 year-olds) are often keen to visit shops in order to try on and get a sense of the products. Physical shops must continue to utilise this advantage by creating sensuous and social shopping experiences. But how to succeed with this mission?

Identify your key customers and their needs

First things first, you need to truly understand your customers, their behavior and their needs. This requires that you dare to prioritise and deselect because you must choose whom you want to matter to – and how to create value for this

particular type of customer. Once you have a clear picture of this key customer, you can identify the strengths and weaknesses of the shop and staff and then work purposefully to deliver even better on the exact parameters important to your customer. Identify what expectations the customer has to your store and why they choose to shop exactly with you. It is important that the customer can identify with the shop, wants to be associated with the shop and perhaps even wishes to hang out for a cup of coffee. The consumer's time is more precious than ever, and when a customer invests her time in your store, she expects to leave with a pleasant experience.

Service, service and more service

Service has long been a key competitive parameter. Polite and friendly service does not in itself equal good service. It is all about understanding the barriers your customers may experience about a purchase and then working to reduce those barriers by offering relevant service. If you can make the customer's purchase process easier, more fun, more convenient or faster, you reduce the risk of losing the customer before she completes the purchase. Service extends beyond the actual product. It

creates relationships and contributes to unique user experiences that differentiate you from your competitors. The good customer service provides great shopping experiences and satisfied customers that come back as well as recommend your business to their network. Service is the competitive parameter of the future, especially in retail, so improving your service can only happen too slowly.

Customised shop concept

Based on your customers' needs, your brand and your values, you now have the prerequisites for creating a coherent shop concept that presents both brand and products in an authentic way. A shop design that accommodates both the functional and aesthetic aspects and should result in the best possible bottom line.

To support the shop's functionality, an overall flow of movement must be developed to optimise exposure to all products and environments. This ensures that the customer is guided around the shop along an invisible path that passes by all your products in the most appropriate order. To ensure that the customer does not rush, multiple stop





Interoptik Mandal



Poul Stig Frederiksberg



effects should be incorporated to encourage visual breaks that help process the many impressions. Stop effects can also be of a physical nature, so customers are led along a slightly winding road through the shop, where the course is changed by product platforms or small stands that explain the products. It is important that the stop effects never become an obstacle or are placed illogically, and they must not interfere with the customer's personal space of experience. An optimal flow of movement with stop effects offers the customer a better experience in the shop while increasing the possibility of purchase.

The aesthetic staging must match brand values and customer expectations. It is important to establish a fine balance between choice of materials, colours, interior, lighting and acoustics that together create unique environments that make customers and staff thrive. You can work with an inviting variety of shelves and platforms to present the products, thus taking the customer on a discovery throughout the shop. Finally, it is important to create peace and quiet around the products to allow the customer to easily study the products, try them on and put them back in place.

Please stay

According to Michael Skjødt, CEO and creative director of Ambiente, one of the classic mantras in interior retail design is this: "We would like the customer to stay a bit longer." Therefore, it is important to create some relaxed and inviting waiting areas with comfortable seating. They encourage the customer to spend more time in your shop, especially if she is accompanied by people who are not interested in the shop's products. You can for example benefit from offering seats next to the products so a customer with children does not have to interrupt her shopping to keep an eye on the children.

Designing the optimal shop concept is a never-ending process where you can always change, add to and customise to create the very best customer journey and experience. Learn more about the presentation of your shop by inviting family, friends and customers to provide honest feedback - and observe your customers to find out what attracts them, what they avoid and how they move. Keeping your eyes and ears open will give you valuable information to maintain a shop interior that is win-win for both you and your customers.



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Fair Facts

Independent eyewear show

www.copenhagenspecs.dk

- CREATIVITY
- INDEPENDENCE
- STANDING OUT
- MAKING A DIFFERENCE
- SATURDAY NIGHT AFTER HOURS BAR
- GOOD FRIENDS
- INNOVATION
- GREAT ATMOSPHERE
- 83 EXHIBITORS
- EXPANDING
- HISTORIC VENUE
- #COPENHAGENSPECS
- BOOTHS BY AMBIENTE
- WONDERFUL COPENHAGEN
- INSPIRATION
- OVER 140 BRANDS
- STORY TELLING
- PERFORMANCE BY DJ KATRINE RING
- FIRST MOVER
- HERE TO STAY

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The making of copenhagen specs in berlin

By Mia Forum Palvig



This year, the fifth anniversary of trade show copenhagen specs is marked by the birth of copenhagen specs in berlin. But why is Copenhagen no longer enough and why should we follow the independent trade show across the border to Germany? copenhagen specs Magazine has met founder Morten Gammelmark for a talk about what drives him all the way to Berlin and why you should care.



Morten Gammelmark
Photo: Mads Graver

First things first: What drove you to start copenhagen specs in 2014?

copenhagen specs is important to me for the exact same reasons today as when I started out five years ago. It is a trade show by and for the independent eyewear business, both labels and shops. copenhagen specs might be just a trade show, but shows are one of the ways in which the independent businesses can stick together and put up a fight in an increasingly competitive market where retail chains continue to grow their marketing muscles.

To secure visibility, the independent eyewear business need to work together and that is exactly what copenhagen specs is all about. I'm very passionate about supporting independent labels and promote unique design.

And the inspiration that always flows across the booths is a great bonus.

You have arranged copenhagen specs since 2014. Share with us a memorable moment.

I will definitely never forget how copenhagen specs was almost put in the grave before I even got started. To create an environmentally sustainable trade show was and is still very important to me. So naturally, my vision for the show was to build it exclusively from recyclable cardboard - and I mean build EVERYTHING in cardboard. So far, so good. Until a few weeks before the first show in 2014, when the fire authority announced that I was building the world's largest fire trap and quite naturally completely vetoed my plans. Those weeks were a bit stressful, to say the least. I managed to stay as true to my vision as possible with the rustic booths made from reusable wood that still make up the show today. Disaster avoided in the last minute.

Another memorable moment was when the fire alarm went off at 9am on the first day of last year's show. As everyone evacuated the building, it turned out that one of the exhibitors had lit an oil torch inside. I encourage exhibitors to make an effort to give visitors an experience to remember, but that was taking it a bit too far, I have to say.





Why expand copenhagen specs?

When something is great, a desire to spread it out to even more people quite naturally presents itself. Very simple, really. I've considered it for a while and now I'm taking the leap. So far, the support has been overwhelming.

Why Berlin?

The location means everything in creating the very unique atmosphere that defines the copenhagen specs DNA. Berlin and Copenhagen are quite alike in how there is room for everyone and everything. They are vibrant cities of possibilities and that is harnessed by trendsetting designers and entrepreneurs. Walking around Berlin, you get that sense of new developments 'bubbling' under the surface, just like copenhagen specs is bubbling with innovative design every year. It is a perfect match.

Also, copenhagen specs is international at heart. Berlin is a geographical center of Europe with potential to become an international platform for innovative eyewear design.

It has been extremely important for me to find the perfect surroundings to exude that original and industrial vibe the same way Lokomotivværkstedet does in Copenhagen. I've visited the city many times and have chosen Arena Berlin located in Alt-Treptow. Where Lokomotivværkstedet is an old locomotive warehouse, Arena Berlin is an old bus depot. Perfect!

Why is copenhagen specs in berlin worth visiting over other trade shows?

Hopefully, those who have attended copenhagen specs before will know the answer to that question, as the Berlin show will recreate the unique vibe that is all about originality and creativity. An exclusive focus on independent eyewear, a simple booth concept and a rustic atmosphere makes



Arena Berlin



copenhagen specs different than any other eyewear show.

The simple and equally (small) sized booths force exhibitors to strip away all the fuss and make the products the center of attention. They can't hide behind large and elaborate booth designs and as a result, the visitors' experience becomes very honest.

Exhibitors who do not support that approach do not get a booth at copenhagen specs, neither in Copenhagen nor in Berlin. It might seem very harsh and direct, but keeping the standard is key to attracting the right visitors.

The show in Berlin is an international show and everyone from all over the world are welcome, just as in Copenhagen where we have previously welcomed guests all the way from Asia and the US.

What has surprised you in arranging the show in Berlin?

To me, the uniqueness and relevance of copenhagen specs are evident, but it has taken quite an effort to convince the German eyewear market that the show is truly the place to be. Germany is a larger eyewear market than Scandinavia, also in terms of the selection of trade shows. And the smaller trade shows have really struggled with attracting visitors, hence the independent labels have lost faith in many trade shows.

However, I am thankfully experiencing a growing faith in my promises that copenhagen specs in berlin will be different. We have proven the concept in Copenhagen again and again, so I am very confident that I can deliver on those promises.

When are you out of your comfort zone?

This is my fifth year arranging copenhagen specs, so to be honest, not much takes me out of my comfort zone. I and my partners have developed a concept that works and it is very satisfying and

not to mention fun to be able to re-create that year after year.

However, taking copenhagen specs to Berlin has been a new challenge for me, in a very good way. It has forced me to reconsider all the little details to make sure that I am introducing copenhagen specs to a new market in the best possible way.

It is also important to stay on my toes in Copenhagen and not get too comfortable with the success of the show. This year I have added inspirational talks on subjects such as online marketing and fashion trends to further support the independent business in battling larger competitors.

What makes you proud?

I feel very proud every time I open the doors to copenhagen specs and experience the support from both labels and shops. It is great when new exhibitors contact me after the show to share how their sales have increased. That proves how copenhagen specs has something important to offer the independent business and that is what drives me year after year. I'm hoping for that same proud feeling in Berlin in October.

ARENA BERLIN

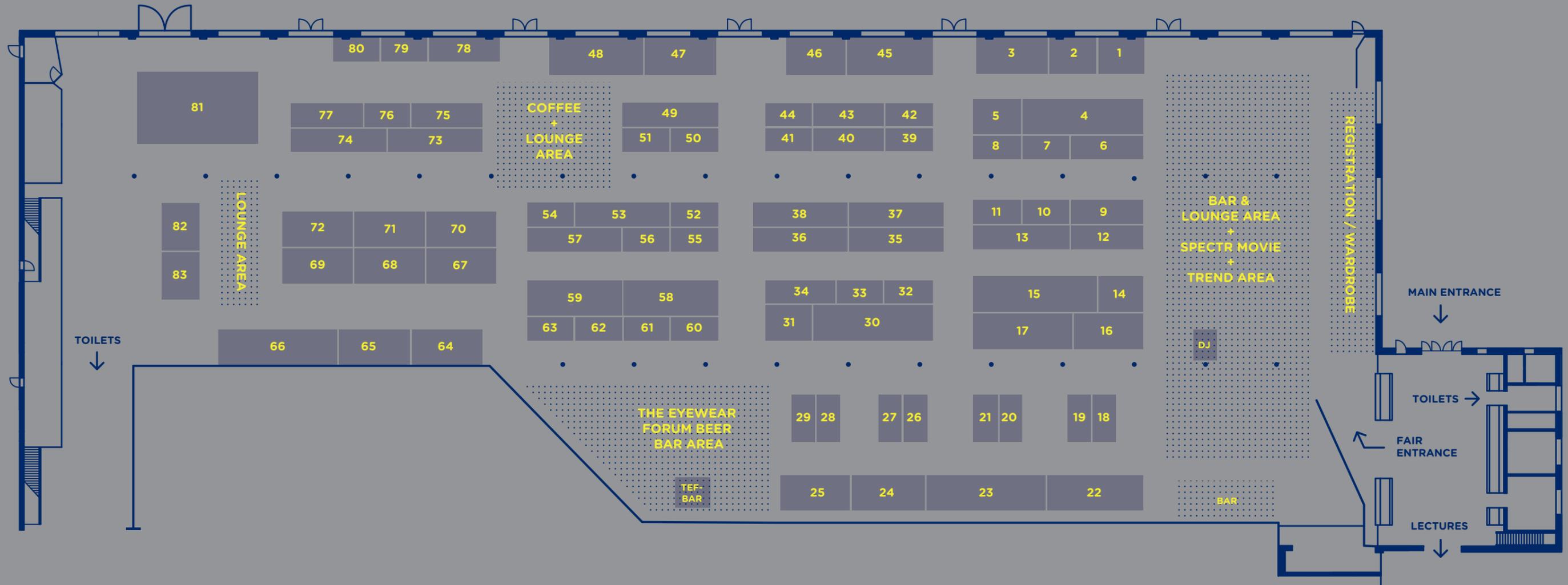
October 20—21, 2018

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Booth plan



- | | | | | | |
|--------------------------|--------------------------------|------------------------------|--------------------|------------------------|------------------------|
| 1 ANDY WOLF | 15 FLEYE COPENHAGEN | 29 ESSEDUE + WOOD3N | 43 FINE BRILLER | 58 PLAYGROUND | 72 MOREL SCANDINAVIA |
| 2 SKY EYEWEAR | 16 OLIVER GOLDSMITH SUNGLASSES | 30 LINDBERG | 44 OPTILEKS | 59 ETNIA BARCELONA | 73 PRESENTA NOVA |
| 3 EYE EYE DK | 17 ØRGREEN OPTICS | 31 ANNE ET VALENTIN | 45 21 OPTICAL | 60 C DESIGN | 74 IOGN |
| 4 KERING EYEWEAR | 18 WOODONE | 32 CARLOTTAS VILLAGE | 46 OPO SCANDINAVIA | 61 ANY DI | 75 GRAFIX EYEWEAR |
| 5 SALT. | 19 SABINE BE | 33 MARKUS T | 47 SILHOUETTE | 62 FREUDENHAUS EYEWEAR | 76 CHRISTOPHER CLOOS |
| 6 NETOPTIC | 20 VINYLIZE/CINEMATIQ | 34 EASE COPENHAGEN | 48 EYE DECIDE | 63 NORDKEMI DANMARK | 77 SAFILO |
| 7 INFACE | 21 DEAR LEADER | 35 SCANDINAVIAN FRAMES | 49 ESCHENBACH | 64 LINDCON | 78 TRACTION PRODUCTION |
| 8 WOOW | 22 MARCOLIN NORDIC | 36 MONOQOOL | 50 NINA MUR | 65 EYESPACE EYEWEAR | 79 SEGROS |
| 9 DÜSSELDORF EYEWEAR | 23 INSPECS SCANDINAVIA | 37 BLOOMDALE | 51 THIERRY LASRY | 66 D & COMPANY | 80 SAMA EYEWEAR |
| 10 PRODESIGN + KILSGAARD | 24 OPTIK IT | 38 FRANDS JENSEN A/S + PREGO | 52 CUTLER & GROSS | 67 CARL ZEISS VISION | 81 ALIVESTYLE |
| 11 FACE Á FACE | 25 FRAMEWORKS | 39 MONKEYGLASSES | 53 BLACKFIN | 68 NOXE | 82 CENTRO STYLE |
| 12 BELLINGER | 26 TWENTY/TWENTY | 40 NINE EYEWEAR | 54 THEO | 69 TO BE DECIDED | 83 XAVIER GARCIA |
| 13 HOYA + YUNIKU | 27 SHAMIR | 41 DICK MOBY | 55 IC! BERLIN | 70 WILLIAM MORRIS | |
| 14 OCUCO | 28 FUNK | 42 PLEIN LES MIRETTES | 56 TABERG | 71 MOKKI | |
| | | | 57 NYT SYN | | |



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PUMA

KEEPING OUR EARS TO THE GROUND
BY TWENTY/TWENTY

Keeping our ears to the ground

By Twenty/Twenty

Twenty/Twenty is a b2b eyewear design and branding studio based in Copenhagen. Hear their lecture, see their trend area and visit them at booth no. 26 at the trade show.

www.twentytwenty.studio

Being a design studio one of our most important tasks is to follow trends. And trends are much more than shapes and colors.

The consumer is at the center of any business, and whether you are a brand or retailer, you need to stay relevant in a consumer's market. The consumer's market is changing into one where businesses are forced to innovate. A market where disruption isn't a fashionable word but a new world order. A market where things are moving at an incredible speed.

There will always be a demand for eye corrective products and services. And fashion and quality, for that sake. But as an industry, we can't rest on our laurels. As we are getting closer to a new decade, consumers' expectations are changing. If we can't meet those expectations, someone else will.

The key to not being taken by surprise is curiosity. So, we have asked three bright minds about the future of consumerism. And this is what they said.





What do you think will be the three most important trends in consumerism in the 2020s?

Many consumers in 2020 will have AI (Artificial Intelligence) built into their homes, yet they may not even realize it. Our devices will learn to know us, intelligently building profiles to help service our needs; even those we hadn't thought of ourselves. 2020's Consumers will challenge brands more to take a stand and lead change, yet these customers won't be visiting many physical stores as access to both VR (Virtual Reality) and AR (Augmented reality) applications increase in the home.

Which digital features will consumers want in a pair of glasses in the 2020s?

Apples AR glasses arrive in 2020 bringing AR to the masses. Opening what was an exclusive territory for Magic Leap and Oculus Rift a new frontier for all "eye devices". Connectivity is expected in wearables, allowing the wearer to interact and control other devices or services, like Sony's new contact lenses. Finally, the ability to "pimp your specs" not just changing colour, but a spec app-store full of features and functions.

Which recent technologies should the eyewear industry be aware of?

Eyewear presents an approachable, even inevitable platform for tech development, meaning optical companies may well be rivalled by digital companies. Corrective lenses are poised for perhaps the first revolutionary leap. Soon, it will be possible to produce lenses that can change their refractive profile in response to software-controlled electric currents, adjusting on-the-fly; adapting to different wearers prescriptions.

If you were to create the eyewear of tomorrow, what would be its key ingredients?

A voice interface (like Siri) to easily allow commands to be delivered. However, gesture control will also be a must, giving the ability to control the music streaming to my ears. AR will of course melt the digital and the physical worlds seamlessly in my eyes. A UI (User Interface) that places content directly in the user's field of view allowing for simple eye controlled interactions will make wayfinding and messaging systems easy to use.



Paul Clements
Partner & Digital
Creative Director at
Mensch

What do you work with?

At work we make what's important for some, interesting for others. Helping solve problems with creativity and real human insight.

What do you think will be the three most important trends in consumerism in the 2020s?

Green – the new black! There is no future for brands leaving sustainable innovation outside.

Co-Creation is the innovation power! There is a massive shift in audience and creator. Brands must understand this and open for consumers into the design process. Beyond Authenticity – winning consumer trust through transparency.

Which demands will consumers have of products and brands in the 2020s?

See above answer.

Is there anything that the eyewear industry can learn from the fashion industry?

I think as for most existing brands today (born in a more linear economy) they need to change into this new circular economy. Trust, transparency, education, entertainment, production, materials, sales, packaging the full circle/loop needs to be authentic and "green."

If you were to create the eyewear brand of tomorrow, what would be its key ingredients?

I would take my above ideas into action. I would build up a modern co-created design process and setup focusing on one city at a time for local production. It would have 100% recyclable and biodegradable materials. I would also build an awesome, world-class store experience – both digitally and physically. Going through all aspects of newness – education, knowledge, hosting, sales, and customer service. A shop that speaks like a magazine, changes like a gallery, shares like an app, builds loyalty like a club and entertains like a show. Let's do it! ;)



Photographer: Kristofer Lönnå

Anna Kollberg
Process Leader,
Business Coach,
Freelance Trend
Forecaster and
Future Strategist

What do you work with?

Building a startup incubator. Freelance as trend forecaster and future strategiest for Kairos Future and The Laboratory (H&M).





SPECTR

> KEEPING OUR EARS TO THE GROUND
BY TWENTY/TWENTY

What do you think will be the three most important trends in consumerism in the 2020s?

Technology - 3D printing, mobile first, IoT, AI - anything connected to convenience, speed and personalisation.
Sustainability - circular economy, product materials, company values, owning vs. using things and high quality. Health and wellness will also be big. **Experiences** - store or online experiences and omnichannel are fundamental. Using the store as a showroom/test and try/learn to experience something extraordinary.
In general, I think we will see a trend in people interacting with each other in communities, and I'm sure we will see co-living and other new ways of living together. Urbanisation will still grow, but more will also choose to live outside of the city to create balance in life. We will also realise that the future business models are about what is around the product - not the product itself.

Which demands will consumers have of their buying experiences in the 2020s?

Easy access and fast delivery. Convenient when buying and when looking for inspiration.
Sustainability will play a significant role in 2020. People also want the personalize, and quality expectations will be high. People want things to last or to be upgraded.

Which initiatives should the eyewear industry consider if they want to build customer loyalty?

Transparency in prices and the prices should, in general, be lower (the industry should find new ways to keep the profit). Also, focus on the professional side of the eyewear industry. Create space in the store concept to explore and experience new technologies and sell services around the product. Increase the touchpoints to connect closer to the customer.

If you were to create the eyewear stores of tomorrow, what would be the key ingredients?

Quality with build in flexibility to change and upgrade existing product - rather than fast moving (private label solutions) - I don't think PL will be as big in 2020. I would specialise in something - a service or a niche. And an online solution connected to the store and 3D printing for personalising.
I would find a solution online to meet the needs (convenient, accessible and high experience). Warby Parker is a good example and then add some more technology and quality.



Pia Huusfelt
Business Leader,
Circular Economy
- IKEA Global

What do you work with?

Innovation and transformation - future business models and innovations related to the circular economy on a global level. Innovations build on "small data" and ethnographic studies to get reel consumer insights for business development and improve customer experience.


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ØRGREEN
+ YUNIKU.

Meet the eyewear bloggers



4 bloggers from The Eyewear Forum entourage will once again be present at copenhagen specs, doing what they are best at - blogging about eyewear!

Please remember to follow them on their blogs. We promise that you will find their blogs very inspirational and creative.

And remember to visit The Eyewear Forum Beer Bar. Free draft beer will be served!

Giulia De Martin & Stefano Segà

AGE: 27 & 29
COUNTRY: ITALY
BLOG NAME: BEHIND MY GLASSES

"My dad is an optician and he was able to show me how much the world of eyewear is fascinating and interesting. It is a combination of science, medicine and fashion! Opposites, from a certain point of view, which collide and create something beautiful and functional/irreplaceable at the same time.

In 2015 Stefano and I combined our knowledge, social media and eyewear for me and tech/programming for him, and we created our new world, Behind My Glasses."



Jennifer Bitsche

AGE: 32
COUNTRY: AUSTRIA
BLOG NAME: WWW.FACEPRINT.AT

"As a child I was already faced with the issue „glasses“ - then still with unhappy feelings. But luckily the subject <<eyewear>> changed over time. Today, it is a super nice and also strong accessory statement. Glasses changes you. Glasses convince and glasses flatter. Precisely for this reason I love spectacles."



Maarten Weidema

AGE: NONE OF YOUR GD BUSINESS!
COUNTRY: THE NETHERLANDS
BLOG NAME: THE EYEWEAR FORUM

"Being a freelance eyewear designer for 18 years, I naturally developed a passion for eyewear. After writing about the 60 brands I designed for to my community, I noticed it didn't matter to me if I wrote about my own designs, or other cool designers I liked. To me it's about the passion that people put into their products."



Nuria Gómez Fernández & Miguel Mazón Varela

AGE: 36 & 35
COUNTRY: SPAIN
BLOG NAME: LA ESPEJUELOS

"Miguel is an independent optician and we have both been passionate about glasses for many years. Nuria had a passion for blogging and its way of communicating, both things have resulted in La Espejuelos. The fact of using glasses as an element of artistic expression to complete someone's personality is the characteristic that most impacts us."



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To be independent we must depend on each other

By Morten Gammelmark

copenhagen specs is created around my ultimate passion; supporting the independent eyewear industry. That is, playing matchmaker between unique labels, on the one hand, and independent shops on the other.

I actually find the term independent to be hugely misleading. Because the independent eyewear industry is exactly the opposite - you are all completely dependent on each other, whether you like it or not. There is so much potential in independent labels and shops doing more of an effort to join forces and support each other in an increasingly competitive market where the large labels and retail chains have advantage in numbers.

Don't get me wrong, most shops are very much aware of the growing competition. When an independent optician must give up the struggle and close, the space is often taken over by a large retailer. Naturally, the large retail chains have the upper competitive hand when it comes to marketing budgets.

Therefore, the independent businesses must stick together. One of the ways in which to do that is to participate in copenhagen specs.



Photo by Paul Dufour on Unsplash

We need you

copenhagen specs might be just a trade show, but shows are one of the ways in which the independent industry can join forces, and that's exactly what copenhagen specs is all about.

At the show, we gather the amazing and innovative brands in one place. Every year welcomes new designers and the show is intended to offer the grand overview of what is happening in the Scandinavian market just this second. I promise, you will find all those creative and beautiful frames that your customers can't find at your competitor. And I bet you can't help taking home inspiration on how to stand out from the crowd.

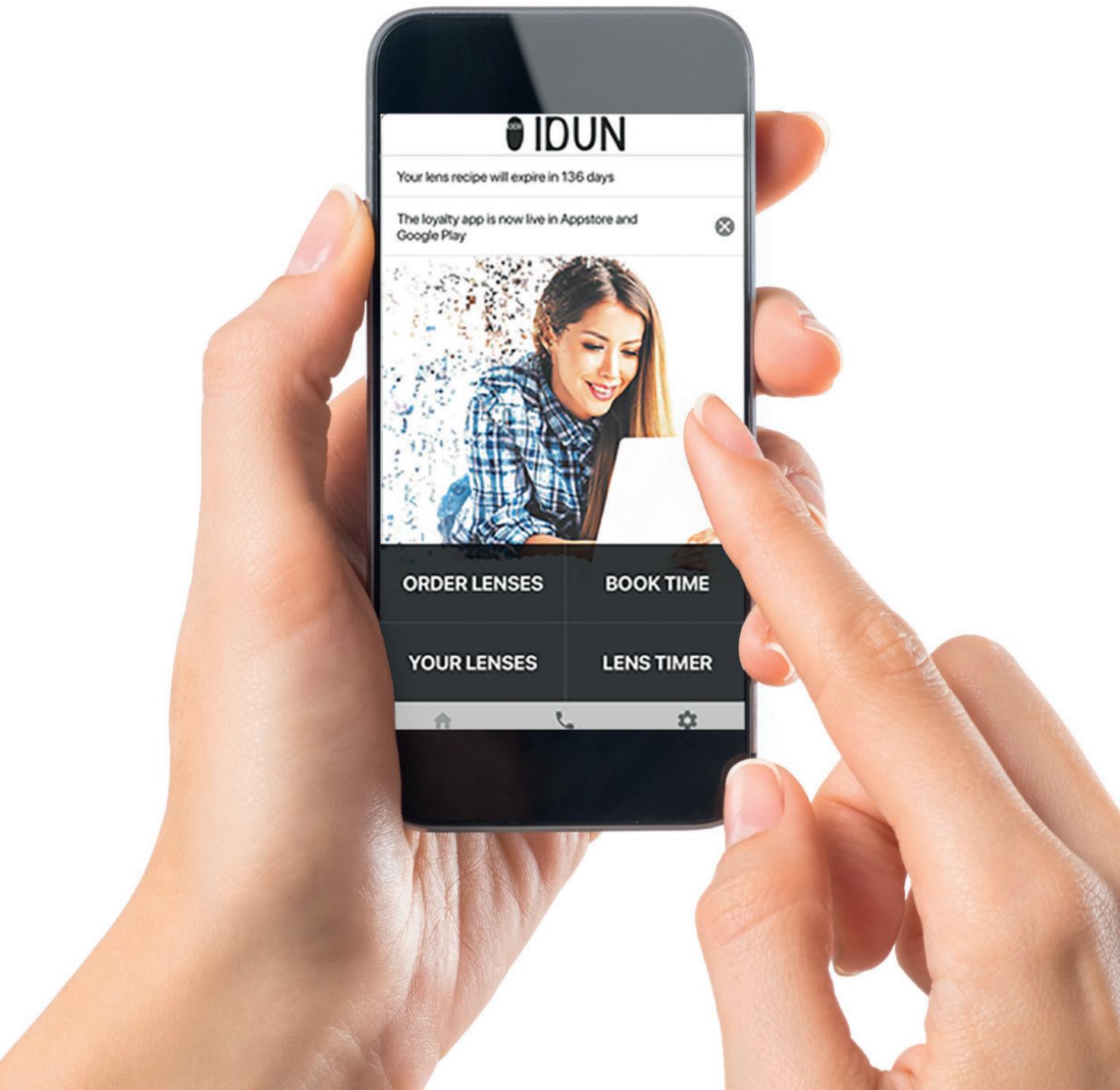
I am always really happy to receive so much support for the show. Still, I hope for even more support this year. Not in talk, but in action. The more visitors at copenhagen specs, the more great labels will wish to participate and inspire you - and your customers - with their latest designs. It is win-win for both labels and shops.

All for you

Dear independent eyewear industry, dear local shops, opticians and small designer labels; copenhagen specs is not just another eyewear show. No, it is all for you. And copenhagen specs cannot exist without you. It's as simple as that.

So please, show your support. You cannot be independent without being dependent on each other. Once you join forces, you can build a competitive advantage against the larger market players. If you continue to hesitate, however, you will continue to play catch-up. And playing is just so much more fun in teams.

See you at copenhagen specs.



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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.

Photo: TDaniel Rasmussen

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.



Photo: Wonderful Copenhagen



Photo: Ty Stange

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.

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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 extraordinaire experience at The Royal Danish Opera. And do not forget to visit freetown Christiania, also situated in Christianshavn.



Photo: Troels Hejen

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: Martin Heiberg

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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: Kasper Thyge

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: Wonderful Copenhagen

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.

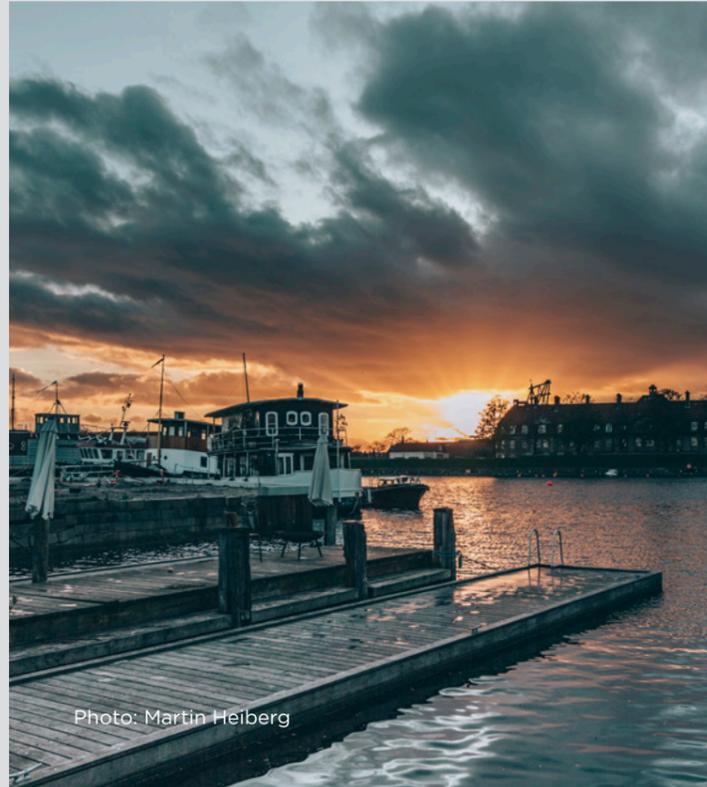


Photo: Martin Heiberg



Photo: Daniel Rasmussen

Meetpacking 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.

What's your identity?



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