



**We support
independent eyewear**

TRADE SHOW MAGAZINE 2019

**COPEN
- HAGEN
SPECS •**

Intelligente solglas der tilpasser sig vejret

ZEISS AdaptiveSun

Vores
seneste
innovation

ZEISS

BOOTH D7



VASUMA

EYEWEAR FROM STOCKHOLM

General Info

ADDRESS

Lokomotivværkstedet,
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—19:00

DINNER PARTY

Saturday 19:00—01:00

FREE SHUTTLE BUS

CPH Central Station → Lokomotivværkstedet
Lokomotivværkstedet → CPH Central Station

PARKING

Remember to buy a parking ticket!

TAXI

(+45) 3535 3535 or (+45) 4848 4848

FOOD & BEVERAGES

Visit the bar

COFFEE & BREAKFAST

Visit the coffee lounges

LECTURES FOR STUDENTS

Saturday the 2nd of March 2019 from 12:00—15:45.

DISTANCE TO COPENHAGEN AIRPORT

12.2 km

DISTANCE TO COPENHAGEN CENTRAL STATION

2.7 km

COPENHAGEN SPECS 2020

March 7—8, 2020

BOOTH FOR COPENHAGEN SPECS 2020

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.

CONTENT

04 General info

07 Stage Optik — winner of ZEISS Optical award 2018

12 Go for it

16 Tips to getting started on Facebook

20 ZEISS Optical award

27 Why visit copenhagen specs

28 copenhagen specs in Berlin

32 Our Copenhagen

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
www.twentytwenty.studio

Print:

Rosendahls

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

Welcome to copenhagen specs 2019

When you enter the doors at the historical venue “Lokomotivværkstedet” in Copenhagen the 2nd and 3rd of March 2019, it will be the 6th time, we are welcoming you to the independent eyewear trade fair, copenhagen specs.

2018 was the year, where we expanded to also having a trade fair in Berlin, copenhagen specs in Berlin. It's been very hard work, but it was very much worth it. I'm very thankful for the support, we get from our exhibitors, visitors, the press and the bloggers. You are essential in the existence of copenhagen specs.

But I still need you to support us even more. I need you and your colleagues to visit copenhagen specs and place some orders, while being here. It's getting harder to convince the exhibitors to come back year after year, when the majority of the shops are not placing orders. So please visit and place orders. It will only attract more exhibitors who can inspire you and your colleagues.

And remember, everyone from the optical business are welcome at copenhagen specs - no matter if you are working in an independent shop or in a supply chain.

A big thank you to ZEISS, Nyt Syn and IOGN for being sponsors at the dinner party Saturday night during the fair. Without your support, it would have been impossible to throw a dinner party at the venue.

We welcome you to copenhagen specs the 2nd and 3rd of March 2019!

Morten Gammelmark

CEO & Founder of copenhagen specs

Hordeolum

Conjunctivitis Rosacea
Dry Eyes
Cataract AMD
CLD Blepharitis
Allergy

M
G
D



Visit us at Copenhagen Specs 2019

AMWO Farma Group
www.amwofarma.com



Owner Charlotte Stage in front of Stage Optik, Vordingborg, South Zealand.

Stage Optik's recipe for success: Personality, genuine job satisfaction and always putting the customer at the center

After an hour on a rainy highway from Copenhagen you get all warmed up turning into the cozy main street of Vordingborg, a small town with 12,000 inhabitants in South Zealand, Denmark. And the feeling is enhanced even further when the door opens at Stage Optik, winner of the ZEISS Optical Award 2018. Charlotte Stage offers coffee and cookies from a well-stocked tray in the shop's cozy lounge, where the TV2 morning show runs in the background. It feels just like stepping into the home of a good friend. Charlotte nods, that is exactly what she wants.

She radiates confidence, and the pride in her voice is unmistakable when she tells the almost four-year long history of her optical practice. "I work more

than ever and as a shop keeper I have a greater responsibility for employees and customers.", says Charlotte, who kickstarted her career as a store manager right after graduating as an optometrist, and spent ten exiting years in the Synoptik and ProfilOptik chains, before fulfilling her dream of opening her own optical shop. "And still I now feel more relaxed and present in my own life than ever before. Perhaps it's not just moving back to my home city, but also being more true to my roots that does it", thinks Charlotte who grew up in a family of entrepreneurs.

Everything in the store is carefully chosen. You will not be able to see these frame brands in





Awards are in no scarcity for Charlotte and her team!



Fairy tale heroes wear glasses too.

every store, and the elegant wall shelves display numerous models with that extra edge. With ProfilOptik right across the street and three of the other large optical chains established within a radius of 15 km, this is an absolute must. The eye exam is based on the latest technology, and takes customers on a journey where they can easily follow all steps, to properly understand what additional value each part brings to the table. Stage Optik know their lenses from ZEISS by heart, and recommendations are made to ensure optimal vision, tailored for the user's eyes and lifestyle. When it comes to contact lenses, the store also

keeps a high profile, and are often among the first to try out new products with their customers.

Charlotte has also been looking for a permanent eye doctor to join the team, so that all elements of eye care can be handled smoothly under one roof. Additional services such as glasses subscription, down payment and insurance are nicely packaged. And the shop interior has that unique mix of exclusivity and coziness that you will come across all too rarely.

Conversations with customers and meetings with suppliers are usually held by the large rustic dining table in the middle of the store. Relaxed and informal. "Our customers should always feel like they can come in for a quick coffee or a chat when passing by, and we will be happy to introduce them to suppliers who are visiting. Availability is important for Stage Optik; one of the most essential ways in which we differentiate ourselves from the big chain-based stores, where the routines are more fixed. We have standard opening hours, for sure, but with us nothing is cut in stone, and we often receive customers early in the morning to accommodate to their schedules."

Behind the relaxed atmosphere and the feeling of being pampered lies hard work. The professional pride, commitment and genuine sense of service have already settled in the walls. The staff is the most important asset in almost all businesses, and perhaps even more at the optometrist, where much depends on establishing confidence. "After many years in the industry, I have had the luxury of being able to choose colleagues, whom I know are passionate about the profession. We are constantly striving to get better at what we do, and stay up to date. Here we have a great support in our network IOGN, which offer education in a variety of fields." Stage Optik also find it helpful to have a close cooperation with suppliers. "They have the cutting edge expertise in their own areas, but the important thing is to really acquire knowledge and build it naturally in our own business."

A teenage daughter is in the shop with her mother for an eye exam, and Maj Britt's carefree small talk throughout the process, reveals that she knows her instruments like the back of her hand. - "I'm spoiled with employees who give 110% and we cheer each other on. Michelle recently won an award as

"Optical sales assistant of the year" for the way she works with our customers," Charlotte says proudly. "When you give a lot, you get a lot. We like to make an event out of going to trade fairs together to get new inspiration. And I do not think I have ever said no to a day off," Charlotte laughs. "We make things work. I'm so happy to be able to show our new student Michelle this way of working, as an alternative to designed programs."

A woman strolling by with her dog sticks her head in to say that the new contact lenses she got worked perfectly, so she would love to purchase more of them. After that little chat we move on to the unusually large playroom, where all fairytale heroes have glasses and the mirrors offer cheerful greetings to small customers. "Running your own business is a lifestyle that affects the whole family and the playroom is our son's second home, where both he and his friends enjoy themselves. I am also passionate about giving children a positive first experience of life with glasses, and offering a comfort zone of free playtime while trying on and talking about glasses makes a big difference", says Charlotte, whose 2019 plans also include creating her own children's book on the theme.

Stage Optik's recipe for success: Personality, genuine job satisfaction and always putting the customer at the center. What is it that gives your customers an experience beyond the usual? Big or small - Tell us in your application for the ZEISS Optical Award 2019!

3 tips for extraordinary customer experiences

- Love what you do, and never be afraid to show what you are passionate about. This adds personality to your practice.
- Take care of the team and show each other appreciation. Genuine job satisfaction creates a true sense of service and commitment to the business.
- Keep the knowledge level high and never stop learning. Take advantage of your suppliers cutting edge knowledge, but also take the steps needed to build the products and instruments into your own customer journey.



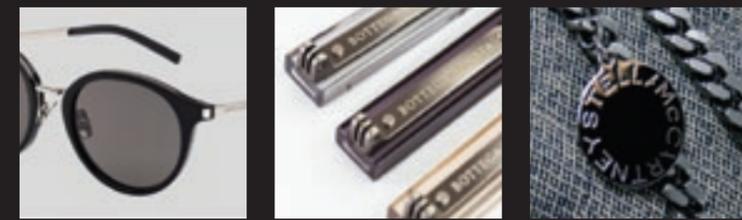
The dream team! Left: Owner Charlotte Stage and student worker Michelle. Right: Optical sales assistant Michelle Thuesen and optometrist Maj Britt Thomsen.



little PAUL & JOE
eyewear

REPRESENTED BY **ALIVESTYLE** FOUND AT **BOOTH D12**

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.

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.

Visit Kering Eyewear at Copenhagen Specs 2019

Saturday 2nd March 9:00 - 18:30

Sunday 3rd March 10:00 - 16:00

Lokomotivværkstedet, Otto Busses Vej 5A, 2450 Copenhagen SV - Stand B2

SAINT LAURENT

GUCCI

BALENCIAGA

BOTTEGA VENETA

Alexander McQUEEN

MONT
BLANC

Cartier

BOUCHERON
PARIS

Pomellato

Brioni

MCQUEEN

STELLA McCARTNEY

PUMA

To book an appointment or for further details contact Mette Norgaard, Area Sales Manager:
+45 28 93 01 86 / mette.norgaard@kering.com

Go for it - and experiment! Your optical shop might actually be favored on Facebook

By Katrine Villarreal Villumsen



Katrine Villarreal Villumsen

There is no way around it. To succeed as a retailer in today's digital age, you need to be present on Facebook. It might be a time consuming challenge, but it is also a way to keep your shop relevant - especially to a younger customer base. Small optical shops might actually see an advantage on the social media platform.



Photo: Pexels

You will greet them in your physical shop, you will advertise to them in your magazines, but in reality most consumers expect a presence on Facebook. Studies show that more and more customers expect shops to own a Facebook page - especially the younger generation of consumers. In fact, 95 percent of millennials and 87 percent of Generation X think that brands and companies should be present on Facebook. Many of us make specific shopping choices based on what information we can find on social media.

Does this sound time consuming to you? Expensive? Don't worry just yet. According to Caroline Kjærbye-Thygesen, the communications advisor with the Danish media agency Mindshare, Facebook could offer you some advantages when trying to compete with bigger branches.

"Small retailers radiate authenticity, credibility, and presence. This works very well on Facebook. At the same time your shop is often locally known, and these are all advantages that could make it easier for you to create a strong community on Facebook," Caroline Kjærbye-Thygesen says.

Facebook lets you reach new customers easily

According to Caroline Kjærbye-Thygesen, customers expect that your Facebook page will offer information on everything from opening hours to your location, and special offers. Facebook has become the new company web site, she says. But a Facebook page is also a way to offer your customers extra value or to start a conversation. "Facebook gives you a unique way to communicate directly to Mrs. Jensen when she is considering buying a pair of glasses but doesn't quite know how to order a vision test," Caroline Kjærbye Thygesen explains and continues: "Or you can use the platform to include your customers in your product development. By engaging your users on your Facebook page, you have the potential to reach current, and especially, new customers".

To most retailers these days there is no doubt that Facebook is relevant in 2019. In the last quarter of 2018, Facebook had 2.27 billion monthly active users. And even in a small country like Denmark, 63 percent of the Danes use the platform daily. But not everyone knows how pertinent a good Facebook strategy can be for your brand. "Facebooks lets you direct your posts to users



based on demographics, interests and the like. This gives you a unique way to reach a new customer base and to find people that might find your shop relevant even though they haven't been to its physical location," Caroline Kjærbye-Thygesen says.

Don't fear the shitstorms - handle them with care

However, there is no success without a bit of hardship, of course.

There could also be some disadvantages to Facebook, Caroline Kjærbye-Thygesen points out. "You won't be the only company on Facebook, and you will have to constantly compete with others to get the users to engage with your content. This might require you to boost - i.e. pay for - some of your posts," she says.

However, this shouldn't scare you off. Instead Caroline Kjærbye-Thygesen recommends that you experiment with different formats to see what works the best on your page, and what content will engage your users. Next, you should make a budget for how often you can afford to boost your content,

and then you should spend that budget on boosting your best performing posts, she explains.

Because Facebook offers you an easier way to communicate with your customers, many companies are also intimidated by being present on Facebook, Caroline Kjærbye-Thygesen says. "Before social media, customer service was done by phone. Today, a bad review or a bad customer experience is viewable to everyone in the comment section on Facebook. The fact is that no one is perfect, and everyone will experience negative feedback and an angry customer once in a while,"

Caroline Kjærbye-Thygesen says and offers some advice: "The most important thing is to listen to your customers, recognize their problems, and to try and solve them in a decent way. For many, it will work as an advantage to prepare a handful of answers to typically asked questions as a backup," she says. "But other than that, I think you just need to create your page and start testing your content. Social media can be extremely effective when used right. So jump into it and use any potential bumps on the road as a way to improve," Caroline Kjærbye-Thygesen says.



Photo: Pexels

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
- SATURDAY NIGHT DINNER PARTY
- FREE BEER BAR SPONSORED BY IOGN & HOYA
- HISTORIC VENUE
- #COPENHAGENSPECS
- BOOTHS BY AMBIENTE
- WONDERFUL COPENHAGEN
- INSPIRATION
- OVER 125 BRANDS
- STORY TELLING
- PERFORMANCE BY DJ KATRINE RING
- FIRST MOVER
- HERE TO STAY

Tips to getting started on Facebook:

1. What is your goal?

First, you need to consider why you want to be on Facebook. Do you want to build a strong community, or would you perhaps like to use the platform for sales and customer service?

2. Who is your target group?

Secondly, who do you want to reach? You might have several types of customers in your shop, but you can't reach all of them at once on Facebook. Settle on one group of customers that has the most potential – young people for instance. Now, aim for that specific target group and create content you think they would like to engage with.

3. What are your target group's needs?

How do you create content that will offer value to your users? A lot of companies only think: "how do I want my content to perform?" However, engagement is alfa omega on Facebook. If your customers don't engage with your content – click, like, share, comment etc. – your content won't be worth much. Try and think about your customers' needs instead. You need to create content that is relevant to the users or they won't engage with it.

4. What resources do you have?

You created a Facebook page, great. Now, who will be in charge of the channel? Once your page has been created, you will need to create and post content to keep your customers interested, answer their messages etc. Maybe you need to hire an extra person for the job? Or maybe you need to install an instant reply on Messenger that will let your customers know when they can expect a reply to their requests.

5. Go for it – and experiment!

There are no rights or wrongs on Facebook. What works for you might not work for others and vice versa. The only way to find out what works the best for your page is by trying a bunch of different formats. Mix it up and shoot a short video with your cell phone, take a picture of one of your products, or something completely different. A lot of this is learning by doing.

Source: Caroline Kjærbye-Thygesen, Communications Advisor, Mindshare.



Caroline Kjærbye-Thygesen



Photo: Pexels

Ideas for content you can share on your Facebook page:

- Create a weekly Q&A with common client questions or eye related topics.
- Highlight different employees in your practice
- Have one of your opticians select a "frame of the week".
- Share information on holiday hours, special offers, and discounts.
- Create contests and give-aways.
- Ask customers to share pictures of themselves wearing your products.
- Share inspiration for different eyewear styles.

Content that works on Facebook in 2019:

Facebook – and other social media platforms – constantly change their features and algorithms. However, here are some of the content drivers in 2019:

- Video: Social Media platforms focus on the visual, and video works very well on Facebook.

The users' attention gap gets smaller and smaller, but video is a way to create engaging content to keep the users focused on your page.

- Facebook groups: Any Facebook page can create a Facebook group about any topic – eyewear fashion for instance or a group for fans of a certain eyewear brand. Facebook prioritizes content from these groups in their users' feeds. Your company can benefit from following the conversations as well as you can get to know your customers better.
- Generated content: This is content created by the users – a sort of digital word-of-mouth. Your users will share their own experience of your brand or product on your page. Opticians see an advantage because content is often very visual. This could spark your users to share pictures of themselves wearing new glasses from your shop. It is important for you to show your appreciation by commenting, liking or even sharing the post to your own page. This kind of communication creates loyalty and credibility.

Source: Caroline Kjærbye-Thygesen



TAKE
POSITION

FRAME YOUR PERSONALITY

represented by
ALIVESTYLE

Booth D12

March 2, 2019 19:00 – 01:00

copenhagen specs dinner party

copenhagen specs will host a dinner party at Lokomotivværkstedet - the same venue as the fair - together with ZEISS, NYT SYN and Independent Optical Group Nordics.

You will get:



Food ad libitum á la street food style



Wine/beer/soda/water ad libitum (from 19.00 - 21.30)



Ceremony for the ZEISS Optical Award 2019



Networking with your colleagues and the exhibitors



Performance by the live band "SHOWDOWN"



Performance by the DJ "Torsten Guttermann"

Price per ticket only 600 DKK ex. 25 % VAT.

More information about the menu etc. at copenhagenspecs.dk/dinner-party.

SPONSORS:



ZEISS Optical Awards:

“Best consumer experience”

Win 15.000 DKK.

Our ambition with this award is to highlight the amazing work done by independent optical stores. The winning store will be announced at the dinner party Saturday night, March 2, during copenhagen specs 2019.

What defines a great optical shop is the ability to put the customers' needs in focus and exceed expectations. A great optical store goes beyond the core of duty and delivers a full and innovative customer experience concept, in terms of ad-on services, professionalism and high qualitative products.

The jury will assess the following criteria:

Formal criteria:

- You are an independently owned optician
- You are permitted to coordinate purchases with vendors of your choice
- The store is located in one of the Nordic countries
- You or someone in your store can be at the dinner party at copenhagen specs to receive the award.



Photo: Pexels

**ZEISS
OPTICAL
AWARD**





RES / REI

Handmade in Italy with love

Evaluation criteria:

You have done something special, high and low, in order to improve the customer experience.

The jury will assess:

- the level of innovation and originality
- entrepreneurial ability and motivation
- technical or/and digital elements
- how it enhances the professionalism of the optician
- how it will strengthen the independent optical industry
- if it can be applicable to other stores
- the level of sustainability and social responsibility
- the level of awareness creation for long term eye health
- the outcome

Write an application and motivate why your store should be the lucky winner of this honorable award of 15.000 DKK. In your application you need to relate to the evaluation criteria. The application should contain maximum 500 words preferably sent together with documents, results, quotes, videos or images that support the application. Please send in your application to award@copenhagenspecs.dk. Deadline is February 17th 2019. All applications will be reviewed by a well-composed jury.

The lucky winner will be announced and rewarded at the dinner party Saturday night, March 2, during copenhagen specs 2019.

The Jury



Michael Skjødt

CEO of Ambiente A/S



Lena Martini

Managing Director, Carl Zeiss Vision Nordics



Dr. Fredrik Källmark

Clinical Manager, CEO Källmarkskliniken



Anette Ristorp Ohlsen

Educational Coordinator and Assistant Professor at Copenhagen Business Academy in PBA in Optometry



Morten Gammelmark

CEO/Founder of copenhagen specs



D E S
I G N
E Y E
W E A
R G R
O U P

FACE A FACE is part of Design Eyewear Group

Design Eyewear Group creates and markets iconic eyewear brands, sold worldwide by quality opticians for more than 40 years. Design is the heart of our company and great design is what defines all our brands. They are versatile and clearly positioned: from audacious French design to a clean-cut Scandinavian look. Please visit www.designeyewaregroup.com for more information on our brands; FACE A FACE, WOOW, PRODESIGN, INFACE, NIFTIES & KILSGAARD

FACE A FACE
PARIS

Welcome to our stand at Copenhagen Specs!



TULIPA, the perfect, minimalistic jewelry. Simple and beautiful with a feminin shape. KunoQvist at its best.

KunoQvist is part of the OPO Scandinavia family. Discover our world here: www.kunoqvist.com, www.opo.se

Why should you visit copenhagen specs?

- To network and meet old friends & colleagues
- To get inspired by the innovative exhibitors
- To experience current and new brands
- To support independent eyewear
- To get up to date on the current trends
- To buy frames for your store
- To support the eyewear trade fair in Denmark
- To take part in the dinner party

ESCHENBACH



copenhagen specs in Berlin

The 20th-21st of October 2019, copenhagen specs in Berlin was held for the very first time. The fair took place in the historical venue, Arena Berlin in Alt-Treptow. 69 inspirational exhibitors showed more than 115 brands to 907 visitors from 17 different countries.

copenhagen specs in Berlin stayed true to the copenhagen specs booth concept, with small open booths with wooden back walls, where the focus is on the products. When combining the rustic venue, the booth concept and the music from the House DJ Katrine Ring - who is the same as in Copenhagen - a fantastic and unique atmosphere is created, which you can only find at the copenhagen specs fairs in the eyewear industry.

copenhagen specs in Berlin will open the doors to the second edition October 5-6, 2019 in the same venue, Arena Berlin. If you love eyewear and want to see the best of the best in a very friendly atmosphere where the exhibitors take time to show you their collections, then you need to visit copenhagen specs in Berlin.



Photo: Mads Graver



Photo: Mads Graver



Photo: Mads Graver

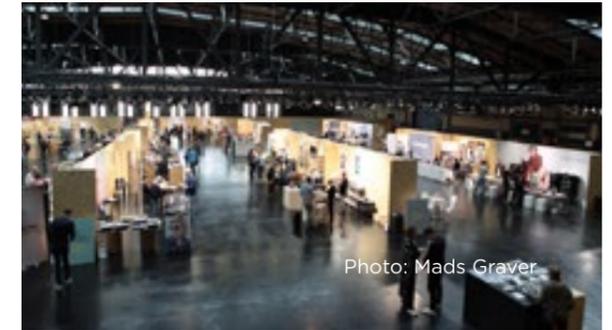


Photo: Mads Graver



Photo: Mads Graver



Photo: Mads Graver



Photo: Mads Graver



Photo: Mads Graver



Photo: Mads Graver



Photo: Mads Graver

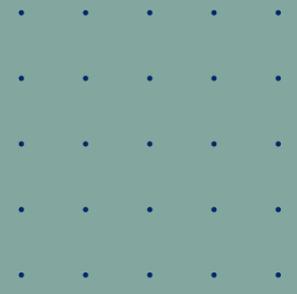
LAEYEWORCS.COM

STAND C5



l.a. Eyeworks[®]

UNCENSORED VISIONS



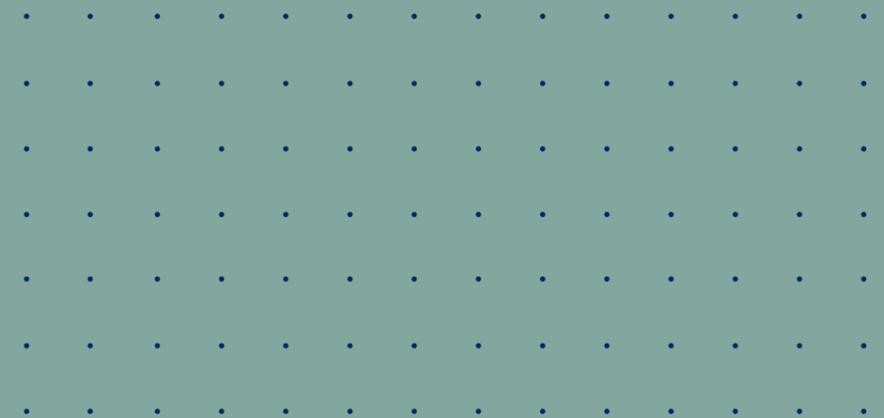
ARENA BERLIN

October 5–6, 2019

**COPEN
- HAGEN
SPECS •
IN BERLIN**

The eyewear trade
fair, who supports
independent eyewear

WWW.COPENHAGENSPECS.DE



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.

SEE
MORE



SEE

MOREL
LUNETIER FRANÇAIS DEPUIS 1880

www.morel-france.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 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.

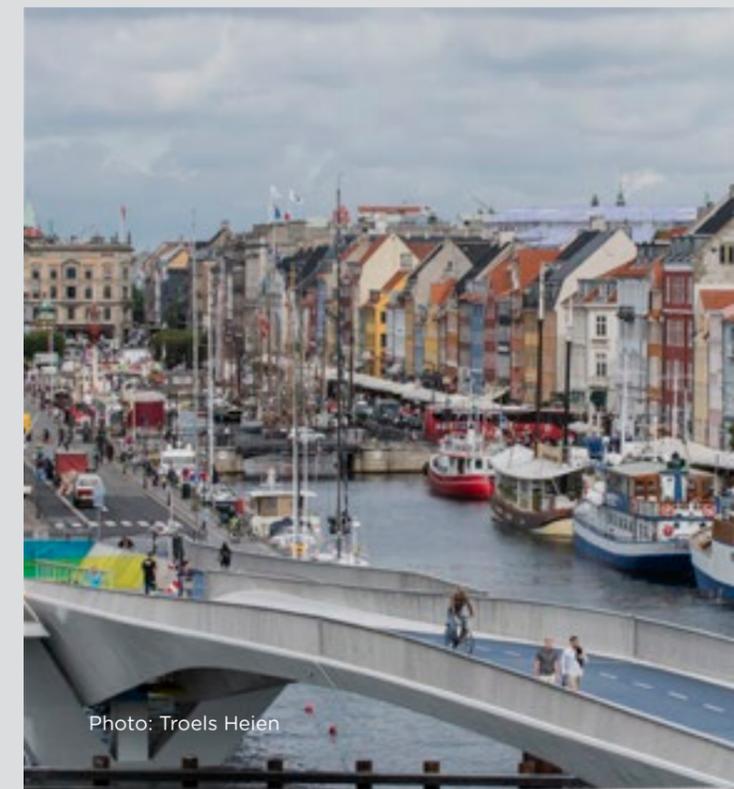


Photo: Troels Heien

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.

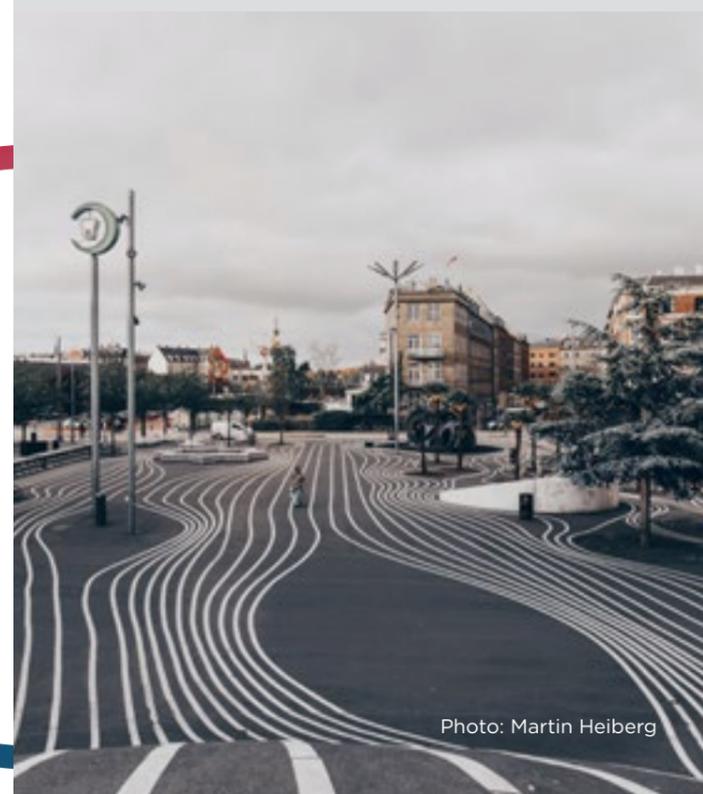


Photo: Martin Heiberg

Har du
firkantede øjne?



SYNC

|||

Få dine øjne til at slappe af i en digital verden

Du kigger måske mere på skærme end du tror. Dette kan medføre digital overanstrengelse af øjnene, f.eks. irriterede øjne, sløret syn og hovedpine, efter blot et par timer. Genkender du dette? Det vil glæde os at demonstrere, hvordan vores splinternye SYNC-glas kan hjælpe dine øjne med at slappe af i en digital verden.

Vore øjne er ikke skabt til skærme. Men det er SYNC-glas.

www.hoyavision.dk

HOYA
Eye for detail

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 Thye



OCUCO
SOFTWARE WITH VISION

OPTITEC RS

THE LEADING OPTICAL
PRACTICE MANAGEMENT
SYSTEM FOR NORDIC INDEPENDENTS

- ✓ Used by over 350 stores
- ✓ Full conversion of patient data
- ✓ Phone and online support by experienced technicians
- ✓ Innovative add-ons – Webdiary and websites

VISIT US AT COPENHAGEN SPECS 2-3 MARCH, BOOTH F10

WWW.OCUCO.COM
NORDICSALES@OCUCO.COM

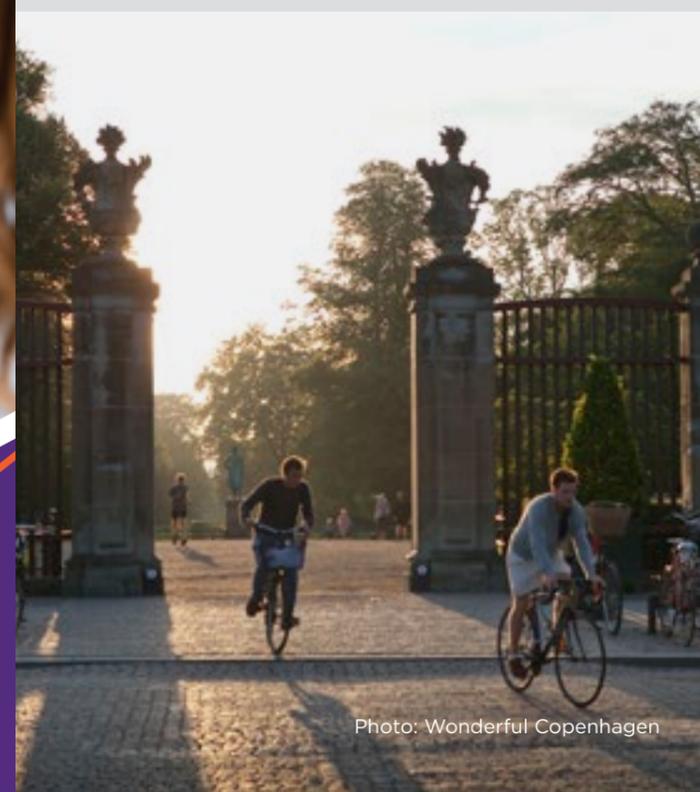


Photo: Wonderful Copenhagen

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.

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

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.

www.twentytwenty.studio

T W E N T Y / T W E N T Y

We create eyewear brands.

YOUR BRAND. OUR DESIGNERS.

Our services
Eyewear design / Production / Branding

Case picture
Client: RAW / Campaign: 55-8

If you want to exhibit write to
morten@copenhagenspecs.dk
and hear about your options

 Independent eyewear show

 www.copenhagenspecs.dk