

copenhagen specs



**KNOWING
YOUR
DNA**

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PLAN**
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BRANDING

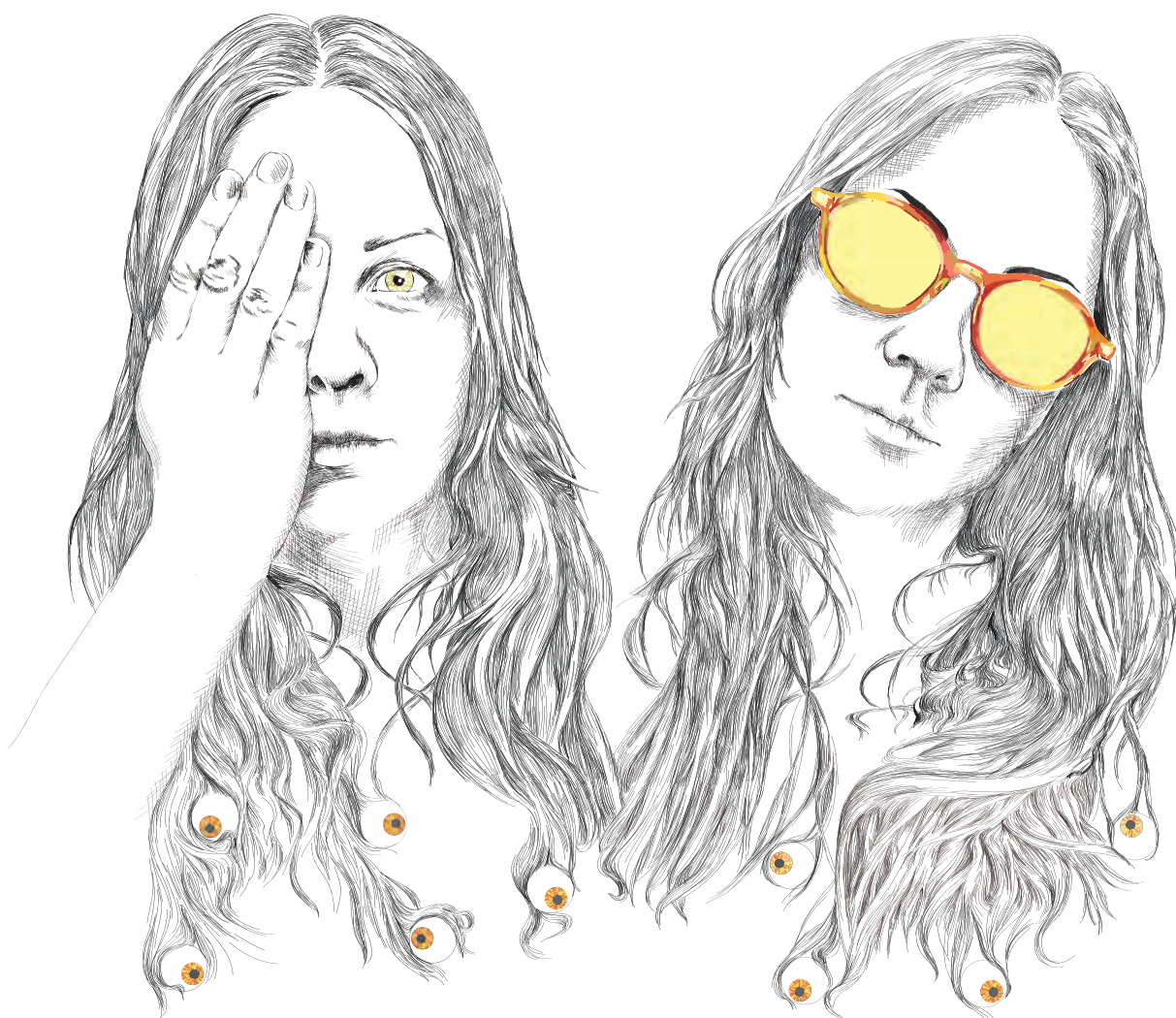
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**SAY GOODBYE
TO THE
CONCEPT OF
SELLING**

PAGE 20

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

K AR MOIE



NORWEGIAN DESIGN - ITALIAN CRAFTMANSHIP

FOR EVERY PAIR OF KARMOIE FRAMES SOLD
A PAIR OF CORRECTIVE GLASSES IS DONATED TO A PERSON IN NEED

KARMOIE

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WELCOME TO COPENHAGEN SPECS // 2015

I'm very excited to open the doors to the second edition of copenhagen specs and show the fantastic brands that the Scandinavian market can attract. This year's interest in exhibiting has been truly overwhelming and it illustrates Scandinavia's unique position in the eyewear world market.

So why don't we leverage this unique position and opportunity to start a new era. Let us agree that the optical business in Scandinavia will meet once a year at copenhagen specs. Let us create the environment together. I cannot do it by myself. I need help from all parts of the optical business.

Opticians should be eager to get inspired by designers and sales people from the many brands that they sell in their shops. And get inspired by the brands they don't sell, as well. And of course, copenhagen specs is a great opportunity to meet old friends and colleagues.

The supply chains as well as the independent chains should urge employees to visit copenhagen specs for inspiration and insights into the range of brands sold at the Scandinavian market. copenhagen specs is not a competitor to the supply chains' local shows. copenhagen specs is an independent fair with an ambition to create an environment of inspiration and creativity, where all opticians can meet across supply chains and shops.

Let us make the most of the opportunities created by copenhagen specs and create an eyewear fair where the whole Scandinavian optical business meets to move the industry forward, together.

Have a great fair and remember to visit all the great exhibitors.

Morten Gammelmark



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FAIR FACTS

80

TENDENTIONS EXHIBITORS

2 DAYS

OF OPTICAL INSPIRATION

INDEPENDENT

STORY TELLING

PERFORMANCE BY

DJ KATRINE KING

IN THE CENTER OF WONDERFUL COPENHAGEN

CREATIVITY

INSPIRATION

#copenhagenspecs

NOLLAUONNI

OVER 140 BRANDS

PARTY SATURDAY NIGHT

BOOTH BY AMBIENTE

C O P E N H A G E N

S P E C S

copenhagen specs

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Q&A

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COPENHAGEN SPECS // 2015PRACTICAL
INFORMATION FOR
VISITORS

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PARKING / Remember to buy parking ticket.

OPENING HOURS / Saturday, 7th of March 2015 / 9.00 - 18.30

Sunday, 8th of March 2015 / 9.00 - 17.00

DINNER PARTY / Saturday, 7th of March 2015 / 18.30 - 02.00

FOOD & BEVERAGES / Visit the bar in the middle

LECTURE FOR STUDENTS / Saturday the 7th of March 2015 / 12.00 - 14.30

DISTANCE TO COPENHAGEN AIRPORT / 12.2 km

DISTANCE TO COPENHAGEN CENTRAL STATION / 2.7 km

DISTANCE TO CITY HALL SQUARE / 3 km

BOOTH FOR COPENHAGEN SPECS 2016 / send an inquiry to morten@copenhagenspecs.dk

! FOR ANY OTHER QUESTIONS PLEASE ASK THE GIRLS IN THE ENTRANCE
AND THEY WILL DO THEIR BEST TO HELP.

Når du brænder for noget, kan du sætte ild til andre

IOGN og Feinschmecker Optik bygger på passion for high-end brilledesign og optik. Vores mission er at servicere et netværk af uafhængige optikerforretninger med viden, markedsføring og fordelagtige aftaler til eksklusive brands. Vores mål er at løfte hver enkelt butik op over mængden, skabe unikke oplevelser for kunderne og få vores medlemmer til at præstere på et konstant højt niveau.

Vores drøm er at se det brænde i dine kunders øjne ...

Besøg os på Copenhagen Specs, stand 59 og se, hvilke værktøjer vi bruger til at skabe succes for butikkerne, samt hvordan du bliver en del af vores netværk.



INDEPENDENT FEINSCHMECKER

www.iogn.dk / www.feinschmeckeroptik.dk

FAIR FACTS



80

**TRENDSETTING
EXHIBITORS**

**2 DAYS
OF OPTICAL
INSPIRATION**

INDE^PENDENT

**” STORY
TELLING**



**PERFORMANCE BY
DJ KATRINE RING**



**IN THE CENTER OF
WONDERFUL
COPENHAGEN**

CREATIVITY



INSPIRATION



copenhagenspecs

INNOVATION



**EYEWEAR FAIR
IN HISTORICAL
SURROUNDINGS**

**OVER
140
BRANDS**



PARTY
SATURDAY NIGHT

**BOOTHSBY
AMBIENTE**



PORSCHE DESIGN

EYEWEAR

VI SES PÅ STAND NR. 12

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COPENHAGEN SPECS // '15

BRANDING

If you think eyewear is about selling eyewear, you're wrong. Your customers do not simply buy a frame. They buy a story. They are attracted to a personality, a message, an idea that they identify themselves with. They buy your brand.



BY MIA FORUM PALVIG



To a customer anywhere in the world, the range of options when choosing eyewear is enormous. What makes a person pick one pair of glasses over another? Design, ergonomics, price? Sure, all of the above are critical parameters that affect sales. A certain decisive parameter, however, is much less tangible. Although invisible to the eye, it holds the key to the hearts of customers. Expressed in one simple word: Branding.

What's your story?

It is a common misconception to confuse branding with marketing. Whereas marketing refers to strategies and tools promoting your business, such as ad campaigns, webpage design and social media presence, branding refers to the identity of your



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IT HAS ALWAYS BEEN IMPORTANT TO US TO EXPRESS A DISTINCT PERSONALITY WITH A REAL STORY BEHIND IT. WE STAY TRUE TO OUR VALUES AND THE AUTHENTICC IDENTITY GIVES US AN EDGE THAT ATTRACTS CUSTOMERS. OUR BRAND IS THE HEART AND SOUL OF OUR COMPANY.

Christian Wolf
marketing manager
and founder of ROLF



business. Selling eyewear is not just about selling eyewear. It is about selling stories. Your brand is comprised of your personality, your voice, and your message, and branding is the process of establishing those traits in a brand story. The story of your brand should then permeate all aspects of your business. Truly successful brands are those that build a strong brand story and succeed in making it inextricably connected to the products.

One of the optical brands that are succeeding in building a unique brand in the market is Austrian ROLF Spectacles. The family-run business sells wooden eyewear without the use of metal parts and so the story of hand-made innovative quality sits at the core of the business identity.

“It has always been important to us to express a distinct personality with a real story behind it. We stay true to our values and the authentic identity gives us an edge that attracts customers. Our brand is the heart and soul of our



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STORE EMPLOYEES ARE OUR MOST VALUABLE BRAND AMBASSADORS AND WE PUT EFFORT INTO MAKING SURE THEY UNDERSTAND OUR BRAND AND HOW TO COMMUNICATE IT

Lars Iversen, co-founder of the Norwegian brand KARMOIE



company,” says **Christian Wolf**, marketing manager and founder of ROLF.

An example of distinct personality beyond that signaled by the eyewear can be found on the ROLF website, where the team declares their love for classic cars as the foundation of the design process.

Brands live through ambassadors

While you set the tone for your brand, you cannot control how it is perceived. A brand identity is only truly valuable if it speaks to the customer in a way where they can take it on as their own. It has to inspire.

“Customers buy experiences and stories. In order to truly engage and invite customer loyalty, your brand has to dare to stand out in a way that inspires,” says Karsten Laugesen, founder of Danish eyewear agency Alivestyle.

For the customers to become in-

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CUSTOMERS BUY EXPERIENCES AND STORIES. IN ORDER TO TRULY ENGAGE AND INVITE CUSTOMER LOYALTY, YOUR BRAND HAS TO DARE TO STAND OUT IN A WAY THAT INSPIRES

Karsten Laugesen, founder of Danish eyewear agency Alivestyle



spired, it is absolutely essential that opticians feel inspired. Most customers experience your eyewear when it is introduced to them by store salespeople. Your brand can only live up to its full potential if these ambassadors love your brand as much as you do, because you are not there to communicate it directly to customers.

“In the optical business, stores control more than 90% of sales. They are incredibly powerful. With such power over the sales process, you have to make sure store employees are fully versed in your brand, with a passion. Their passion will shine through and make customers passionate about your products, too,” says **Karsten Laugesen**.

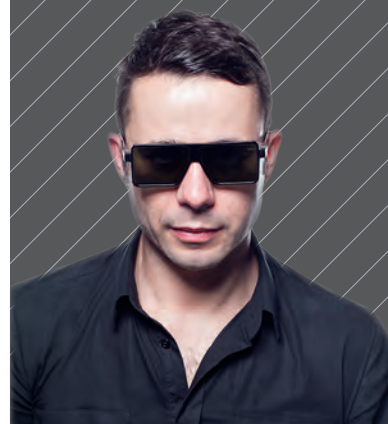
VAVA eyewear, with a handmade post-industrialist design profile, realize the importance of opticians as brand ambassadors.

“For a niche brand like ours, branding primarily happens in the store. Our

”

FOR A NICHE BRAND LIKE OURS, BRAND PRIMARILY HAPPENS IN THE STORE. OUR EYEWEAR NEEDS TO BE IN THE RIGHT STORE, PRESENTED IN THE CORRECT WAY AND SUPPORTED BY STAFF THAT ARE CAPABLE OF EXPLAINING EXACTLY WHAT MAKES OUR PRODUCTS SPECIAL

Pedro da Silva, Vava eyewear



eyewear needs to be in the right store, presented in the correct way and supported by staff that are capable of explaining exactly what makes our products special,” says founder **Pedro da Silva**, VAVA.

Since you do not hold ultimate authority over your brand identity, at the end of the day, the true measure of your branding success is in earning loyal customers and store employees who become your brand ambassadors. They have to really feel and truly understand what your brand is all about. And it is important to remember that branding isn't a one-time thing that you can tick off when establishing your business. It is an ongoing effort, and the story of your brand must be reflected in everything you do and everything you communicate.

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TRADE FAIR

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German Eyewear since 1896.

DAVIDOFF
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Copenhagen Specs · 7th – 8th of March 2015 · Copenhagen, Denmark

Vision Expo East · 20th – 22nd of March 2015 · New York, USA



/andywolfofficial



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AWOLF

ANDY WOLF. EYEWEAR, HANDMADE IN AUSTRIA.

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01 THE LATIN QUARTER IN THE CITY CENTER



02 THE HIP STREET JÆGERSBORGGADE



03 COPENHAGEN CYCLISTS

When tourists go sight-seeing in Copenhagen, The Little Mermaid, Tivoli and Amalienborg Palace are usually on top of the list, and with good reason. But in a city with much more to offer than that, we want to recommend some of our favorite spots in Copenhagen's different neighbourhoods.



04 MEETPACKING DISTRICT AT VESTERBRO

OUR COPENHAGEN

02 11

NØRREBRO

Nørrebro is Copenhagen's densely populated and multicultural melting pot. Here you have kebab shops next to trendy bars and great designer shops in streets where lots of people of different ethnicities, students and many more go about their daily routines. Pay a visit to the Assistens Cemetery – a breathing space where great personalities such as Hans Christian Andersen and Søren Kierkegaard are buried. Or take a stroll down Jægersborggade – a hip and colorful street where you can get excellent coffee, a great gastronomic experience, luxurious vintage items, handmade ceramics and much more. Get a quality meal with good value for money at Manfred's & Vin or get a sweet taste at the only caramel cookery in Copenhagen, Kammelleriet.



THE BLACK DIAMOND 05



NYHAVN 06



THE OPERA HOUSE 07



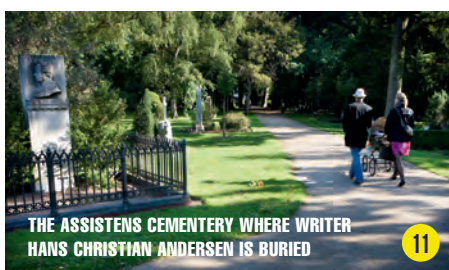
THE FREETOWN CHRISTIANIA 08



THE COZY YET BUSY STREET VÆRNE DAMSVEJ 09



TORVEHALLERNE ET ISRAEL'S PLADS - AN EXCLUSIVE MARKET WITH DELICACIES OF ALL SORTS 10



THE ASSISTENS CEMETERY WHERE WRITER HANS CHRISTIAN ANDERSEN IS BURIED 11



CHARMING CHRISTIANSHAVN 12

04 09

VESTERBRO

This part of the city used to be the red light district of Copenhagen and it is still home to several porn shops and prostitutes.

But today, Vesterbro is also one of the hippest and most vibrant parts of the city offering excellent cuisines, designer shops, great coffee, small galleries and lots of bars.

Visit the Meetpacking District's many restaurants – PatéPaté is a great choice – and night-clubs where the party goes on all night. Or go to Copenhagen's coziest yet busy street Værnedamsvej, where you get a hint of France alongside the finest selection of e.g. cheese, wine, fish, and chocolate.

01 03 05 08 10 12

THE CITY CENTER

The inner city of Copenhagen is full of beautiful and historical architecture such as Christiansborg Palace, The Marble Church, Amalienborg Palace and the picturesque houses at Nyhavn Harbour. Apart from beautiful buildings, downtown Copenhagen is both hip clothing stores, record stores, coffee shops and chic stores of all kinds.

Walk down the exclusive Bredgade and St. Kongens Gade, visit The Royal Danish Library in The Black Diamond by the waterfront, or experience the hip and alternative shops in The Latin Quarter – one of the city's oldest areas where you'll also find The University of Copenhagen. If you are up for a quick bite, a quality beer or freshly squished juices swing by Torvehallerne – an exclusive market with delicacies of all sorts. We highly recommend the confit de canard sandwich or a hamburger at Burger Jack.

Fotos: copenhagenmediacenter.com

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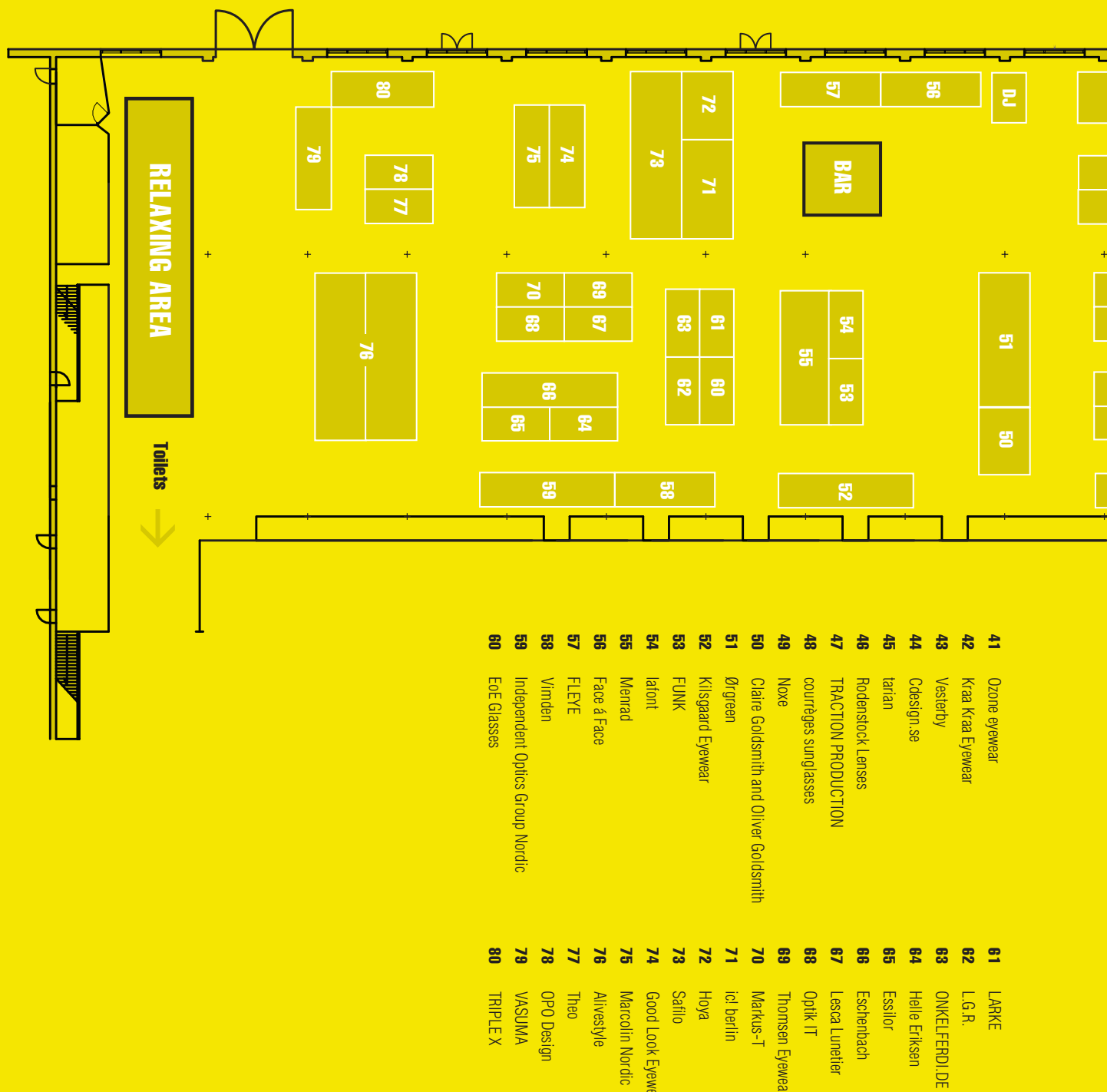
CHRISTIANSHAVN

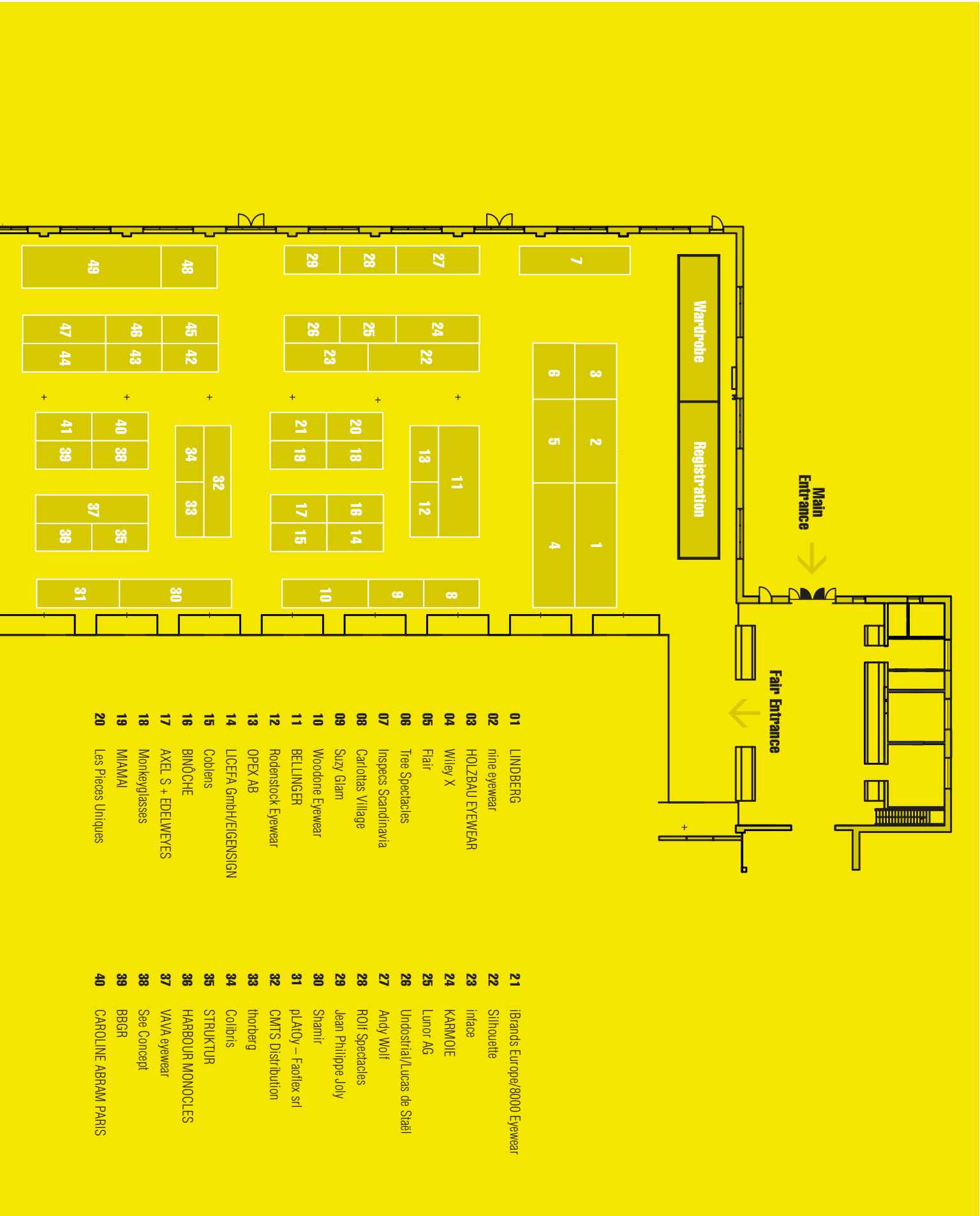
Christianshavn is an old working class neighbourhood with a unique identity and it's a place that has it all.

The area is home to a mix of old bars and fancy restaurants – for instance the world renowned Noma – not to mention the Freetown of Christiania, the Church of Our Savior, where you can get a nice view of the city and The Opera House, located further out on Holmen.

Take a walk round this charming part of town with its cobblestoned narrow street and small colorful houses, or jump on one of the boats that will sail and guide you through Christianshavn on the canals of Copenhagen.

BOOTH PLAN LOKOMOTIVVÆRKSTEDET





KNOWING YOUR DNA

DNA [dē'ēn-ā']
noun

DNA is made of simple units that line up in a particular order within a long molecule. The order of these units carries genetic information. The language used by DNA is called the genetic code, which allows the genetic machinery to read the information in the genes. This information is the instructions for constructing and operating a living organism.

On the surface, each optician seems the same, but this is not the case. At least it shouldn't be. You both may sell eyewear and may have similar styles, but each store should have its own unique genetic code - DNA. If you do not know your DNA, you will never be unique.



BY HELLE ERIKSEN

Modern technologies and new possibilities are changing the optical business at a fast pace. Today, you have more possibilities than ever to show how you differ from your competition, by telling your own story and making eyewear a more personal business than in the old days. Do you tell your story?

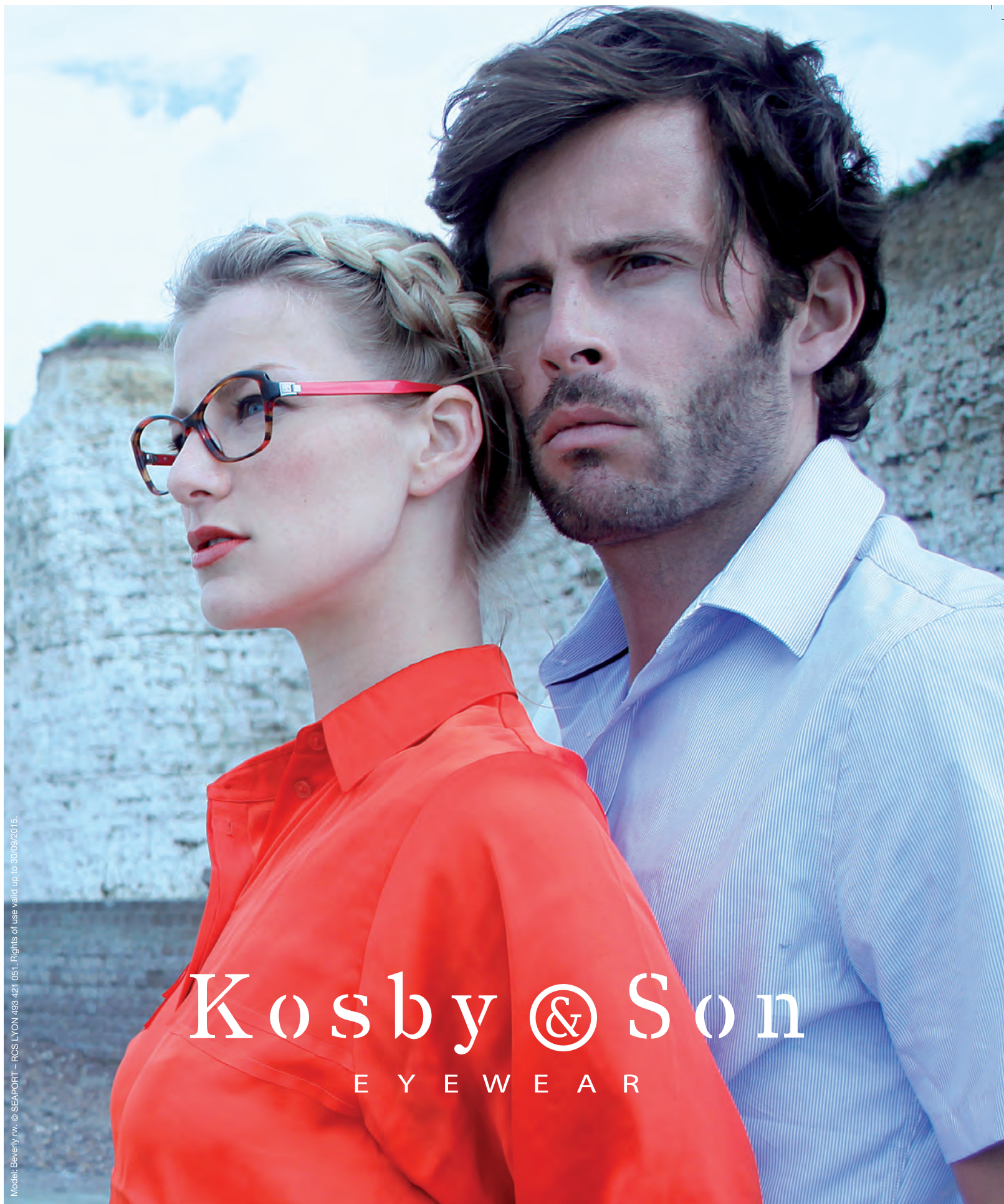
Looking at storefronts, opticians all look the same, more or less. The customers find it hard to spot the differences from the outside. They even find it difficult to spot the differences from the inside. You, as a professional optician, have the responsibility to improve your skills, equipment, sales speech and store if you want to gain the customers' favour. Most of all, you have to know your DNA.

Not many opticians know the importance of their DNA. Even fewer know

what their DNA is. Only a handful of opticians are truly working on building a personal expression to their store; making their DNA visible in every facet.

Most opticians will probably say that they only do high-end work. However, many accept bad lab work from time to time, don't know the difference between a warranty case and bad product handling, don't know anything about identity and marketing or forget to clean the windows. That does not characterize a high-end optician.





Model: Beverly rw © SEAPORT - RCS LYON 493 421 051. Rights of use valid up to 30/09/2015.

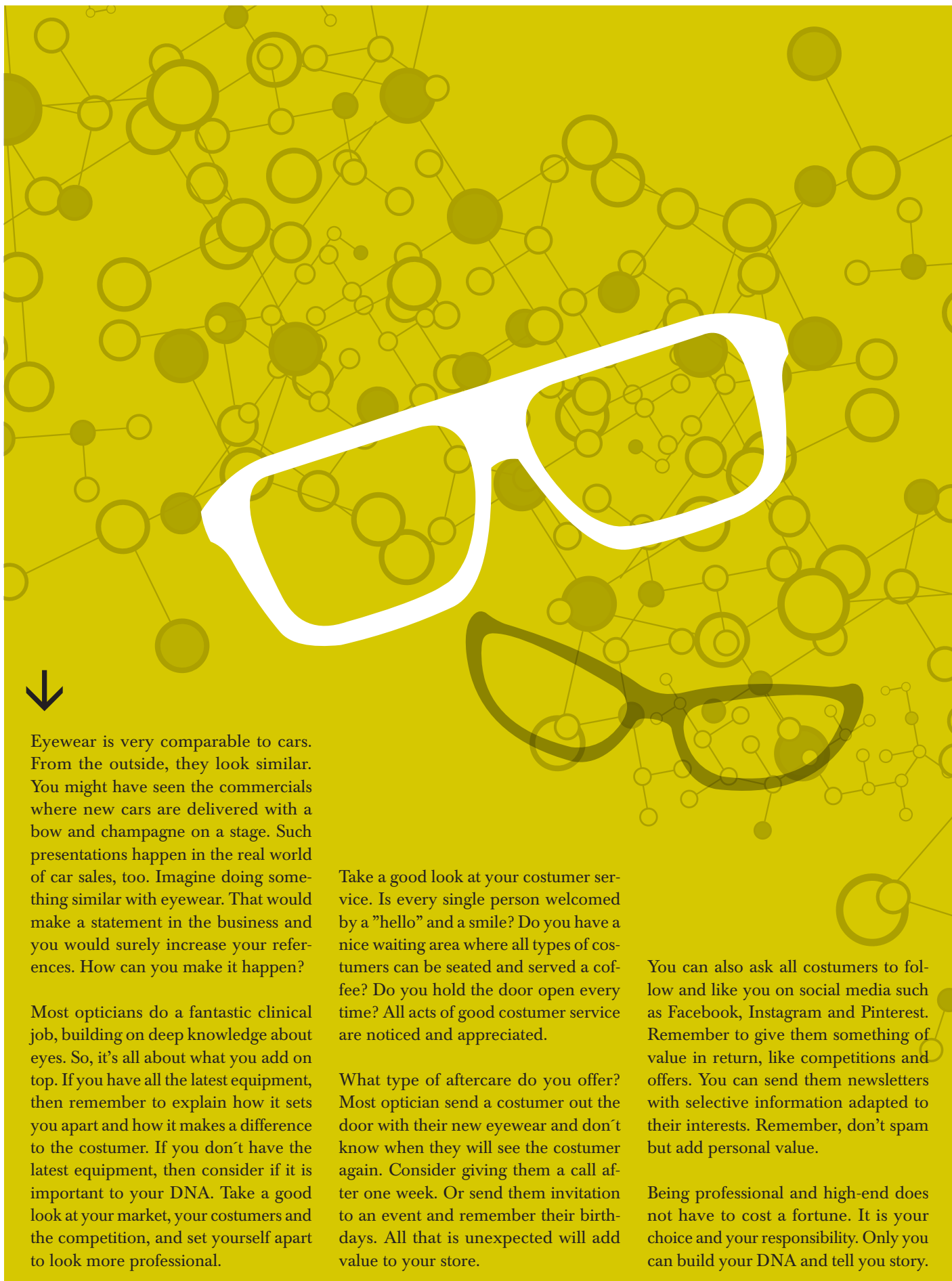
Kosby & Son

EYEWEAR

EYE EYE DK / CMTS DISTRIBUTION

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↓

Eyewear is very comparable to cars. From the outside, they look similar. You might have seen the commercials where new cars are delivered with a bow and champagne on a stage. Such presentations happen in the real world of car sales, too. Imagine doing something similar with eyewear. That would make a statement in the business and you would surely increase your references. How can you make it happen?

Most opticians do a fantastic clinical job, building on deep knowledge about eyes. So, it's all about what you add on top. If you have all the latest equipment, then remember to explain how it sets you apart and how it makes a difference to the customer. If you don't have the latest equipment, then consider if it is important to your DNA. Take a good look at your market, your costumers and the competition, and set yourself apart to look more professional.

Take a good look at your costumer service. Is every single person welcomed by a "hello" and a smile? Do you have a nice waiting area where all types of costumers can be seated and served a coffee? Do you hold the door open every time? All acts of good costumer service are noticed and appreciated.

What type of aftercare do you offer? Most optician send a costumer out the door with their new eyewear and don't know when they will see the costumer again. Consider giving them a call after one week. Or send them invitation to an event and remember their birthdays. All that is unexpected will add value to your store.

You can also ask all costumers to follow and like you on social media such as Facebook, Instagram and Pinterest. Remember to give them something of value in return, like competitions and offers. You can send them newsletters with selective information adapted to their interests. Remember, don't spam but add personal value.

Being professional and high-end does not have to cost a fortune. It is your choice and your responsibility. Only you can build your DNA and tell you story.

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kunder
individuelle
løsninger**



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SAY GOODBYE TO THE CONCEPT OF "SELLING"

We are no longer stuck in the jaws of the economical crisis.

So where are we exactly? The founders of Independent Optical Group Nordics (IOGN) and Feinschmecker Optics join copenhagen specs to give us some answers.

BY TORBEN THORNÆS ANDERSEN

Where are the consumers? And how do we encourage them to buy our product? These two questions have headed the agenda ever since the world economy re-emerged from near coma a few years ago. While the financial institutions still debate on how to trigger the wonders of consumerism, some companies are trekking ahead to seek out their own answers.

Managing Director Jarl Riise and his partner, Director Klaus Kjær, lead a company, which acts as business mentor and facilitator to a network of individually owned, high-end eyewear shops. They are both very clear when it comes to identifying the path forward in this post-2008 environment.

"The crisis has been over for years. What we're experiencing now is a new era – and we need to adjust to that. Yes,



SØREN FRID OPTIQUE.



MANAGING DIRECTOR JARL RIISE
AND HIS PARTNER, DIRECTOR KLAUS KJÆR,
INDEPENDENT OPTICAL GROUP NORDICS (IOGN)

ESCHENBACH

Booth 66



FACE A FACE
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www.faceaface-paris.com



BRILLEHUSET THISTED, OPTIC AMAR
AND ATse OPTIK HOLBÆK.

the consumers are looking for story-telling and value-for-money, but what they also seek is another level of counselling, especially when it comes to high-end products,” says Jarl Riise.

This insight leads to a crucial point in the partners’ view on tomorrow’s sales strategy. The consumer doesn’t want to meet another salesperson, when he or she enters the shop. Instead they want to meet a counsellor who has the ability to make the consumer knowledgeable enough to make his or hers own decision.

Advise the consumer

This transformation requires a new approach to retail marketing, which includes new principles of management, further education of employees, custom build advertising and a solid product range strategy. Recourses that an individual shop owner would struggle to obtain, but which is exactly what IOGN and Feinschmecker Optics bring to the table.

“This exhibition gives us a chance to show the individual shop owner, who doesn’t have the backing – or limitation for that matter – of a giant retail chain, how to climb the ladder and become a trusted, personal consultant rather than just another salesperson. When we arrange the accumulated knowledge within the network, we can transform this knowhow into tools that help everybody get stronger. It becomes an optimization process, where every shop owner can participate and everybody can use what makes sense for them,” Klaus Kjær explains.

At copenhagen specs both owners look forward to presenting some of the tools and activities that have brought success to the network in later years. Among these are courses in management and consultant tactics, a customized balance scorecard for shop performance, a flexible concept for advertising to name but a few. There are also plans to conduct a workshop, where visitors can find answers to retail market-

ing based on local brand positioning.

The key is passion and knowledge

At the moment they are busy dealing with dozens of shop owners, helping them to acquire the most favourable high-end brands while canalizing valuable knowledge and advertising material directly to each member of the network. It’s not free to join the club, Klaus Kjær underlines, but when you’re in, you get special treatment that will rub off on the numbers.

“Let’s not forget our target, which is the same as always. We are here to create revenue, and thus our focus is on service, service, service – on how to create a shop environment, where consumers feel welcome as well as well-informed. For that to happen, you need managers and employees that are passionate about their products and know what they are talking about. This aura of dedication generates equal satisfaction among the consumers – and that is key to executing a sale,” says Klaus Kjær.

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JIMMY CHOO

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CARRERA
EYEWEAR SINCE 1956

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1934

 **Polaroid Eyewear**

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Les Pièces Uniques®
THE OPTIC
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V+

The secret
 behind perfect
 vision

All Hoya V+ designs have one thing in common: they are characterized by great attention to binocular vision. As a result all V+ designs are evaluated with Hoya's revolutionary Binocular Eye Model guaranteeing their visual performance in real life circumstances. Hoya's patented Binocular Harmonization Technology calculates the required binocular lens design based on the individual prescriptions of each eye, ensuring effortless focusing, constant stability and excellent depth of vision.

Now, we proudly complete the Hoya V+ range with Hoyalux iD WorkStyle V+ (indoor) and Nulux iDentity V+ (single vision), making perfect vision available to everyone.

HOYA

hoya.dk

ANDY WOLF

Founded in 2006, Andy Wolf has always been about handcrafted frames made in Austria. In a world of mass production and fast-paced trends we see this as a way to make a statement that opticians and the people that wear our glasses appreciate. The attention to detail in every single frame, along with the human touch, results in very personal and distinct glasses.

The inspiration for the new campaign was the complicated feeling AWE. AWE can be good or bad, standing for reverence, wonder, joy or fear and shock - it makes you feel overcome with great emotional power, giving you a whole new perspective. That is the approach ANDY WOLF EYEWEAR is starting this season with, to remind us all to take in the wonders of our lives. However big and small, insignificant or life changing they may be.

ANDY WOLF is equally young as it is established, and presents itself as adventurous, sophisticated and just a tad eccentric as well as provocative.

Glasses by ANDY WOLF are available as men's/unisex and women's frames, the sunglasses are limited to 500 pieces per shape and color, both are available at selected opticians worldwide.

CDESIGN

We love frames. We love colors, shapes and expressions. When design enhances the face character. Create balance and harmony. Expressing emotions. Emphasizes the personality behind the glasses.

Today, we represent the most exciting spectacle frames with trademarks as JF REY, BOZ, YOU'S, YOUPI, MAD IN ITALY, FYSH, KLIK and de Stijl.

Our product range covers most of your needs. Elegant, trendy, stylish, distinct-

tive, comfortable, frames. Exciting, beauty differently.

C Designs founder, Tina Sjunnesson, started the company in 1996 with the brand JF Rey.

JF Rey is handmade frames designed and manufactured by one of the world's most famous eyewear designer; Jean-François Rey. His wife Mrs Joëlle Rey works with the colors and plastic. Together they are an incredibly colorful and unique designer couples that complement each other. Each season creates 30-40 new models in small series, that they should be as unique as possible. Very creative! JF Rey's business is in Marseille.

Jean-François dare to be himself and follow no trends. He controls it! The soul is in his frames and he doesn't have their logo on the temples. One sees at once that it is a JF Rey. Welcome to C Design!

COBLENS

Since 2006 Ralf Schmidt, Nils Kaesemann and designer fmfhofmann have been teaming up now, realizing several independent eyewear projects in the past. And with over 20 years of experience in the eyewear business, COBLENS is their latest and most comprehensive enterprise to date. The three founders set out to establish a fresh German based titanium brand, aiming high to revitalize vintage techniques with a very modern twist.

The lovingly handcrafted glasses by COBLENS combine contemporary production processes with traditional craftsmanship, ultra thin titanium wires meet cotton acetate components. The mix is one of a kind.

Every new collection tells a new story. "ZENTRALFLUGHAFEN", "AUTOBAHN" and the newest "LUNA PARK", all of these tales generate their very own product world with distinct technical details, matching styles and subtle color schemes. Even the names of the glasses reflect on that stories, here the models are

not named joe and jill, but e.g. "STRAHLTRIEBWERK" (turbo-jet-engine), "RADARFALLE" (speed trap) or "DIE BÄRTIGE FRAU" (the bearded lady), always with a subtle tongue-in-cheek approach.

COBLENS might as well redefine the proverbial German way of doing things adding a little playfulness to the typically strict appearance of German design. Never outré. Never standard. Ever unique.

ESCHENBACH

SHOWING THE ORIGINAL ... AND
OTHER BRANDS

CHECK OUT OUR VARIETY OF BRANDS
AT BOOTH 66:

Our power brand **TITANflex** - The original made from memory metal - revolutionised the eyewear market back in 1988 and is still **more than a frame!** Contemporary design and lightweight. The original TITANflex stands for flexibility, style, precision, perfection and comfort!

Humphery's - for teens and young at heart. Colour clocking, eye catching, transparent acetate, fresh and cool

Brendel - Every woman wants to be beautiful. Brendel makes it happen: Chick, feminine, elegant and attractive.

Fineline - Elegant ladies metal frames for seniors. Lightweight frames in Titanium or TITANflex.

Freigeist - Think Big! Premium frames in masculine design with size and clarity as concept. Exclusive materials as titanium, stainless steel, carbon and acetate.

www.titanflex-eyewear.com
www.humphreys-eyewear.com
www.freigeist-eyewear.com
www.brendel-eyewear.com

On top of all our lovely eyewear brands Eschenbach is also known for **magnifiers, illuminated magnifiers etc.** All part of our **Easy Vision Concept**, which

is developed to help customers with minor need for magnification. Easy to handle and easy to sell over the counter.

FACE A FACE

Face à Face was created in Paris almost 20 years ago, by passionate glasses specialists who were tired of the never-ending "retro" trend and decided to offer bright, modern, graphic and colourful alternatives.

Inspired design and colour are at the heart of Face à Face.

A form of expression, not just a commodity, Face à Face glasses assert a graphic and modern style inspired by different design movements from Bauhaus to Memphis. Face à Face creations play with dualism: materials, contrasts and colours. The bold and sophisticated lines are supported by a unique use of colour.

At Face à Face, colour is never monochrome, it is always used with shading, different hues, juxtapositions and contrast. The pallet of colours is infinitely subtle thanks to the multiple possibilities of veneering, slicing, layering and combinations offered by acetate.

One of the brand's founding principle is the use of traditional manufacturing techniques.

Pascal Jaulent and Nadine Roth founded Face à Face to produce high quality glasses, sculpted in acetate and metal by the best craftsmen in French Jura or Italian Cadore, handmade in at least twenty successive stages.

HOYA

Hoya was established in Japan in 1941 and has over 35,000 employees worldwide. The Hoya eyecare division is renowned for being an innovator

when it comes to treatments with unique durability and protection, progressive lens designs that provide maximum visual comfort and easy adjustment, as well as comfortable and visually appealing materials.

WITH HOYAS PROGRESSIVE LENSES ONLY ONE SOLUTION COUNTS - THE INDIVIDUAL ONE.

All Hoya V+ designs have one thing in common: they are characterized by great attention to binocular vision. Hoya's revolutionary Binocular Eye Model guarantees visual performance in real life circumstances. The patented Binocular Harmonization Technology calculates the required binocular lens design based on the individual prescriptions of each eye, ensuring effortless focusing, constant stability and excellent depth of vision.

THE QUALITY OF A LENS MATERIAL CAN ONLY BE PROVEN IN COMBINATION WITH ITS TREATMENTS. Hoya is renowned for the development and advanced application of the highest quality AR coatings. Our add-on treatments focus on the user's eye health: HVL UV Control provides 100% protection against harmful UV rays and photochromic Sensity gives the user top visual comfort in all lighting conditions.

KARMOIE

Karmoie is a Norwegian independent eyewear brand born from the desire to combine the appeal of Scandinavian design with a meaningful and life-altering contribution. For every pair of Karmoie frames sold, a pair of corrective glasses is given to a person in need.

All our frames and parts are entirely sourced, hand shaped and hand polished in Italy. Designer Kirsten Iversen finds inspiration in the nostalgic elegance of exquisite vintage styles and the simplicity and functionality of modern Scandinavian trends, adding her own twist to keep them contemporary and fresh. Focusing on clean lines, a deep and natural

color palette, and a lightweight comfortable fit, Karmoie pieces are understated modern classics.

We truly enjoy eyewear and design, and we want to feel great about it, so sustainability and positive impact are crucial cornerstones in our philosophy. This commitment is reflected in all the choices we make, our designs, our quality, our manufacturing and our donations. Our passion for all these different facets of Karmoie all stem from the same place. Looking good should feel great!

LÈS PIÈCES UNIQUE

SMALL AND BIG, SQUARED AND ROUND, MINIMAL OR CHUNKY, WITH CONTEMPORARY SPIRIT AND MADE IN ITALY APPEAL. Les Pièces Uniques collection is the triumph of design and fashion. Great attention is given to material used, ranging from real buffalo horn, best acetate layers, thin stainless steel, combination between trivex and titanium, combination between acetate and stainless steel, each pièce is the result of research and Italian creativity.

From the classical shapes of the past, realized with the most sophisticated current resources, Les Pièces Uniques, recreating the excellence and design of hand made in Italy, was set up from Mucelli family willingness to create refined collections which leave their imprint, personalizing those who wear them. Our creations are completely manufactured in Italy using the finest materials of the Country and finished by hands by the best Cadore master craftsmen.

MENRAD

MENRAD THE VISION
- PERFECT EYEWEAR DESIGN.

We proudly present 6 exciting eyewear brands in our portfolio.

The collection of the house-brand MENRAD is designed in an impressively modern look, a standard that has been upheld throughout the years and stands for German Eyewear Design since 1896. The German premium designer brand JOOP! boasts an eyewear collection for men and women that closely follows international trends. JAGUAR Eyewear closely resembles the expressive design of this elegant British sports car - automotive design elements have deliberately been integrated into the collection. Inspired by Zino Davidoff's passion for beautiful, exclusive accessories the DAVIDOFF Eyewear presents an international, very masculine collection, with the finest material combinations. In HACKETT's London Eyewear Collection sophisticated men can find first-class designed frames in a traditional British style. Glasses from the SPINE brand offer a unique, patented hinge: inspired by the mobility of vertebral bodies the team developed a hinge with MiM-technology that is flexible in every direction.

Visit us at Copenhagen specs:
MENRAD the vision, Booth 55

www.menrad.com

RODENSTOCK

Rodenstock is one of the leading manufacturers in optical lenses and spectacle frames and is the only manufacturer to offer you the perfect interplay between high-precision lenses and perfectly matched frames – so that you can exploit your vision potential by 100%. It is the sum of the details that makes glasses from Rodenstock so unique and is something that no other manufacturer in the world can offer: a System of Better Vision. This guarantees you not only the best vision, but the best look

at the same time. In other words “See better. Look Perfect.”

We carry the brands: Porsche Design, Mercedes-Benz Style, Dunhill, Claudia Schiffer by Rodenstock, rocco by Rodenstock and Rodenstock RX and sunglasses.

PORSCHE DESIGN

Ferdinand Alexander Porsche, has inspired all of us with his functional, purist design and has embodied a very independent type of luxury right from the start: engineered luxury. The result is just as clear as it is convincing: exclusive spectacles with excellent wearing comfort, produced in carefully selected materials and matching the highest demands. And the uncompromising essence of Porsche Design: Passion. Performance. Purism. Precision.

**Visit Rodenstock at booths:
no. 12 (Eyewear) and no. 46
(lenses)**

SAFILO

Safilo is the second-largest worldwide manufacturer of eyewear products with 80 years of experience, leader in the premium eyewear segment. We have a high-quality portfolio of optical frames, sunglasses, sports eyewear and helmets with over 20 brands, both proprietary and license brands.

Safilo - “Società Anonima Fabbrica Italiana Lavorazione Occhiali” was founded 1934, by Guglielmo Tabacchi. To further develop and grow, a plant was opened in 1964 in S Maria di Sala, near Venice for the production of cellulose acetate frames. The Service Centre in Padua was acquired in 1973, and in 1975 the product distribution was transferred there, followed in 1977, by the administrative and sales offices.

The company established its first sales branches in the 1980s, in European coun-

tries. In 1986, the Group acquired a controlling interest in Starline Optical Corp, one of the most important commercial firms in the US eyewear sector. During 1990's the new Longarone and Ormož plant became operative, following with Smith Sport Optics Inc, and Carrera Optyl Ltd acquired in 1996. 2001 a centralized warehouse, was built in Padua. The year after Safilo acquired the Solstice chain. 2012 Safilo completes the acquisition of the Polaroid Eyewear business.

SILHOUETTE

- WEIGHTLESS EYEWEAR!

Silhouette is a genuine and innovative eyewear company that began in 1964 with a vision - eyewear as an accessory and is now the leading brand of light and high quality glasses. Produced in Austria, our eyewear is handcrafted with an individual design, employing the best materials and the latest technologies.

And although it might sound like we're exaggerating we are probably producing the lightest eyewear in the world. With high quality titanium and a unique manufacturing process these rimless, screwless and hingeless eyewear are virtually weightless. And with this follows an unbeatable comfort. Additionally, they can be combined and customized to all imaginable styles, shapes and sizes. Anything to give you exactly what you want from your eyewear; a unique expression or a certain function that exclusively suits you. This is certainly one of the reasons why NASA's astronauts are using our eyewear in space. So on second thoughts we might not produce the lightest eyewear in the world – we produce the lightest eyewear in the universe!

THORBERG

Let your glance, your flirt come through a pair of Thorberg reading glasses.

Strengthen your look for the day by smart accessories and build a wardrobe of smart readers. Thorberg reading glasses, swedish design, was created in 2006 by Lisbeth Thorberg. Lisbeth has a past in fashion for many years.

The collection of Thorberg was inspired by people in the streets nearby the office of Thorberg, by the fashionable Östermalm, Sthlm, and from travelling the world. Thorberg readers are known today for their many beautiful colors.

The collection of Thorberg is playful and dynamic. Thorberg readers are more than readers. Thorberg readers are very loved personal belongings for people that loves to match their outfit with smart accessories and who just can't be without them.

Users of Thorberg readers knows how important it is to always have a smart, beautiful pair of readers available. They never just grab a pair of ugly, cheap readers from the gas station just to be able to see. To be sure, always have a pair of Thorberg at hand for when you might need them, be it at the office, at home, in the car or at the countryhouse.

Thorberg retailers are opticians, furniture stores, fashion decorating shops & museums in SWE, DK NO, FI, IT & Australia.



copenhagen specs
TRADE FAIR

Folded energetically backwards and forwards, a single sheet of twocolor stainless steel makes a frame of astonishing volume. A pop, highly contemporary design, with lightness and suppleness too. As we says...

En dejlige brille

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design

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