
Consortium establishes Italian Design Eyewear Association

A consortium of Italian companies operating in the creative eyewear field with their own brands has established the Italian Design Eyewear Association (IDEA) to stimulate company-practitioner relationships.

The companies work in the innovative eyewear market segment under the flag of Italian design and

are dedicated to enhancing eyewear design in Italy and abroad: Area (Kaos - K Actor), Immagine Eyewear (Rye & Lye - X-Ide), LA (Alfa Romeo - Italia Independent), Mu & Do (Okki Factory - Mezzokki Factory), Nico-design (Vanni and Derapage), Pramaor (Bioeyes - Blackfin).

IDEA Tour is a tour of designer-eyewear Italy using Alfa Romeo

exhibition spaces in collaboration with the Fiat Group's MotorVillages throughout Italy.

There will be five events – in four Italian cities and one in Paris.

The starting ribbon was cut in Rome on 26 April. The first meeting with opticians for presenting the fall/winter 2010 collections took place at the ultra-new MotorVillage (viale

Manzoni 67), which presented an opportunity to talk to producers about eyewear in a location which is not the usual exhibition centre.

After Rome the appointments will be in Treviso (June 21), Milan (July 5) and Paris (September 24). From time to time the founding companies of IDEA will be joined by designer eyewear companies from Italy and abroad. ■
