



CREATION OF ITALIAN DESIGN EYEWEAR ASSOCIATION

IDEA IS A CONSORTIUM OF ITALIAN COMPANIES DEDICATED TO ENHANCING EYEWEAR DESIGN IN ITALY AND ABROAD

IDEA is a consortium of Italian companies operating in the creative eyewear field with their own brands. These are companies that 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, an unconventional initiative that fulfils IDEA's mission to

stimulate company-optician relationships through NON-STANDARD appointments by using Alfa Romeo exhibition spaces in collaboration with the Fiat Group's MotorVillages.

IDEA TOUR is fuelled by 5 events in 4 Italian cities and one in Paris. The starting ribbon will be cut in Rome April 26. The first meeting with opticians for presenting the fall/winter 2010 collections will take place at the ultra-new MotorVillage (viale Manzoni 67): an opportunity to talk to producers about eyewear in a location which is not the usual exhibition center.

After Rome the appointments will be in Catania (May 25), 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.