



models and 12 lively colors to choose from in the range, which is inspired by people, nature and the emotions. The glasses are partially completed by hand to make a unique two-tone effect in the color.

A consortium of Italian companies has created **Idea**, the Italian Design Eyewear Association, with the purpose of enhancing eyewear design in Italy and abroad. The companies involved are **Area**, **Imagine Eyewear**, **LA**, **Mu & Do**, **Nico Design** and **Pramao**. They will participate in the **Idea Tour**, five events in four Italian cities plus Paris that will allow opticians to present the fall/winter collections and stimulate company-optician relationships.

Two new members have joined **Euromcontact**, the European association of international manufacturers and national associations of contact lens and contact lens care products. **Mark'Ennovy Personalized Care** of Spain designs, makes and sells custom-made disposable toric, multifocal and multifocal toric contact lenses. **NAC**, Nederlandse Associatie van Contactlensleveranciers, was founded in 1979 and has 12 members, representing more than 90 percent of the Dutch contact lens and lens care market.

The Federation of Manufacturing Opticians (**FMO**) in the U.K. has put out a new brochure that outlines the benefits of membership. They include advances in diagnostic and spectacle manufacturing technology, understanding compliance with European and world standards, relevant legal and insurance advice, the noted **Bad Payers' List**, networking, optical training and discounted rates on several service providers. The FMO also has three focus groups for frame suppliers, lens suppliers and equipment suppliers. The group recently launched an overseas membership category.

**Rudy Project**, which has been developing special glasses for golfers, has been sponsoring an Italian golf champion, **Edoardo Molinari**, and now it is sponsoring the whole national golf team, including male and female players. The Italian company is also celebrating its 25<sup>th</sup> anniversary with a special range of vintage glasses, inspired by the models initially worn by its founder, **Rudy Barbazza**. Distributed in more than 50 countries and covering many different sports, Rudy Project is now run by his two sons, **Cristiano** and **Simone Barbazza**.

In an effort to promote its multi-focal contact lenses, **Bausch & Lomb** has enlisted the help of the actress **Christine Baranski** for its «Goodbye Readers» campaign, intended to get people to give up their reading glasses and switch to the new range. At the company's website at [www.goodbyereaders.com](http://www.goodbyereaders.com), customers are invited to tell a funny story about life with reading glasses, and the two winners will get a trip to Los Angeles including hotel and a makeover, and have the opportunity to star in a video for the lenses.

**Safilo** has launched a campaign to market its **Optyl** brand of plastic material to opticians. Purchase by Safilo along with the **Carrera** brand and its **Christian Dior** license many years ago, Optyl is a thermosetting plastic that is about 20 percent lighter than acetate, used in certain models of Safilo's high-end collections. The marketing campaign creates a new history for the material, making it seem as if it were created in 1970.

**Sover**, the Italian company based in Belluno, displayed its line of leather eyewear at the big **International Furniture Show** in Milan last month. Sover joined with **La Cividina**, which makes handcrafted couches and armchairs. Guests of La Cividina were to receive the hand-stitched **Baldinini** eyewear.

The **European Sunglass Association** will hold its annual conference on June 20-21 in Rome, presenting among other things the results of a study of the European sunglass market by **Mark Mackenzie's** consultancy, **Strategy With Vision (SWV)**. The conference will be held on the venue of the **Italian Vision Business Forum**, which is going to be staged as previously reported at earlier dates than before, running on June 18-21. The forum is designed to be an exhibition and conference, but also a gathering place for anyone involved in the eyewear industry. **Assogruppi Ottica** runs the show with the help of **Anfao** and **Mido** and the participation of **Federottica**. Among the associations joining them for this edition are **Ailac**, the Italian academy of contact lenses; the **European Sunglass Association**; the **Low Vision Academy**; and **Sicom**, a scientific association.

The **European Federation of Contact Lens Industries** will have its 37<sup>th</sup> annual meeting and exhibition in Riga, Latvia, from May 13-15. Exhibiting companies will be coming from the U.S., Japan, France, Germany, the U.K., Switzerland, the Netherlands, Belgium and Canada. Both intraocular and contact lens industries will be present. Among products on display will be machinery and manufacturing tools, ophthalmic instruments, diamond tools, accessories, materials, and specialty lenses.

The **Optical Laboratories Association** is holding its annual meeting next Oct. 7-9, alongside **International Vision Expo West** in Las Vegas. Delegates to the meeting will have full access to the exhibit hall, even including special hours open just for them and a designated VIP lounge.

The 28<sup>th</sup> **ExpoOptica** that ended on March 14 brought out more than 9,200 visitors and almost 100 exhibitors. This was down slightly from the 9,833 visitors and 119 exhibitors recorded last year. Sixty-two percent of the exhibitors were from Madrid, Andalusia and Catalonia, though Spaniards from other areas, such as Castile-Leon and Castile-La Mancha, had an increase in participation. Foreign visitors made up represented 26 countries, with the majority from Portugal, followed by France, Germany and Italy. The organizers noted that holding the **International Optometry, Contactology and Ophthalmic Optics Congress** at the same time of the exhibition worked well, contributing to the professionalism of the show.

Around mid-May, the website of the **Silmo** show will launch a new internet platform – in English and French – to build up sales partnerships and share information and ideas throughout the eyewear industry at the international level. The initiative will be accompanied by the launch of a modern new logo for the Paris trade show as it gears up for its move to earlier dates and to a more modern venue next Sept. 23-26. The organizers describe it as a more «dynamic» location than the older one in Paris, which is not going to exist much longer.

## SHORT STOPS

**BBGR**, which belongs to **Essilor** like **Rupp+Hubrach**, has made the German company's sports catalog available in the U.K. +++ **Randolf Klein** has taken over the management of **Wuk Vision**, the German producer of contact lenses, following the retirement of **Klaus Willscheid** after 32 years of activity in the ophthalmic sector +++ **Precision Optics** is going to be the new importer and distributor in North America for **Marco Polarized** sunglasses by **Merchamp** +++ **Eyevit**, an Italian company that is now 10 years old, has renewed its eyewear licensing agreement with **Cesare Paciotti**, an Italian shoe designer, until 2014, guaranteeing a minimum turnover of €18 million over the four-year period +++ **Hoya** is bringing out a range of curved glasses for use in different sports, with a return policy in case of non-satisfaction +++