

Great Idea

A consortium of Italian firms with their own brand names in the world of creative eyewear, IDEA (Italian design eyewear association) has been created to show a commitment to enhancing eyewear design in Italy and throughout the world. The companies involved include Area (Kaos – K Actor), Imagine Eyewear (Rye & Lye – X-Ide), LA (Alfa Romeo – Italia Independent), Mu. & Jo. (Okki Factory – Mezzokki Factory), Nico-design (Vanni and Derapage), and Pramaor (Bioeyes and Blackfin). The IDEA Tour is visiting five events in five cities, around Italy, plus Paris. Following Rome, Catania and Treviso, the next date for the tour is Paris, followed by Milan, where the IDEA founder companies will be joined by guests from the national and international designer eyewear scene.

