

SPECIAL REPORT IN ASSOCIATION WITH VOX MEDIA PARTNER

Mido through the eyes of industry leaders

Eyewear is a highly competitive sector. Companies have to stay in touch with current trends, offering products that are both functional and stylish. Eyewear is more than just an accessory but rather a reflection of a customer's identity. For this reason eyewear is a particularly sensitive design avenue and the public need to be constantly informed on emerging trends. Mido is the perfect event for the media and public to meet eye to eye with industry movers.

Michele Aracri, CEO of De Rigo Vision S.p.A states: "Mido is the best window into the world of international eyewear as well as accessories. It is important as a place to display and discover new trends but also as a support for the Made in Italy Brand. Italian designers are still masters in the field able to attract the attention of the world with our top quality designs and products. It is at Mido that we present our new designs for the year to come. It is the perfect platform not only to launch new collections but also to make them known to the world." Similar sentiments on behalf of **Nicola Del Din** of the brand Praelauro: "Mido is without doubt a point of reference in this sector. Its the perfect place to show our products and make business contacts." For **Stefano Carrara**, brand manager of Adidas Eyewear (Silhouette), the networking opportunities represent the greatest advantage of Mido: "Our company is investing energy in communication with impact. It allows us to open up to potential partners who have only ever observed us from a distance and to those who have never been able to approach us." Nicodesign's **Giovanni Vitaloni** sees Mido as an obligatory rite of passage for operators in the sector, commenting drolly, "If you don't want to get in the game and show at Mido, you had best change profession." **Susi Tabacchi**, CEO of Immagine Eyewear: "You have to invest in your products, marketing strategies, and technology to set your brand apart from the crowd. You also have to identify niche markets to offer an accurate, thoughtful, precise and custom-built solution for the consumer." So, according to the industry leaders, Mido is the place to be.



All eyes on Mido, Milan's eyewear expo

Undisputed centre of design trade fairs, Milan once again plays host to Mido: the world's most important annual trade fair for eyewear, optometry and ophthalmology.

From 4th to 6th March, everyone linked to the industry from sector giants to boutique labels will be pouring into the city to attend this unmissable business, media and marketing event. The President of



Vittorio Tabacchi
 President
 Mido

Mido, **Vittorio Tabacchi**, states: "Mido is undoubtedly the best place to show off new products, innovative ideas and designs and make brands known in the international market. It provides a privileged place for intensive business-to-business relations and at the same time its extensive media reach maximises business-to-consumer communication". The Executive Vice President, **Cirillo Marcolin**, emphasises saying: "Companies across the world of eyewear view Mido as the trade fair of choice for their businesses. To me this is an indication of the importance of Mido as a point of reference for the sector."

Mido is a unique opportunity to get a handle on new products and emerging ideas, to speak directly to manufacturers, to get a feel for market trends and new looks, to network and to gain new partners and contacts in specific business areas. **Tabacchi** added on this point: "trade fairs have an ever growing part to play in company's marketing and promotion strategies. Mido is the proof, its consistent popularity and growth over the years show that it is the publicity

event that any company in world of eyewear cannot afford to miss." Mido's success lies in its completeness. It offers exhibition space to every facet of the industry with entire pavilions dedicated to each specific sector: lenses, machinery, frames, big traditional brands and avant garde boutique labels. **Marcolin** commented: "The trade fair's future success is encoded in its DNA. It is based on a solid foundation of comprehensiveness, quality, design, innovation, research, training and attention to the most current trends. This is a mix of ingredients that ensure that Mido is the global number one."

The 2011 edition of Mido welcomes the Mido Design Lab, an exhibition space dedicated to companies whose experimental designs represent the cutting edge of eyewear design. Another pavilion, the Mido Fashion District plays host to the displays of the most important names in the industry. The Fashion District is being housed in an impressive custom built circular pavilion designed to evoke the shape of the products to which it is dedicated.



Cirillo Marcolin
 Executive Vice President
 Mido

In the pavilion devoted to lenses, Mido introduces the Health & Innovation Forum, where the "agora" or open meeting space concept has been employed. Here visitors can easily mingle, getting to grips with all the latest innovations in the fields of eye health, lens production and preventative eye care. Mido represents an inestimable resource for industry players who are serious about their role in the international sphere.

Eyewear market outlook for 2011 Eyewear trends 2011

The eyewear industry is quietly optimistic about the global market for its products this year. Increased consumer spending – one of the key indicators of economic growth – is reassuring to sector analysts. The United States market is bouncing back while demand in Asia, with China in the lead, continues to grow. In Europe, however, market growth remains sluggish apart from in a few "virtuoso" economies where demand is beginning to gather pace. Recovery in consumer demand in the sector began in earnest in early 2010 as the crisis freeze began to thaw. Italian eyewear exports are generally a good indicator of the health of in-

ternational demand in the sector - the nation is the world's leading exporter of these and related products. In 2010 Italian eyewear exports in Europe increased by 10% as compared to 2009. This reflects the slowness of this market as compared to other global markets like the USA where the export of frames was up by 7.7% in 2010 while sunglasses went up by a decisive 34.7%. This represents an overall growth of +25.1% in US eyewear imports from Italy. Real growth was in the East however and was particularly marked in South Korea which imported a 48.3% more Italian eyewear in 2010 than in the previous year. Exports to South America also

grew appreciably: +25.7% in Brazil and +33.6% in Mexico. According to **Paolo Canicci**, the Vice-President of the Italian Eyewear Manufacturers Association (ANFAO) "these trends are expected to continue at least for the first quarter of 2011." Despite these positive export figures in the global market, Europe remains a worry as it is traditionally by far the biggest market for Italian eyewear. As a result **Canicci** cautioned against being too recklessly optimistic saying, "The European market is consolidating thanks to good growth results in France and Britain but on the whole the comeback in Europe remains a bit slow."

Mido 2011 will see a number of retro inspired styles back on display. The Butterfly Style for women with a taste for fifties glam will be popular this year. The ever trendy Nerd Style is here to stay though this year will see the style spreading to sunglasses as well. Also popular are fabulous, exaggerated eighties inspired looks modernised and updated. Also back, love them or hate them, are round frames, this year with a retro-glam touch. Daring vintage is in, due, no doubt, to the influence of **Dita Von Teese** who spearheaded this seductive, ironic look. Superlight materials meet avant-garde design resulting in

striking looks like Browline Glasses that feature rimless lenses suspended from a single upper structure. And the colours? Subdued and natural: lilac, mauve, taupe, beige, grey, brick red, bronze, tobacco and burnt orange. Cold steel is out and this year these rich colours will imbue sensual warmth that is at once comforting and modern. Detailing in bright tones like red, yellow, green pink and turquoise will be seen. Layered textures, snake prints, coconut prints and "panthere" are also being featured.