

Eyes Magazine

NEWS

MIDO AIMS HIGH

MIDO, THE WORLD'S LARGEST EYEWEAR EXHIBITION WILL ONCE AGAIN BE HELD IN MILAN FROM 5 - 7 MARCH.

The 38th International Optics, Optometry and Ophthalmology Exhibition will be housed in the new Fiera Milano Complex at Rho - Pero, Strada Statale del Sempione, 28 - 20017 Rho (Milano) on the outskirts of Milan in a new, ultramodern structure, designed down to the smallest details to enhance the fair-going community.

Mido offers a free bus service from Malpensa to FieraMilano and the city centre.

WHAT TO SEE

As well as many general halls housing exhibitors of lenses, ophthalmic frames and sunglasses there will be the ultra-new Mido Design Lab hosting the Mido Trend area which presents the most innovative designs and creations from around the world. While Mido Tech comprises more than 150 exhibitors from all over the world present the very latest in eyewear equipment, small parts, components and finishes.

WHAT'S ON SHOW

Dunelm Optical is set to unveil more than 150 new optical and sun frames at MIDO this year.

In the designer sun ranges, John Rocha will display seven new frames, all with polarised lenses, with two new Janet Reger pieces, six in Julian Beaumont, eight in Retro, five in Sunset, 15 in Sunset+, and ten new children's sun styles in Whizkids. New optical styles will comprise ten new children's frames in Whizkids, 24 Universal frames, one new Meridian piece, 18 in Retro, seven in Chantelle, seven in Euroflex, 26 in Julian Beaumont and two Julian Beaumont Titanium pieces. Also set to reveal new optical styles at MIDO are John Rocha, Paul Costelloe and Janet Reger. Pavilion 15, booth K29 L30. Pictured below: Carolina Herrera 407.



The new OKIA HD collections at Mido will reflect once again the exclusive style of the company. Refined and precious, the new lines - Gold&Silver Animal Print and India Pattern - have distinctive features for sophisticated luxury. Gold&Silver Animal Print has been inspired by the natural beauty of the animal kingdom and realized by OKIA patented BMT technique for gold and silver metallic colour. For the India Pattern collection OKIA designers looked to different countries and cultures to elaborate a new concept of ethnic style, different from everyday life and very exotic.

The Charmant Group will showcase their latest collections and will present another milestone in its research of new materials by presenting the highly flexible Excellence Titan. The LineArt CHARMANT collection is the first signature brand using Excellence Titan. The women's only range combines the latest processing technology and highly creative designs. The colour range for Spring/Summer 2010 includes soft hues and pastels whilst combining semi-matt and shiny metals for the frame. Other brands on show include CHARMANT - Titanium Perfection, CHARMANT Z, LACOSTE, PUMA, ESPRIT, ELLE as well as the newest collections from Nodoka, CFX and Christian Roth.

The Optoplast Actman Eyewear Company will exhibit at MIDO this March (Pavilion 15, stand C29) A key feature will be the award winning Reykjavik Eyes. This ultra light, strong and flexible eyewear is set to strengthen its range further and introduce nine new styles at MIDO, including a one piece supra. The line up for MIDO includes: the feminine and chic Karen Millen, Oasis, Goldigga and Ghost Eyewear; the expressive Actman and Mico; the



directional streetwear brand of Lambretta; the sophisticated Lotus Eyewear; the simply revolutionary Reykjavik Eyes and the children's favourite of Scooby Doo. Pictured above: Karen Millen.

Mido introduces the debut eyewear collection from Seven For All Mankind. The Los Angeles based lifestyle brand continues to merge the worlds of denim and couture to redefine the fashion landscape.

The eyewear collection includes seven sun and eight optical pieces. It embodies a retro-inspired style fused with hints of sophistication and unexpected details. Signature sun styles include the modern "neo-cat" Montecito and the Wilshire oversized aviator with lamination details reminiscent of the Art Deco architecture of L.A. Materials take inspiration from the natural world with textural mosaics evocative of crystals and a jewel-toned colour scheme. Pictured below: Wilshire



Continental Eyewear continues to grow even in these tough economic times with their exceptional customer service and superb products boosting exports. This MIDO will be the 16th time the company has exhibited at the Milan show and they are confident of a successful exhibition with the launch of 20 new styles. Value for money is the key in the form of Lazer frames for both adults and children. While the newly launched Zenith Zest collection has tripled in size over recent months and a new new brochure available. Also on show will be the iconic fashion brand Jaeger with two new releases in the Jaeger London diffusion collection. Along with new releases in the Jacques Lamont and Cameo collections.

WESCAN OPTICAL (Pavilion 15 S-22) introduces EVATIK, a line dedicated exclusively to today's urban male. Technologically inspired with an understated sense of luxury, EVATIK eyewear is sleek, clean and minimalist with a sophisticated combination of elegance and uncompromised engineering. In addition to the launch Wescan expands its Fysh UK and Kliik:denmark collections with innovative designs, flattering shapes and advanced materials. Pictured right.



On the lens side Younger Optics Europe (Pav 22 Booth S21 T22) will show new products including Trilogy® NuPolar® - a unique sun lens whose performance is unrivalled in terms of lightness, strength and superior optics. This spherical, single vision polarized lens is available in either grey or brown and 8 base.