

LUX

WORKING
TOGETHER

TREND
REPORT
SPRING
SUMMER
2008



IGH-TECH

Fashion, science and technology join together in harmony for a dazzling array of 'precision engineered' design elements featured in clothing and accessories. Eyewear embodies the high-tech look with chiseled and sculpted detailing. From high-tech to high-fashion, precision design demands cutting edge manufacturing techniques that achieve the perfect blend of form and function.



- 1. Vogue VO 2476
- 2. Prada PR 571
- 3. Burberry, Spring 07
- 4. Prada, Spring 08
- 5. Burberry, Fall 07
- 6. Dolce & Gabbana DG 2029
- 7. Prada PR 071



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1. Versus VR 8063
2. Burberry, Spring 08
3. Versace, Spring 08
4. Miu Miu, Spring 08
5. DKNY DY 4514
6. DKNY DY 4516
7. DKNY, Spring 08
8. Vogue VO 2505

LOW

Sizzling brights reminiscent of the 1980's return in a burst of acid colors that complement acetate surfaces. Today's family of fluorescents are available in a wide variety of accessories, creating a youthful, vibrant and sexy look. Ladies of fashion are wearing beige, cream and black clothing, then adding a touch of acid glow with their shoes, handbags and eyewear.



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- 1. Arnette AN 4093
- 2. Prada PR 131
- 3. Ray-Ban RX 5125
- 4. Burberry, Spring, 07
- 5. Donna Karan, Fall 07
- 6. Burberry BE 4033
- 7. Versace, Spring 07
- 8. Ferragamo, Spring 08



CULPTED

Three dimensional surfaces inspired by intricately detailed garments and bold accessories translate into eyewear masterpieces featuring brilliant facets and precisely carved surfaces. Plush fabrics, creative shoe designs and sculpted handbags inspire richly beveled frames creating a look that reflects the finest custom craftsmanship.



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LUXURY REDEFINED

Precious materials, fine detailing and exquisite embellishments define a new sense of ultra luxury in fashion and accessories. Eyewear designs captivate and dazzle with sparkling crystals and precious materials that include pure gold and titanium. Special edition eyewear collections offer the perfect choice for women seeking a sense of exclusivity and prestige.



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1. Tiffany TF 4006G
2. Tiffany TF 2001G
3. Bvlgari BV 8016B
4. Ray-Ban Ultra Gold RB 8028K
5. Donna Karan, Spring 08
6. Burberry, Spring 07

P

ROPORTION

The return of balance appears in a wide variety of fashion and accessories this season. Leading designers favor a pared-down approach featuring lean, narrow clothing and small-scale handbags. Eyewear shapes and sizes embrace this trend, ranging from medium to small rounds and rectangles. Temple embellishment and detailing are proportionate to the frame creating an elegant, understated look.

- 1. Miu Miu MU 06H
- 2. Purple Label PL 9763
- 3. Polo Ralph Lauren PH 3017
- 4. D&G DD 8028
- 5. Burberry, Spring 07
- 6. Burberry handbag
- 7. Burberry, Spring 08



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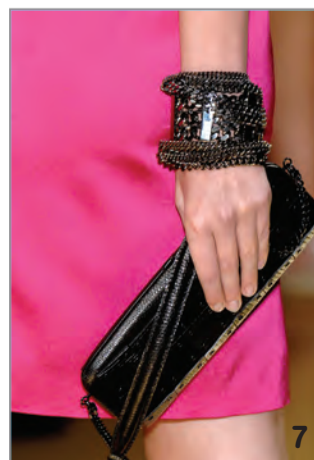
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1. Burberry, Fall 07
2. Ferragamo, Spring 08
3. Miu Miu, Spring 08
4. Ralph Lauren RL 8033
5. Miu Miu MU 50H
6. Ferragamo FE 2141Q
7. Miu Miu MU 53H



ACTILE

Texture becomes the main point of difference among collections providing a unique point of view that is linked to brand values: croco-inspired leathers, laser-engraved acetate and metals, metal and enamel embellishments, crystals and precious stones – these innovative textures coupled with superior craftsmanship combine to create styles that reflect the spirit and essence of each brand.

Become a Fashion Eyewear Leader

Prestigious designer eyewear and sunwear are among the most popular fashion accessories of our time. Fashion eyewear offers patients an affordable means of owning a leading brand name for all to see. Industry surveys prove that those professional practitioners who carry a wide assortment of world-class designer and brand name frames, and show their fashion savvy by staying on top of today's hottest fashion trends, have consistently increased their sales and profits.

Follow these seven steps to establish a strong fashion image.



ONE Create the 'feeling of fashion' in your office. Enhance eyewear presentations by establishing branded boutiques within your environment. Discuss the current trends and the fashion philosophies surrounding each designer and brand.

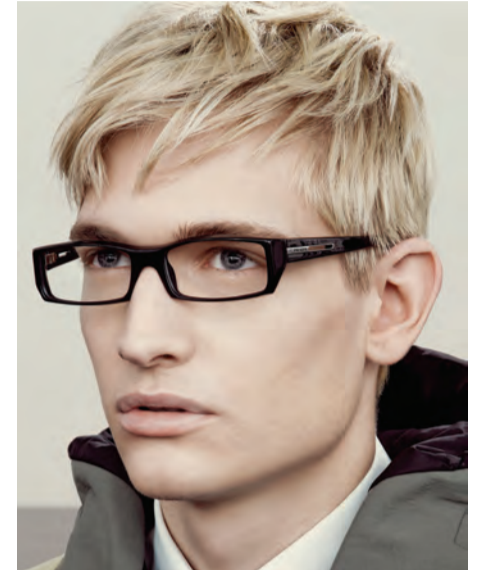
TWO Emphasize that frame styles are not forever. Present the fashion trends of the season and the strongest looks in eyewear. Textures, shapes, colors and materials all change, one year its leather, another it's horn.

THREE Present eyewear as a fashion accessory rather than a necessity. Tell customers that frames are "a great way to change your entire image and define your look with color and materials."

FOUR Think of eyewear like a picture frame. It defines the face much like a piece of art can be enhanced with the perfect frame. While rimless designs can minimize your look, zyls in strong tones provide substance and importance to one's overall image.

FIVE Know the person, know the product: Customers feel special when you ask, "Can I try this frame on you, you are someone whom I think of when I see this frame."

SIX For those customers who enjoy getting a reaction from the public, recreate it again by suggesting frames that top their last look. Call customers with this message: "You must see what we just got in."



SEVEN Keep everyone current on today's latest lens technologies as well as fashion trends. Put your customers into a great lens and a great frame. Give them the best of everything.

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