

# VANNI MAGAZINE

MARCH 2018

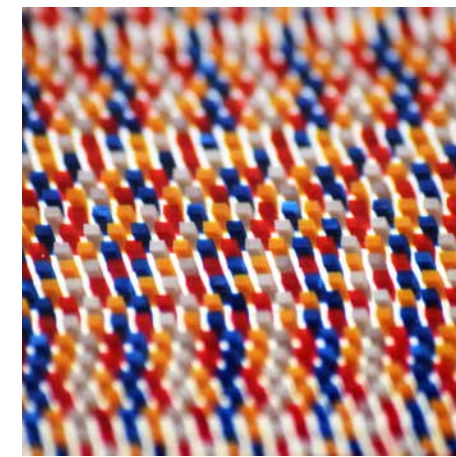


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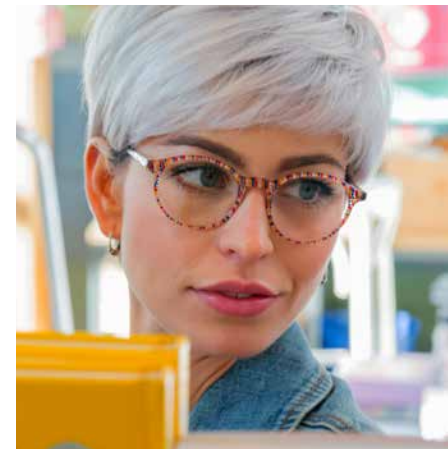
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MARCH 2018



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# 01

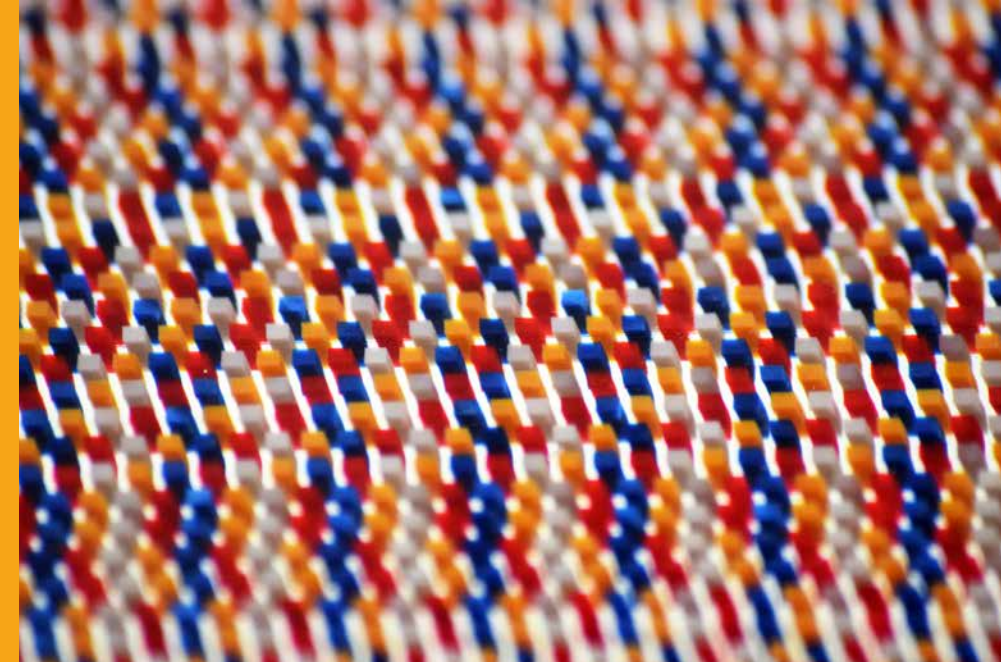
## VANNI PIXEL

The VANNI PIXEL distilled  
multicolour: our classic  
exclusive is primary





The smallest information unit in every image, the pixel, is the inspiration for our exclusive acetate block.



The PIXEL collection finds in primary colours the balance its looking for. Yellow, red, blue and white create a grid-like pattern made up of infinite squares that become three dimensional, playing on the luminosity and transparent nature of the material, creating a trompe l'oeil of full and empty spaces.

**The Raw Materials:** exclusive acetate block from our VANNI

design centre.

**The Design Details:** the collection combines the Pixel multi-colour acetate sheet with mono-colour or Havana. Its sophisticated and vivacious personality is seen on the inside of the frame, gifting its exterior a minimal and graphic effect.

**Shapes and colours:** there are 6 optical and 2 sunglasses

models available with mainly rounded unisex shapes with some concessions to our female customers that boast a more butterfly shape.







# 02

## LA FORMA DEL GUSTO

THE SHAPE OF GOOD TASTE

The essence of vanni in one  
picture and two words





# LA FORMA DEL GUSTO

The essence of VANNI in one picture and two words. We thought hard about what would be the right way to communicate and underline our individual style and ( even better than a Made in Italy label) how **our eyewear is 100% Italian.**

We went back to the creative roots of what makes VANNI eyewear unique. Then we found our essence right under our eyes, speaking to us through something that is part of our everyday Italian lives, and where ever we are in the world.

This is what we are made of: our daily bread and **the simplicity of the food on our plate.** Who is born or has lived or travelled in this country can appreciate the care and passion that goes into the preparation of food everyday, a perfect metaphor for our savoir faire: a mixture of capable hands and heart and the best ingredients that nature has to offer.

**In the new campaign we present Italian taste - il gusto,**

**a summary of our good life, who we are and how we want you to see us: true authentics.**

The exquisite pleasure of tasting good pizza, spaghetti and gelato. Just like our VANNI eyewear which is simply, Made in Italy, for sure. Nothing to add, because the good taste of Italy is obvious.

**Taste is what arouses our taste buds and sense of smell, but also is what helps us recognize an aesthetic balance of shape and colour.** It is the good taste of VANNI eyewear that we take in with our eyes and minds. An Italian claim accompanies the campaign because we want to emphasize our message in the evocative words of our own language.

**Just as a cook creates his dish with a highly calibrated and selected mix of ingredients, cooked to perfection, we create our eyewear in the same way.** The choice of materials, worked with tradition, injected with innovation, serving up excellent products with unparalleled character.

**Buon appetito!**





# 03

## A TOUCH OF VANNITY

VANNI Magazine

VANNI in Conakry

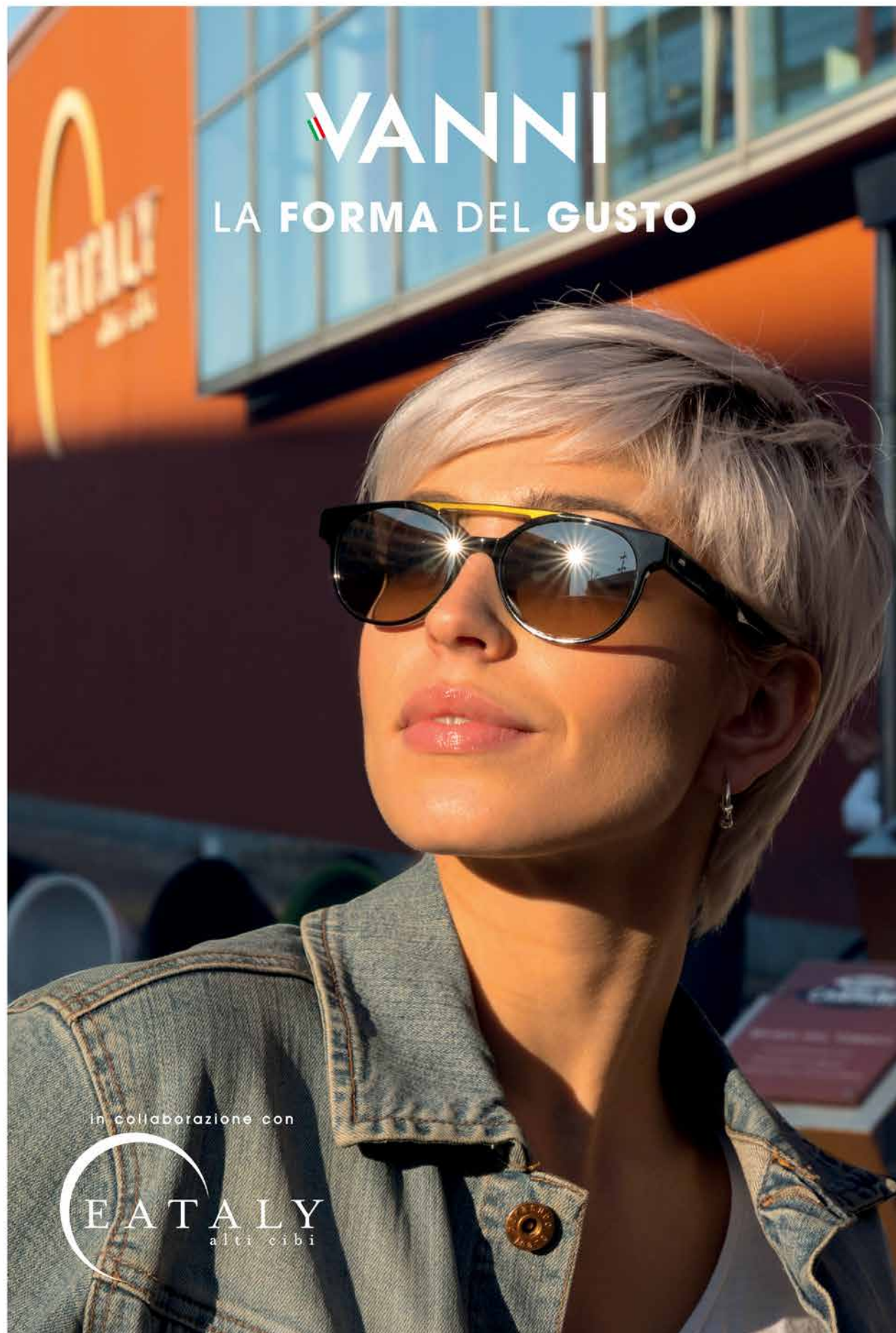
VANNI Pixel and Transition Lenses

VANNI and Art

VANNI on Show







The **VANNI Magazine** has taken us throughout the years and throughout our country to places of art and creative excellence.

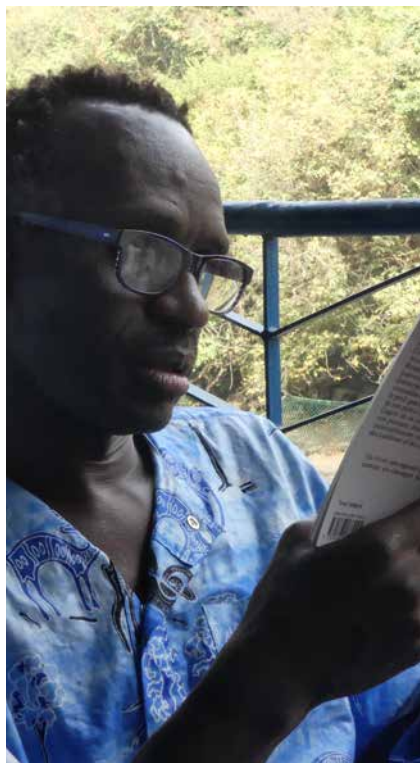
This magazine takes us to a place in our city which is also an international success story – **Eataly**, where our best traditional food meets the culinary art of a Michelin chef – **Casa Vicina**. Like us Eataly and Casa Vicina interpret taste as beautiful, exceptional and well made, Made in Italy, for sure. Follow us as we go shopping, and taste the delicacies prepared by someone who innovates traditional dishes as a vocational mission in life. You will find the ingredients that are the foundation of our everyday life. And the shape of our eyewear.





**VANNI in Conakry**  
World Book Capital  
City

Nominated by UNESCO from April 2017 as “**World Book Capital City**”, Conakry in Guinea has created a complete program to give value to this important recognition for the first time attributed to an African French speaking country. An unrelenting schedule of events will be hosted by the African city for the following 12 months to celebrate literature and reading through cultural initiatives, theatre productions, dance and seminars that will promote literary art in all its forms. A unique opportunity to underline the importance of literacy and to encourage its development in a country where today, only 43% of the population know how to read and write. With the objective of rendering for the citizens of Conakry this encounter with books and reading as inviting and as accessible as possible, VANNI has created a co-operation project, providing reading glassing of various graduations available to the participants in the local reading centres. The Guinean reader can borrow glasses with the correct graduation as well as the book. A simple and practical way to encourage reading for those who find it impossible or very tiring to enjoy a good book.



**VANNI Pixel and  
Transitions Lenses**

A collaboration celebrating this seasons colours. The dynamic high-tech lenses Transitions Signature VII in the Style Colours Ametista variations – transparent when inside and dark when outside – feature in the new Pixel model. They are lenses that protect from UV rays and block 20% of harmful blue light – emitted from digital devices and LED screens in interiors, offering 2 times as much protection as standard lenses and more than 85% protection from sunlight outside.



**VANNI and Art:**  
**Autofocus**  
Photography Prize -  
Call to Entry closes

We are waiting to announce the winner of the “Out of Left Field” call to entry in the photography category of AUTOFOCUS 9 – the VANNI international competition dedicated to young artists and emerging creativity, while last November we concluded the selection for the Visual Arts, Video and Performance categories. As central criteria of the competition, the search for contemporary photography as an expression of the continual flux between innovation and experimentation. A free search in which the identity of photography can reveal itself as a medium capable of going beyond its traditional genre and push the boundaries in terms of concept, technology and exhibition. It embodies stimulus from other artistic media, from painting, video, performance, sculpture and music. Stay up to date by browsing the art page on the VANNI website: [www.vanniocchiali.com/en/arte-giovane](http://vanniocchiali.com/en/arte-giovane)

<http://vanniocchiali.com/en/young-art>



**VANNI**  
on **Show**



THE BROKEN KEY



SMETTO QUANDO VOGLIO



THE COMEDIANS



DOVE NON HO MAI ABITATO



MAURIZIO CROZZA





# 04

## TRENDS





# THIS SUMMER'S TRENDS

I write as our country is undergoing a polar freeze but I feel happier and warmer, browsing through the latest fashion editorials for the latest trends for the upcoming spring/summer season, which hopefully will spring soon in the North of Italy.

My sources offer different advice as to what will be the next big

thing: I study the catwalks as well as different image galleries of styles in a variety of world cities on the web. The ones that I love are the pages full of outfits for men and women in the fashion magazines because I have fun thinking about what I personally could wear in my every day and our everyday lives. As I continue to think that fashion

is a big business that promotes itself to the world through a series of unyielding provocative and eccentric spectacles (to be taken with a pinch of salt) this is what I have understood – from all the craziness – to be the next trends.



## The colours

They claim it to be the colour of the year. The **ultraviolet** that rages on the catwalks and among the 2018 accessory collections is a colour that is for both the strong and more peaceful hearted; facilitating spiritual reflection or according to chromo therapy, driving creative force. But it is not the only colour that accompanies us towards summer, watch out for **yellow** in a myriad of tones as well as **red** and **blue**: primary colours that impeccably dress any style.







## Accessories

Shoes, bags and eyewear are all going a bit crazy this season, trying to be **the centre of attention, objects of desire** that live in their own world detached from the clothing that they adorn. Boots made from strange materials like netting and lace with hundreds of ties and laces; simple sandals embellished with feathers or fur (yes, also on the beach!) and bags that have shrunk from gigantic to tiny, decorated with crystals, studs and chains.

In eyewear we see vivacious materials, in a creative patchwork of colours and geometric patterns, because personalisation is the new "cool". Not to lose sight of, literally, for the first time in years, are micro frames, also as sunglasses. We at VANNI can bet that these will be the trends that will accompany us in the coming months.



## Dresses and suits

In changing times, women this season will be wearing **feminine suits, long and light perfumed by floral prints and patterned with butterflies** with delicate washed out and mixed up tones in transparent and ultra-light fabrics. Men will wear suits that dress down the classic managerial style or formalize sportswear, in a contrary dialogue that tends to reassure and offer an understated nonchalance. A tribute to optimism which notwithstanding our uncertain times, certainly cheers you up



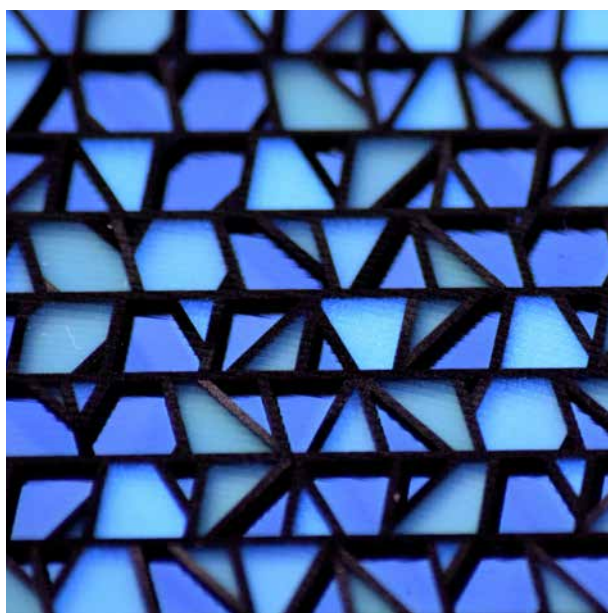


# VANNI

MADE IN ITALY, FOR SURE.

## PREVIEW 2018

NEW EXCLUSIVE ACETATE BLOCK



## STAY TANGRAM

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