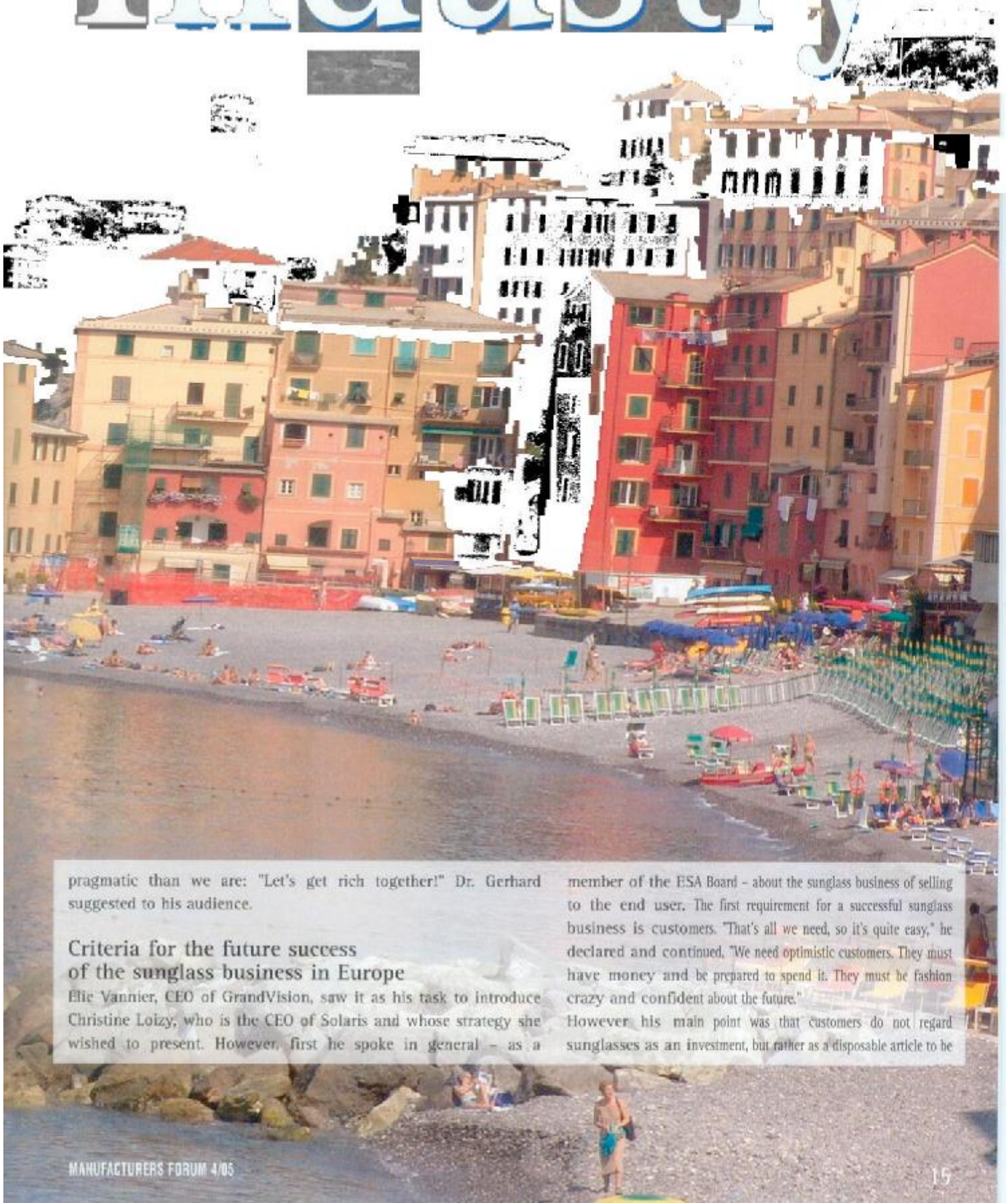


Industry



pragmatic than we are: "Let's get rich together!" Dr. Gerhard suggested to his audience.

Criteria for the future success of the sunglass business in Europe

Elie Vannier, CEO of GrandVision, saw it as his task to introduce Christine Loizy, who is the CEO of Solaris and whose strategy she wished to present. However, first he spoke in general – as a

member of the ESA Board – about the sunglass business of selling to the end user. The first requirement for a successful sunglass business is customers. "That's all we need, so it's quite easy," he declared and continued, "We need optimistic customers. They must have money and be prepared to spend it. They must be fashion crazy and confident about the future."

However his main point was that customers do not regard sunglasses as an investment, but rather as a disposable article to be