

PRESS RELEASE October 2007

ESA ANNUAL MEETING AT SILMO 2007

HIGH INTEREST IN THE “**PRESENTATION ON THE WORLDWIDE SUNGLASSES MARKET**” - A NEW ESA BOARD HAS BEEN ELECTED – MEMBERS AGREE WITH **PROJECTED ESA ACTIVITIES 2008**

A study on the Worldwide Sunglasses Market was presented at the ESA Annual Meeting in Paris on 18th October. ESA members who attended the meeting found this study immensely fascinating. It involved a detailed analysis of 11 major markets covering 36% of the World population and 70% of the World's GDP concluding in an estimation of the total global market in volume and wholesale value. The countries involved were France, Germany, Spain, UK, Italy, USA, Australia, Japan, Russia, Brazil and India. The volumes and values for each market were divided into three sectors: mass market, mid market and premium. The methodology was thorough as it included desk top research ranging from trade figures to published accounts of optical companies, interviews with major national wholesalers and finally on the ground retail analysis and face to face interviews.

The study went even further by including a segmentation of the entire optical market for each country including ophthalmic frames and spectacle lenses, etc., in order to understand what share sunglasses occupy.

The study will be available to free of charge to ESA members and it can be found in the internal area of www.esa-sunglasses.com. Non ESA members will be able to purchase the study later on.

This was followed by the announcement of **changes to the ESA Board**. The following Directors have left the Board: Wilhelm Bauer of Silhouette, Rudolf Suter of Optixx, Gianni Vetrini of Barberini and Giorgio Cabras of Fedon. Rod Lane, President of ESA, expressed his gratitude for their great contribution over many years. Then **two new Directors were elected**: Hervé Meillat of Christian Dalloz Sunoptics and Francesco Pellegrini of Intercast.

ESA Board 2007/2008:

Alexandre ASSERAF has the position of the Sunwear Director of ESSILOR and is President of BNL, France. Within ESA he has held the Presidency for several years and now is the Chairman of the Membership Committee of ESA.

Eric BOINARD is Technical Director at Polaroid UK. He will be in charge for the Technical Committee at ESA. The objective is to follow technical developments in order to update ESA members on the latest developments within the international sunglass standards.

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Petra ECKHARDT is Managing director and running the European Sunglass Association. She is in charge for the Training & Education Committee.

Rod LANE is Managing Director of FABRIS LANE Ltd., UK. Fabris Lane is market leader with sunglasses in the UK. Rod Lane is the President of ESA and as Chairman in charge of the EEC Regulatory Lobbying. The objective is to work with Brussels on projects which are related to the health of people's eyes and to raise consumer awareness of the importance of wearing sunglasses.

Hervé MEILLAT is CEO at Christian Dalloz Sunoptic. His engagement for ESA will be focused to the UV-Protection. He will work with scientists and health & bio meteorological institutes in order to gain the latest information on UV.

Antoni OLIVELLA was previous President of ESA and is now Vice President and Treasurer of the European Sunglass Association. Also he is President of EUROM and CEO of Indo in Spain. Indo designs and manufactures prescription frames, sunglasses, prescription lenses, sunlenses and optical equipment.

Francesco PELLEGRINI is Corporate and Marketing Manager at Intercast. Mr. Pellegrini will be responsible for the Communication at ESA.

Allan RASMUSSEN, Head of Design at Pro Design Denmark, he will take care of the Fashion Committee.

ESA Events 2008:

Mido Fashion Dinner:

May 10th 2008, at Hotel Principe di Savoia, Milan Italy

European Sunglass Conference: **June 4-6 2008 in Venice, Italy**

- Both of these events are open to everyone in the sunglasses industry-

For latest information please see our website: www.esa-sunglasses.com

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