

Press Release July 2005

YEARLY CONFERENCE OF THE EUROPEAN SUNGLASS ASSOCIATION ESA IN ITALY THE EUROPEAN SUNGLASS INDUSTRY MEETS TO DISCUSS THE NEEDS FOR A FUTURE SUCCESSFUL SUNGLASSES BUSINESS IN EUROPE

The European Sunglass Association ESA was welcoming its members for two pleasant and highly beneficial meeting days in Camogli.

Dr. Gerhard Thorsten, MD Arthur D. Little Wiesbaden, opened the conference with his speech on China – brands from Asia, focussing on the chances and risks for the European industry. A very interesting view into the actual European retail business and its sunglasses segments has been given by Christine Loizy, MD Solaris. The comparison between the European and American sunglasses market (presentation Henry W. Lane – SAA Vice President) showed quite some discrepancies – e.g. European opticians seem to have a bigger share of the total business, whereas in the United States sunglasses distribution outside the optical retail channel is huge in comparison to Europe. One of the highlights was Mr. Alain Mikli's speech – giving the auditorium a view into the work of one of the most well known eyewear designers on the world.

Prof. Dr. Hünig underlined with his speech about light induced eye diseases how important the communication to consumers will be in the future to avoid increasing numbers of cataract and age-related macular degeneration patients. ESA has established a range of communication tools to increase the know-how and awareness of the public. The current ESA President, Antoni Olivella from Indo, expressed his intention to further reinforce ESA training activities in order increase the sunglasses know-how of retailers.

Driven by fashion, technical innovations and by an increasing awareness for UV and general health aspects – sunglasses are one of the most exiting and fastest growing product groups within the optical industry. An increasing demand for technical, statistical, marketing and training support within the world of sunglasses is the result. ESA complies with a wide range of services to these needs. An impressive proof therefore – ESA has a continuous increase of members within the whole supply chain: producers, distributors and retailers are represented in the organisation.

The next ESA event will take place on October 20th in Paris – one day before Silmo is opening its doors. Highlight of the Annual Meeting will be the presentation of the market survey 2005 on polarised lenses. Application forms for this meeting can be ordered at office@esa-sunglasses.com

ESA Press Office