

# 20/20

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# PLAYERS

## OF THE GERMAN OPTICAL MARKET

**On the occasion of Opti Munich  
we present some of the most important players  
in the German Optical Market**

*by Isabella Morpurgo*

### German optical market and industry FIGURES

**11,900** optical shops.  
**48,800** employees at the  
optical stores.

Turnover of the German opticians  
in 2009: **4.81** billion Euros  
(+ 1,7% in comparison with the  
2008 figures: € 4.73 billion).

As regards the German Optical  
Industry, the turnover in 2009  
amounted to **3.69** billion Euros  
(1.94 billion Euros on the domestic  
market and 1.75 billion Euros  
abroad). In 2008 the turnover had  
been € 3.76 billions.

In Germany **1.49** companies  
(with more than 20 employees)  
are involved in the Optical Market  
for a total of 21.200 employees.

## Cazal

It was in 1975 that the name CAZAL appeared for the first time in the field of eyewear. Günter Böttcher is the founder and owner of op Couture Brillen GmbH. The experienced self-made-man as producer had, together with the young and active designer Cari Zalloni, the bold idea to create, produce and distribute a unique collection of fashionable eyewear. An eyewear collection which above all was supposed to meet the demand of a trend-setting design. Therefore, the company was actually built around the design of the Austrian CAri ZALLoni, and the brand was named after the initials of his name: "CAZAL". Frames

have been the centre of CAZAL's work since a long time and meanwhile he is accepted as one of the most renowned designers of eyewear. From Passau, Germany, CAZAL eyewear is exported to more than 60 countries all over the world. It has well to be taken into account that – because of the exclusive design and top quality which in great part is still a result of skilled craftsmanship – the turnover is achieved in the relatively small field of high-priced products.

## Charmant GmbH Europe

Founded in Japan in 1956 by current chairman Mr. Kaoru Horikawa, the Charmant Group today is an international company with development, production and sales operations spread across the world. The story of Charmant GmbH Europe in Germany started in 1987 with its establishment in Munich. The markets operated by Charmant GmbH Europe are Germany, Austria, Italy, Benelux, Sweden, Denmark and European export markets. They have additional offices in Italy, the Netherlands and Sweden. Currently the company is based in Karlsfeld, has 40 employees and operates the following departments: sales, purchasing, accounting, marketing, product planning, customer service for Germany/Austria, warehouse. Charmant GmbH Europe distributes 11 brands on the German and Austrian markets with 35 sales representatives. Licence brands: Tru Trussardi, Trussardi 1911, Esprit, Esprit Sports, Elle, Puma House brands: Charmant,

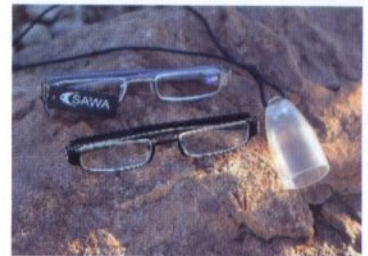
Aristar, Valmax, Charmant Z, Line Art CHARMANT, Ad Lib.

## concept-s

concept-s is an international acting shop fitting company founded in 1991 which develops and manufactures innovative shop fitting products for optical shops and for watch, jewellery and accessory retailers. concept-s develops shop concepts for each requirement and budget, partial renovations as well as complete renewals. The team of interior designers and experts supports the whole process of planning and implementation. The final presentation consists of a package of ground floor plans, elevations, computer aided 3D-images and a cost estimate. At the upcoming opti, concept-s will be the main sponsor of OPTIMIERT – the model shop. In cooperation with partners in the ophthalmic industry, a fully equipped shop will be set up at the fair ground. Shop interior and room concept are characterized through innovative merchandise presentation and harmonious design. Visitors are given many suggestions for creating their own shop, e. g. how to increase sales and number of customers as well as how to achieve larger profits.

## CSAWA

The company is based in Berlin and was founded few years ago. Catharina Linden, who has been in the eyewear business for a long time, had a brilliant idea how to solve one of the most common every day



LeClic by Cswawa

problems. Everybody depending on reading glasses, most people over 42, is tired of looking for their reading glasses all the time. The solution: LeClic. Ready to go reading glasses with a little magnet hidden in a piece of jewellery. And one always knows, where they are, the reading glasses. And LeClic is fun. It is colorful and the clic-sound is comforting, because you know, that they are with you, the glasses. Today LeClic is in more than 100 stores in several European countries. Soon it will be present on the US market as well.

## Eschenbach Optik

Eschenbach, with its head office in Nuremberg, was established in 1913 and is one of the leading manufacturers of optical products. With the introduction of the TITANflex brand in Germany in 1988, Eschenbach revolutionised the frames market with this superior innovation and laid the foundation for the position it holds today as Germany's market leader in the eyewear frame sector. The company can now look back over its 20 years



Portrait of Cari Zalloni

NEW COLLECTIONS FROM GERMANY

CAZAL

EYEWEAR

ARTISTIC MOMENTS AT CAZAL

Bright water-colours run into one another, forming – seemingly at random – the silhouette of a woman's face. Extravagant eyewear decorates this face, blending with it to create a fascinating synthesis of the arts. Stylish. Inspiring. And unique. Self-assured and cutting edge – that is how the CAZAL brand presents itself in its new campaign. With this campaign CAZAL, famous since the 80s for its strikingly unusual creations, underscores its claim to combine art and design in a playful fusion. The claim "PURE MAXIMALISM" sums up in a nutshell what sets the CAZAL brand apart: extravagance and individuality on the highest level. CAZAL succeeded in acquiring the services of the renowned Swedish artist Stina Persson for the first campaign motifs. Stina, whose illustrations enjoy international esteem, has already worked for famous fashion labels and magazines like Elle, Harper's Bazaar and Madame. With its attractive advertising, the campaign launched in early 2011 will soon be transforming opticians' shop-windows into a CAZAL gallery.

[www.cazal-eyewear.com](http://www.cazal-eyewear.com)



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RODENSTOCK

SEE BETTER. LOOK PERFECT

Rodenstock presents 16 new correction frames

Just in time for the opti 2011, Rodenstock presents a new eyewear collection with 16 new correction spectacles and focused on a rimless frame concept with satiny, translucent temples made of the ultra-flexible high performance polymer Trogamid. The ladies and men's models have a discrete and light effect. However, they are still based on an unimposing fashion statement and – thanks to the low weight and top compatibility even for persons with allergies – they meet all the requirements of correction spectacles that are suitable for everyday use and chic at the same time. All ladies frames combine an appealing design and high-quality materials with perfect details and are considered to be pieces of jewellery that elegantly enhance the personality of the wearer. The men's spectacles score with classical, masculine fronts, exquisite multilayer acetate and interesting lug- temple transitions. A precision cut developed specially for Rodenstock is also new as a decorative element, which creates thrilling three-dimensional bi-colour effects. The entire eyewear collection is characterised by interesting temple designs, perfectly matched materials, and effective surface qualities. Technical refinements like decorative yet functional hinge structures emphasise the high demands placed on innovative and aesthetically detailed solutions that are typical of Rodenstock and are totally in the spirit of the motto: See better. Look perfect.

[www.rodenstock.com](http://www.rodenstock.com)

