

Seminar on “A Preview of 2015 Trends – An European Optical Fashion Tour”
「2015 時尚趨勢前瞻 – 歐洲眼鏡潮流大巡禮」研討會

Professional eyewear designers and industry players from European brands will discuss the latest optical fashion trends for 2015.

來自歐洲的專業設計師及業界人士將預告 2015 年的最新眼鏡款式、潮流，及時尚趨勢。

- Date 日期 : 6 / 11 / 2014 (Thursday 星期四)
- Time 時間 : 2:30pm – 3:30pm
下午 2 時半至 3 時半
- Venue 地點 : Brand Name Gallery Wine Cellar, Hall 1B, HKCEC
香港會議展覽中心展覽廳 1B 「品牌廊」酒窖
- Language 語言 : English (No simultaneous interpretation service will be provided)
英語 (不設即時傳譯服務)
- Remark 備註 : Free Admission 免費入座

| Time 時間 | Programme 程序 |
|-----------------|---|
| 2:15pm – 2:30pm | Registration 登記 |
| 2:30pm – 2:50pm | A UK Preview of Optical Trends for 2015 英國眼鏡趨勢預告 <i>Mr Robert Morris, Creator and Founder, William Morris London</i> Question and Answer Session 問答環節 |
| 2:50pm – 3:10pm | 2015 Natural Material Eyewear Trend in Euro 2015 歐洲眼鏡天然物料趨勢 <i>Mr Peter Biller, Designer, Freddie Wood</i> Question and Answer Session 問答環節 |
| 3:10pm – 3:20pm | Italian Eyewear Trends 意大利眼鏡潮流 <i>Mr Valerio Soldani, Trade Promotion Specialist, Italian Trade Commission (ICE) - Italian Trade Agency</i> Question and Answer Session 問答環節 |
| 3:20pm – 3:30pm | Italian Eyewear Industry 意大利眼鏡行業 <i>Mr Francesco Gili, Chief Operating Officer MIDO and Vice General Manager ANFAO</i> Question and Answer Session 問答環節 |

Remarks 備註:

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organiser 主辦機構:

About the Speakers 講者簡介:

Mr Robert Morris, Creator and Founder, William Morris London

Robert William Morris is the Creator and Founder of William Morris London - a unique, London based eyewear company born from humble beginnings to one that is now a truly global player. Passionate about eyewear, Robert William Morris maintains the same level of commitment to every frame that was evident 17 years ago.

In 1996, Robert William Morris created William Morris London - an independent company with a very 'English' brand. The aim? To offer designer glasses to every audience in superb, original designs with a take that is typically British.

Designed in collaboration with London Fashion Week, we select the richest colours and source the finest materials to offer a heritage collection that is ready to wear and distinctly fashion forward. On trend and loved by all, our collections are unique and original.

From humble beginnings to what is today a truly global brand, we maintain the same level of commitment to eyewear that was born all those years ago. It is that philosophy that lends itself to making our brand one that is embraced fondly by everyone.



Mr Peter Biller, Designer, Freddie Wood

Peter Biller is a famous designer from Munich Germany. He has been designing high-end Eyewear for more than 30 years, and is an expert in the horn frame eyewear.

Freddie Wood was designed with 5 important elements: Comfortable, Stylish, Elegance, Natural Charm, Personality.

Peter is not only a designer, but also a collector of eyewear. The oldest frame from his collection is from over a century ago. Freddie Wood's 1900th line was developed base on his personal collection - his Idea is to bring the old frame back to life. Vintage style combined with the ancient frame material - Buffalo horn and modern Titanium, created a massive impact - "Nature meets Design".



Remarks 備註:

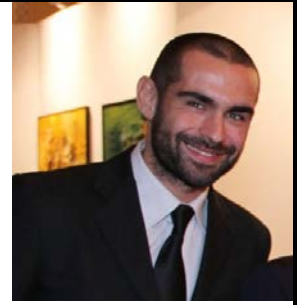
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Organiser 主辦機構:

Mr Valerio Soldani, Trade Promotion Specialist, Italian Trade Commission (ICE) - Italian Trade Agency

Since 2014 Valerio is part of the ICE team promoting Italian high end eyewear and jewellery products in workshops, international fairs and other promotional events organised by ICE, with a solid background in the design industry marketing and trade promotion:

- Member of the Contract Italiano management team (www.contractitaliano.it) providing trade promotion and export services to Italian SMEs in the design and construction industry.
- Several international experiences in major target markets: USA, Russia, MENA countries, China
- Valerio is currently one of the 42 contributors of the China Daily Mail (www.chinadailymail.com) publishing articles on the Chinese market.
- Former import - export consultant for DMack tyres Italy: a british brand and an official World Rally Championship supplier
- Former junior business development specialist at CAMRA UK, developing strong target-focused marketing strategies for the US market.



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