

# 20/20

## europe

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Street fashions**

# NEW LUXURY LOOKS

**Interior design special**



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# DESIGN & DISPLAY

Optical interiors have come a long way in the last ten years, and European opticians are becoming more and more involved in the creation and design of the latest state-of-the-art stores. *20/20 Europe* talks to some European design and display specialists about their current projects, and how trends in interiors are moving ahead.

According to Marc Heikaus, of German design company Heikaus GmbH, "It is becoming more and more difficult for opticians to be different from their competitors. This means you must find the right positioning for your business, and that must be expressed in the whole store concept." Heikaus is an interiors specialist, who designs both optical shops and fashion retail outlets in Germany, and other parts of Europe. He believes that today it is essential that stores look individual and different, but also points out that you must think about the future of your business, and the fact that a new store interior should have a life of at least five years, sometimes even 20. "Wood is a very trendy surface at the moment, because it helps create a warm and charming atmosphere. Carpets are extremely trendy again in store design. There are many new designs and colours. For the lighting, CDM-technology is commonly used and lighting fixtures tend to be much smaller than they used to be, as well as being energy efficient."

Among the many projects Heikaus has worked on recently are Die Brille, Villingen-Schwenningen, Germany, which boasts "a pared-down range of materials and an eloquent and clearly articulated use of form" and Optik Leonhardt, Bretten, Germany, a state-of-the-art practice with elegant furniture, contemporary lighting, and an extremely inviting and eye-catching shop front.



From top:  
Optik Leonhardt, Bretten, Germany; Die Brille, Villingen-Schwenningen, Germany

page 37 from top:  
Concept S frame stand; Concept S interior design; detail of display by STYLE





Kirsten Lind of **Concept-S** agrees that spectacles need to be presented in sophisticated surroundings and that optical stores are becoming more and more individual. "Light effects are very helpful in interiors, and LED technology is being used for impressive lighting of displays. Leasing is a new option for opticians to finance shop fitting." Practicality and ease of assembly are also areas Lind advises should be considered carefully when you are choosing specific shop fittings. "A big advantage for customers is being able to order fittings and presentation systems that can be assembled quickly and easily by themselves, an area in which Concept-S is specialising."



Michael Ganal and Beate Sloma of design company **'STYLE – interior design'** suggest that it is becoming increasingly important to opticians to create an interior that reflects their personality and individuality, in order to differentiate themselves and offer something that is carefully tailored to their customers. "We recently worked on an optical shop in Paris. The owner gave us three key words to focus on that had particular significance for him in this project: discovery, hospitality, pleasure," explains Ganal. "The outcome was an interior designed to address all the human senses – that features cheerful colours, comfortable seating, contrasting materials, and new presentation ideas based on the theme of 'revealing and hiding'."

