



Ducati
Eyewear

ETTORE PISANO

SUNGLASS WORKSHOP

14.07.20



Ducati
Eyewear

BRAND

BRAND NEWS

EYEWEAR

CONTENTS



Ducati
Eyewear

BRAND

BRAND



**HIGH PERFORMANCE
AND STYLE FOR ALL
DUCATI ENTHUSIASTS**

BRAND



BRAND ESSENCE



Style

Sophistication

Performance

BRAND ESSENCE

The world's most attractive motorcycles are the result of a deep commitment to racing competitions; they are the purest expression of refined skill, unmistakable design and above all, a great passion for bikes.

Ducati is proud to represent Italian industry - the essence of Italian style shows through the design of each bike.



**BRAND
PERSONALITY**



Ducati
Eyewear



THE CUSTOMER



Ducati
Eyewear



THE CUSTOMER



Ducati
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Active 'young at heart'
male 35-65 years old.

THE CUSTOMER



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Borgo Panigale



Racing



Events

**THE WORLD
OF DUCATI**



Ducati
Eyewear



Riding Courses



Grandstands



DOC Clubs

**THE WORLD
OF DUCATI**



Ducati
Eyewear



Accessories



Apparel



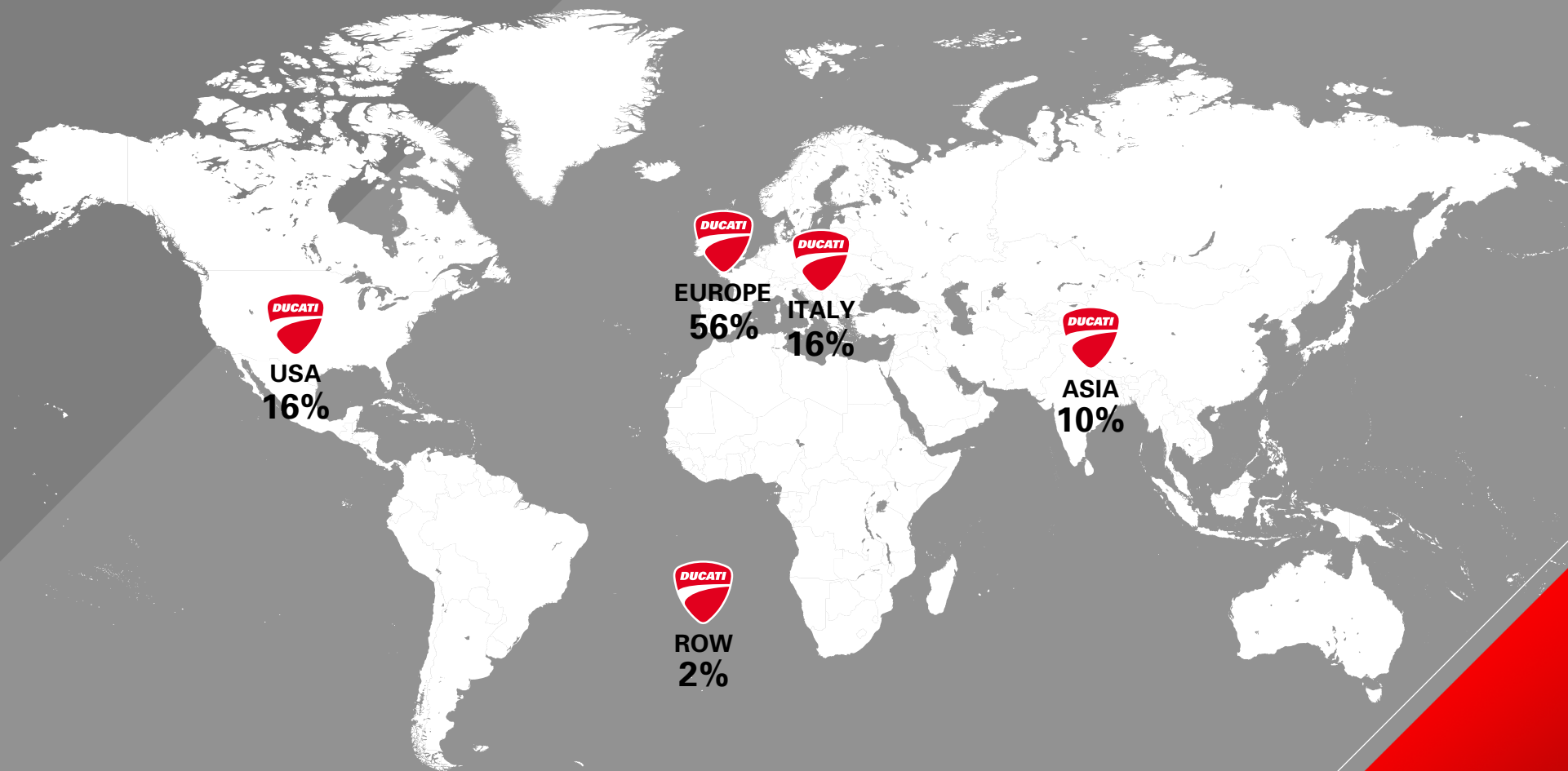
Licensing

**THE WORLD
OF DUCATI**



Ducati
Eyewear

2017
55,871 UNITS



**GLOBAL
DISTRIBUTION**



Ducati
Eyewear



BRAND NEWS

BRAND NEWS



Ducati
Eyewear



**BRAND
AMBASSADOR**



Ducati Eyewear



**BRAND
AMBASSADOR**



Ducati
Eyewear

Andrea Dovizioso, runner up in the 2019 Moto GP championship (2 wins and 7 podiums), will be the brand ambassador for Ducati Eyewear with his special model also for 2020.



**BRAND
AMBASSADOR**



**BRAND
AMBASSADOR**



**BRAND
AMBASSADOR**



Over 1 million Instagram followers

Dovi's social media platforms are a great way to interact with his fans.

Dovi's level of commitment is high: always wears his sunglasses no matter the weather, always tags Mondottica and Ducati eyewear posts, always shares our marketing activities on his socials.

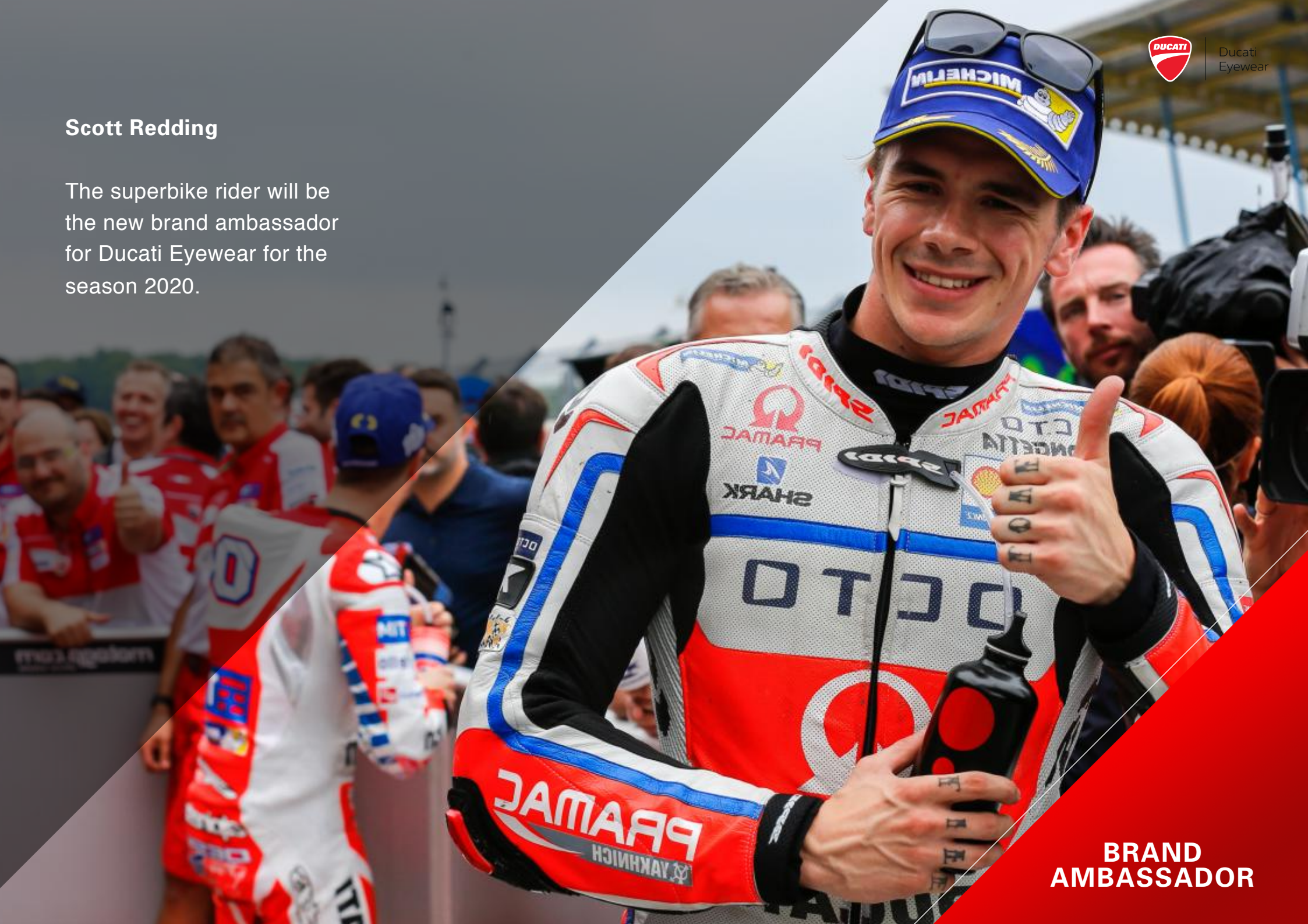
**BRAND
AMBASSADOR**



Ducati
Eyewear

Scott Redding

The superbike rider will be the new brand ambassador for Ducati Eyewear for the season 2020.



**BRAND
AMBASSADOR**



Ducati
Eyewear

Scott Redding

In 2019, he competed in the British Superbike Championship riding a Ducati Panigale V4 for Paul Bird's PBM team. He won the championship on his first attempt. In 2020 he will compete in the Superbike World Championship riding a factory Ducati Panigale V4 for the Aruba.it Racing team

**BRAND
AMBASSADOR**

The **mask** is the hot piece of the season

The **double spring hing** is the brand code always recognisable by the brand lovers

Wearable under the helmet

SR45

Model dedicated to the new partnership with the rider **Scott Redding**, the logo is print on the the inside temple.



PDM014834

ACTIVE



Ducati
Eyewear

EYEWEAR



Ducati
Eyewear

EYEWEAR



Ducati Eyewear

POS SHOWCARD & BANNER



POS

OPTICAL CASE



NEW SUN CASE



NEW POS INSTITUTIONAL DISPLAY





Ducati
Eyewear

STILL LIFE FOR SOCIAL MEDIA



STILL LIFE



NEW GWP LIST

DAKEYRINGMOT1856003



DAKEYRINGTRI1956002



DAKEYRINGSCU1456002



DALANYARD1856008



DAKEYRINGCOR1956001





Ducati
Eyewear

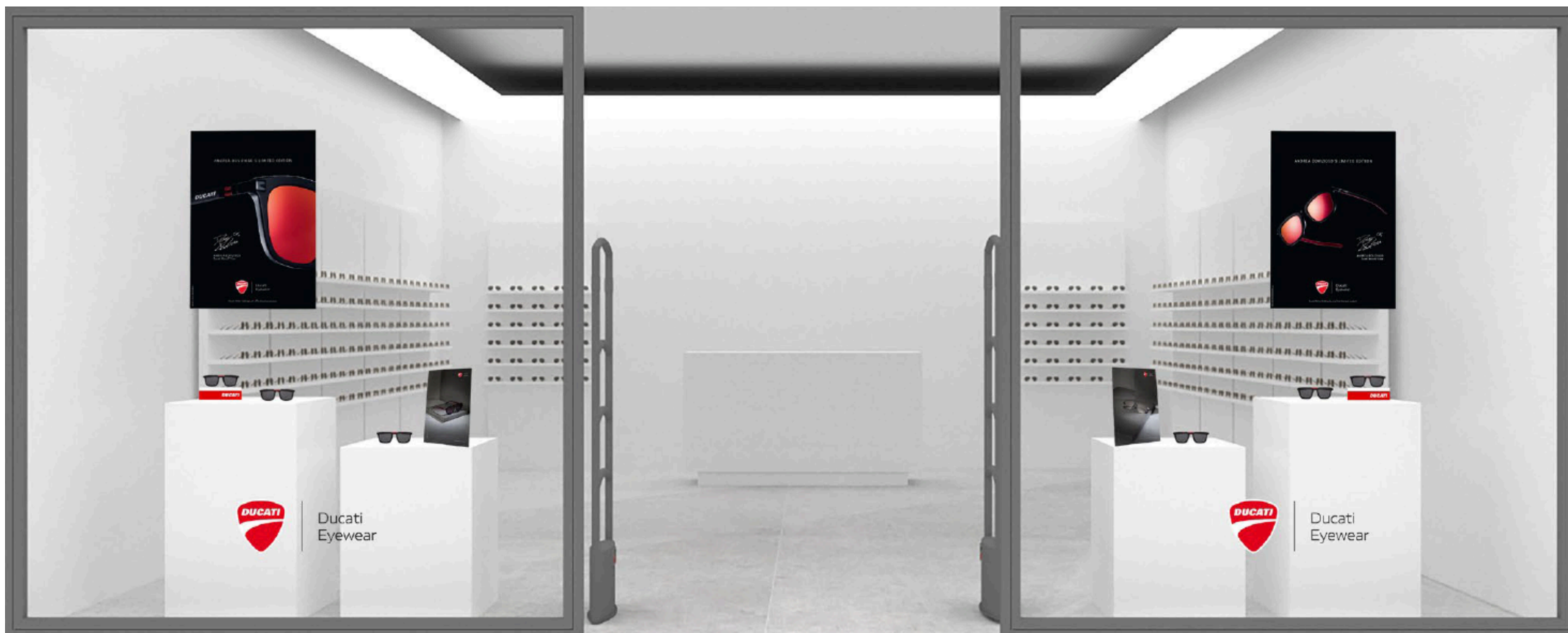
SPECIAL GWP



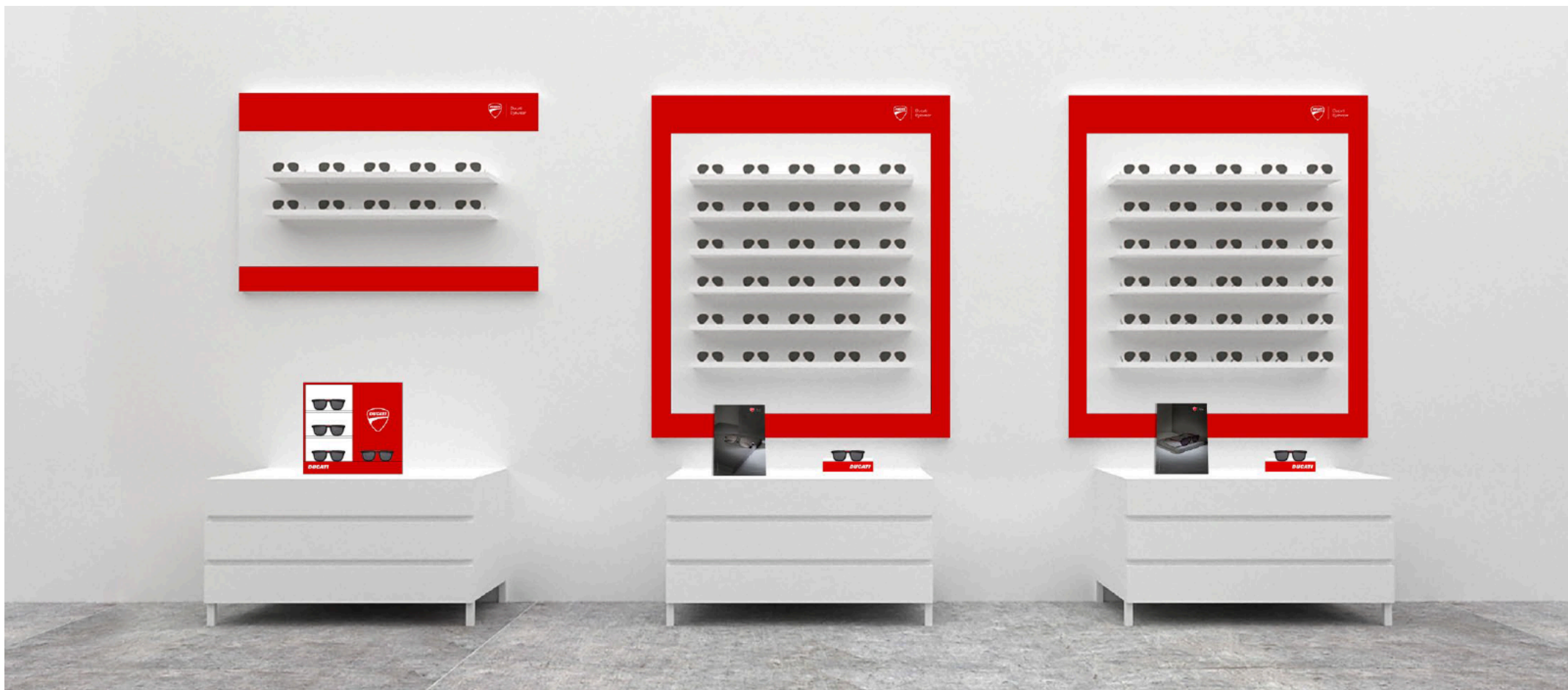
GWP



VISUAL MERCHANDISING GUIDELINES

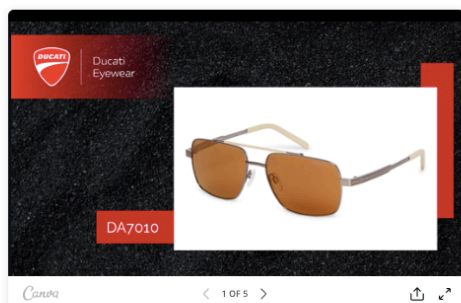


VISUAL MERCHANDISING GUIDELINES





Ducati Eyewear



Les inspirations de la ligne solaire se retrouvent dans la gamme optique. La barre supérieure parée de cuir revient sur les modèles DA3018 et DA3019. Elle s'applique en contraste ou en ton sur ton sur le métal mat de la monture. Les lignes sont pures mais pleines de caractère. En acier également, la DA3017 propose une forme pilote sans pilon large. Avec une construction en couches de métal combinées à des branches en TR90 elle donne un look à la fois technique et lifestyle, un brin vintage.

Toutes les montures Ducati sont conçues pour être portées sous un casque de moto. Pour plus d'informations sur la nouvelle collection Ducati Eyewear, rendez-vous sur www.mondottica.com.

Ce contenu vous est proposé par Mondottica

- BTS OL : corrigés et résultats
Elles Recrutent
Fiches thématiques
Espace Pro
Chiffres et Economie
L'Histoire de la Lunette

Sondage

Quelle est la variation de votre chiffre d'affaires (CA) sur le mois de janvier par rapport à l'année dernière ?

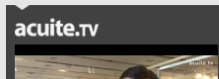
- Mon CA est stable ou en croissance
0 à -10%
-10% à -20%
-20% à 30%
-30% à 40%
Au-delà de -40%

Total des votes : 822

Voter

Sondages plus anciens

Vidéo



PRACTICE

EYEWEAR

Passion for performance

Simon Jones looks at the Ducati eyewear collection and speaks to brand ambassador and factory Ducati Moto GP racer Andrea Dovizioso



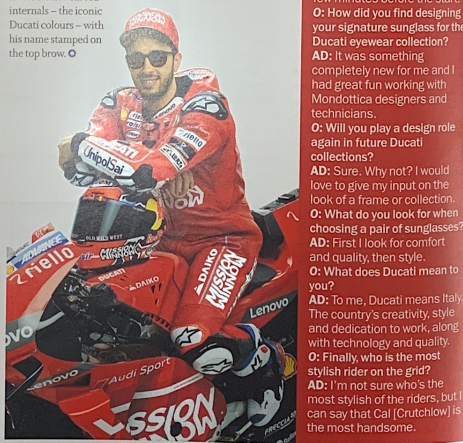
Whether on two wheels or four, an eyewear collaboration with a performance motoring brand can be a challenging task. There needs to be enough credibility and links with the brand to appeal to the devotees, but enough wearability and style to appeal to a wider audience.

Mondottica had its work cut out when creating the Ducati range of sunglasses styles and ophthalmic frames, because the Italian motorcycle manufacturer has a group of diehard fans that are more hardcore than most – the Ducatis.

The technical elements that have made Ducati synonymous with high performance motorcycles and motorcycle has been considered and referenced within the collection, something Mondottica global sunglasses and brand director Ettore Pisano says is incredibly important. 'Eyewear is a technical product that is designed at times in just as much detail as a motorbike, without the engine and electrical parts of course, the attention to detail and the techniques used are very similar from a concept to the final product. Not to mention that both are created with the final consumer in mind who has to love it and look after it in order to last the test of time and ride or wear it with pride.'

The influence of Ducati motorbikes is evident in styling traits such as the top-mounted temple branding that mimics the badge placement on fuel tanks, but the collection's real trick lies within the suspension fork hinges. Much like the suspension on a motorbike, the spring compression and rebound is controlled by a damper that is placed inside the temple. In use, both components move in sync, as if soaking up bumps.

The collection's brand ambassador is Ducati MotoGP rider Andrea Dovizioso and naturally, he has created his own sunglasses, the DA9001, pictured above. In a similar way to how he feeds back information from testing for the development of his MotoGP bike, he took a leading role in the design process for his signature sunglasses. In visits to Mondottica's design and development offices, he selected the colours, shape and materials of DA9001, a sleek squared-off style finished in matte black with red internals – the iconic Ducati colours – with his name stamped on the top brow.



Andrea Dovizioso
Ducati Eyewear brand ambassador and factory Ducati MotoGP

Optician: What role do sunglasses play on the grid?
Andrea Dovizioso: Sunglasses can help the rider stay more focused – hiding his gaze and letting him be more detached from what is happening around him. They close him in his own world for the few minutes before the start.
O: How did you find designing your signature sunglasses for the Ducati eyewear collection?
AD: It was something completely new for me and I had great fun working with Mondottica designers and technicians.

O: Will you play a design role again in future Ducati collections?
AD: Sure. Why not? I would love to give my input on the look of a frame or collection.
O: What do you look for when choosing a pair of sunglasses?
AD: First I look for comfort and quality, then style.
O: What does Ducati mean to you?
AD: To me, Ducati means Italy and the country's creativity, style and dedication to work, along with technology and quality.
O: Finally, who is the most stylish rider on the grid?
AD: I'm not sure who's the most stylish of the riders, but I can say that Cal (Crutchlow) is the most handsome.

opticianonline.net

Collection

Ducati Eyewear : une ligne masculine au tempérament sportif

13/12/2019 | 08:45

Soyez le premier à commenter cette news



Andrea Dovizioso, pilote de MotoGP et ambassadeur Ducati Eyewear

Facebook, Twitter, LinkedIn, Email, Print, Rating

Son rouge est emblématique et son moteur desmodromique inimitable. Acteur majeur du marché de la moto et écurie incontournable des circuits, Ducati est un concentré de style, de sophistication et de performance. Un ADN racé que le constructeur a transmis à sa ligne Eyewear 100% masculine.

Les collections optique et solaire Ducati Eyewear sont travaillées avec la même méticulosité que les motos à qui elles empruntent d'ailleurs de nombreux codes comme les charnières inspirées par une fourche à suspension, des composants de haute technologie et des formes intemporelles. La nouvelle collection n'échappe pas à la règle avec une interprétation design et technique des plus belles deux roues de la marque italienne.

Côté solaires on retrouve notamment des formes pilotes. La DA7010 rappelle la gamme Scrambler et son esprit de liberté, enclin à sillonner les routes. Avec son double pont dont la barre supérieure ainsi que les manchons sont habillés de cuir, elle offre une allure à la fois sportive et sophistiquée. Plus affirmée, la DA5016 disponible en acétate noir ou écaille, s'apparente davantage à un Monster : pour les fans de vitesse. Les branches, rouges Ducati, ont été conçues pour offrir un maximum de confort et de flexibilité. Elle reprend la charnière à ressorts signature de la marque.

Opticien collaborateur H/F (CDI) (09) Ariège (31) Haute-Garonne

Opticien collaborateur H/F (CDI) (49) Maine-et-Loire

Opticien collaborateur H/F (CDI) (06) Alpes-Maritimes

Opticien collaborateur H/F (CDI) (57) Moselle

Les dernières news...

De la rubrique Publiées

Une collection Ana Hickmann pour une féminité exorbée

Cristiano Ronaldo se lance dans l'optique

Sofjilo signe une première collection avec David Beckham

Götti présente Perspective Loop, sa collection sortie à l'automne 2019

Quelle tendance couleur pour 2020? Découvrez une sélection de montures!

Pratique

- Salons et manifestations
BTS OL : corrigés et résultats

Please send all product news to optician@case@marketinggroup.com

NEWS

SHOWCASE

MONDOTTICA

Ducati revs up with new collection

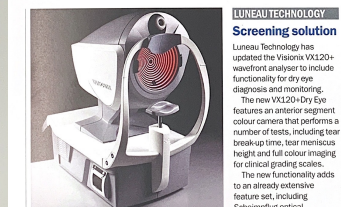
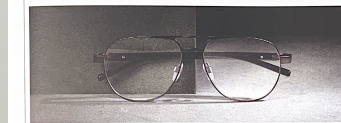
New from Mondottica is the 2019 eyewear collections from cult Italian motorcycle manufacturer, Ducati.

The company said styles in the new collections were designed and engineered in line with the same meticulous standards as Ducati's motorcycles and included design language that incorporated features such as suspension fork-inspired hinges, high tech components and timeless eyewear shapes.

Ophthalmic DA3017 is an exercise in achieving balanced form and function. The large metal pilot shape sports a double nose bridge and layered metal construction. The gun metal colouration continues around the temple leg and meets the signature Ducati suspension fork hinge – which features contrasting red components that compress and rebound just like a damper. The flexible TR90 temples sport top mounted branding and are designed to be flexible enough to fit within the lining of motorcycle helmets.

Optician recently sat down with Ducati Eyewear brand ambassador Andrea Dovizioso to talk about his views on eyewear and his input into the design of the collection. The article will appear in the November 15 issue.

© mondottica.com



LUNEAU TECHNOLOGY Screening solution

Luneau Technology has updated the Visione Vx120+ wavefront analyser to include functionality for dry eye diagnosis and monitoring. The new Vx120+ Dry Eye features an anterior segment colour camera that performs a number of tests, including tear break-up time, tear meniscus height and full colour imaging for clinical grading scales. The new functionality adds to an already extensive feature set, including Scheimpflug optical pachymetry for posterior surface measurement of the cornea. Shawk Hartmann wavefront aberrometry for measuring high and low order aberrations and placido ring corneal topography for the acquisition of data for contact lens fits and laser surgery correction.



opticianonline.net

CONFUSED ABOUT WHICH FLUORESCIN STRIPS BRAND TO USE? SWITCH TO BRITAIN'S BEST

I-DEW FLO

Img Fluorescein Strips



First step for a more consistent application

Highest Grade Fluorescein & Premium Filter Paper

Optimal Preparation & Storage of the Fluorescein Strips for maximum performance in Digital Slitlamp and Surface Refraction Time

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ALSO AVAILABLE



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CE MARKED

USING RED STRIPS

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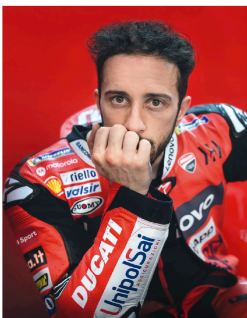
1 November 2019 OPTICIAN 9

PRESS COVERAGE



Ducati Eyewear

GENIUS



ANDREA DOVIZIOSO
UN FUORICLASSE SENZA TEMPO

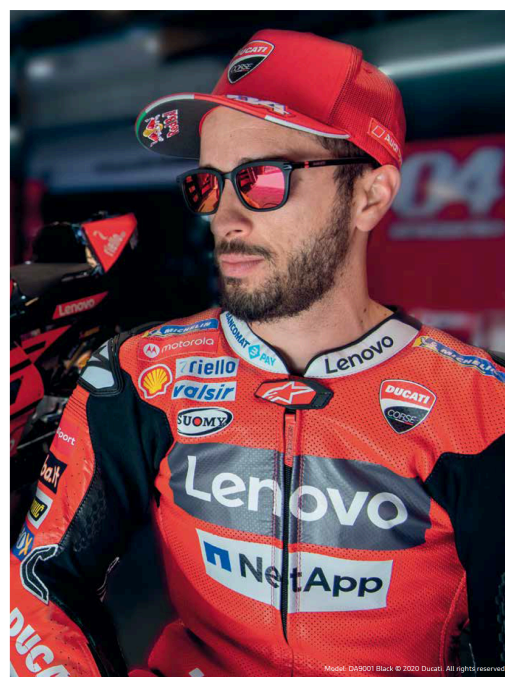


Andrea Dovizioso - Per gentile concessione foto di Gigi Soldano

Genius People Magazine

Issue 14

Disponibile su ggracingapparets.com



Model: DA3001 Black © 2020 Ducati. All rights reserved.



Andrea Dovizioso

Scopri il modello di Andrea Dovizioso DA3001 e l'intera collezione Ducati Eyewear su www.ggracingapparets.com
La collezione di occhiali Ducati è disegnata, prodotta e distribuita da Mondottica, azienda leader mondiale di occhiali per brand di moda e lifestyle. www.mondottica.com
Scopri Andrea Dovizioso's DA3001 signature style as well as the full Ducati Eyewear range on ggracingapparets.com
The Ducati Eyewear range is designed, produced and distributed by Mondottica, worldwide leader company in the eyewear industry for lifestyle and fashion brands. www.mondottica.com

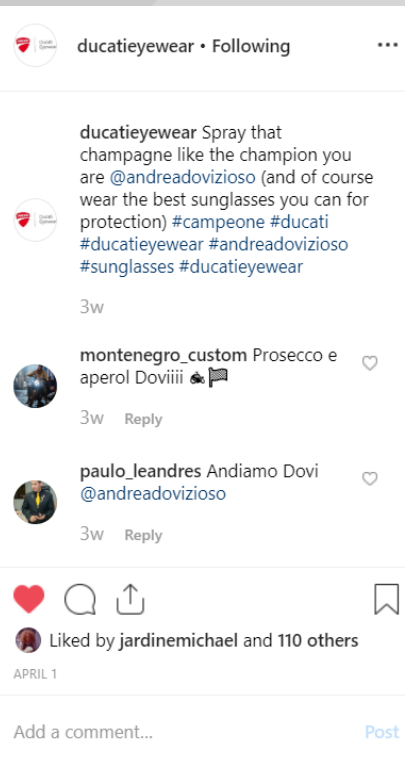
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PRESS COVERAGE



ANDREA DOVIZIOSO



#DucatiEyewear



ANDREA DOVIZIOSO



ducatieyewear • Following

ducatieyewear @andreadovizioso showing the Supercross crew in Nashville, USA how to do it. Also teaching them about great eyewear 😊. #sunglasses #ducatieyewear #andreadovizioso #ducati #ducatisunglasses

2w

Liked by billedille3 and 78 others

APRIL 8

Add a comment... Post



#DucatiEyewear



PAOLO PIROZZI



paolopirozzi25 • Following
Stazione Napoli Centrale

Business meeting in Rome today, I'll go there by train, I already miss my Ducati Panigale motorbike 🥰!

#PaoloPirozzi #25 #speed #motivation #success #pilot #rider #leader #fit #train #travel #explore #trip #motorcyle #railway #lovemyjob #go #business #goodmorning #power #motorbike #adventure #experience #Ducati #passion #action #athlete #napolifoodtour #workhard #sport

1w

lisettalj Buongiorno e buon lavoro zio #25

1w 1 like Reply

View replies (1)

Liked by ducatiyewear and 163 others

7 DAYS AGO



paolopirozzi25 • Following
Ducati

paolopirozzi25 La settimana inizia con una novità che presto vi svelerò 😊... Un indizio? Già lo é la foto ma vi dico che tutto "partirà" da qui... 😊🥰👉!

My week started with a great news . Soon I'll announce it, everything is from here... 😊🥰👉!

#PaoloPirozzi #25 #news #motivation #success #pilot #rider #leader #motivationmonday #mondaymotivation #excited #comingsoon #business #motorcyle #staytuned #project #goals #fit #determination #power #motorbike #focused #red #Ducati #passion #action #athlete #napolifoodtour #workhard #sport

Liked by silvianonsoio and 10 others

JULY 29

#DucatiEyewear



PAOLO PIROZZI



paolopirozzi25 • Following Naples, Italy

paolopirozzi25 Buongiorno 🍌🏍️😎!
Goodmorning 🍌🏍️😎!

#PaoloPirozzi #25 #look #motivation #success #pilot #rider #leader #excited #workout #motivationmonday #mondaymotivation #vintage #motorcyle #explore #adventure #goodmorning #fit #rock #power #motorbike #outfit #classic #Ducati #passion #action #athlete #napolifoodtour #workhard #sport

6w

mariodimartinoph great! , keep it up 😊💋

6w 1 like Reply

Liked by ducatieyewear and 159 others

JULY 15



paolopirozzi25 • Following Naples, Italy

paolopirozzi25 Buongiorno ☀️ dico solo: FINE SETTIMANA 🍌😎🏍️!
Goodmorning ☀️ I want to say only: WEEK END 🍌😎🏍️!

#PaoloPirozzi #25 #weekend #motivation #success #pilot #rider #leader #sun #go #streetstyle #lets go #drive #motorcyle #body #training #goodmorning #fit #rock #power #motorbike #energy #caferacer #Ducati #passion #action #athlete #napolifoodtour #workhard #sport

15w

ro82an11ma13 Buongiorno a te 🍌🏍️😎

15w 1 like Reply

Liked by ducatieyewear and 195 others

MAY 17

#DucatiEyewear



DOMINIKA GRNOVA



dominika_rides • Follow
Epping Forest

dominika_rides Model Dom in Epping Forest posing with @ducatieyewear 🤩👀 @mondottica @ducatiuk GUESS WHERE I'M GOING TOMORROW?!?! #ducatieyewear #ducatilove #ducati

11w

francesco.caldani Great 🤩👀👀

11w Reply

bobkruisman Great and sexy

Liked by mondottica and 2,153 others

JUNE 12



dominika_rides • Follow

1 like
MAY 4

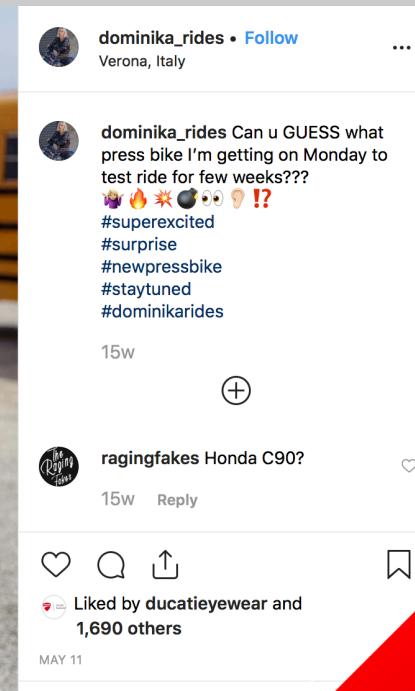
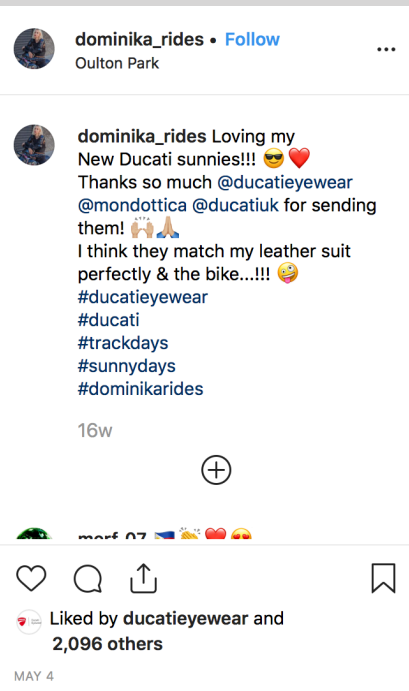
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#DucatiEyewear



DOMINIKA GRNOVA



#DucatiEyewear



SUN 21



Ducati
Eyewear

**COLLECTION
OBJECTIVES**



Ducati
Eyewear

**COLLECTION
OBJECTIVES**









Ducati
Eyewear

1. **RECOGNISABLE:** the spring hinge and the double spring hinge are something unique and just for Ducati Eyewear
2. **MATERIAL:** carbon fibre on temple, strong link with the brand
3. **TREND:** the mask model as hot piece of the season

**COLLECTION
OBJECTIVES**

PRICE MAP - Men's collection - 6 models

HIGH	 DA7023	 DA7024	
MIDD	 DA7022	 DA5024	 DA5023
ENTRY		 DA5025	
	METAL 50%		PLASTIC 50%

New brand code



Ducati shield on the end tip

Spring hinge



The spring hinge is recognisable and part of the DNA of the brand

Hot piece



The mask will be the hot piece of the next season

Carbon fiber



Carbon fibre on temple: super light product and hypoallergenic material



Ducati
Eyewear



**OPTICAL
COLLECTION**



Ducati
Eyewear

ACTIVE

SUN
COLLECTION

The **spring hing** is the brand code always recognisable by the brand lovers



DA7022



DA5024



DA5023

ACTIVE

Model Code DA7024 Code PDM015811 SIZE 58/12-140 Colour 907 Dark Gunmetal



Ducati Eyewear



907 Dark Gunmetal



900 Gunmetal



002 Black

Code DA5024 Code PDM015814 SIZE 59/12-140 Colour 441 Tortoise



Ducati Eyewear



441 Tortoise



277 Red



001 Black

Model Code DA5023 Code PDM015813 SIZE 58/12-140 Colour 651 Navy



Ducati
Eyewear



651 Navy



488 Brown Tortoise



401 Tortoise

Wearable under the helmet
Key piece of the season
Super light frames



DA5025



ACTIVE

Model Code DA5025 Code PDM015815 SIZE 142/0-115 Colour 932 Grey



Ducati Eyewear



932 Grey



224 Red



002 Black



Ducati
Eyewear

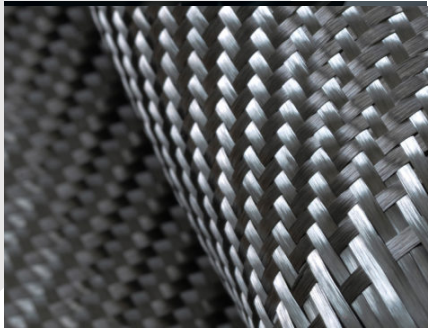
CARBON FIBRE

**SUN
COLLECTION**

Carbon fibre concept

Strong link with the brand

Lightness of the product



DA7023



DA7024

CARBON FIBRE

CARBON FIBRE

Model Code DA7023 Code PDM015809 SIZE 56/16-145 Colour 400 Gold



Ducati
Eyewear



400 Gold



696 Navy



002 Black

Model Code DA7024 Code PDM016158 SIZE 57/17-145 Colour 900 Dark Gun



Ducati
Eyewear



900 Dark Gun



901 Palladium



002 Black



Ducati
Eyewear

THANK YOU