



Lifestyle / Fashion / Brands / Sunglasses

Long-term-sales trends– an analysis by the market leader “Vintage-Sunglasses.de”

THE MOST POPULAR VINTAGE-SUNGLASSES

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Sunglasses which are no longer being manufactured, especially sunglasses from the eighties, are the vintage accessories most in demand. The Berlin based company “Vintage-Sunglasses.de” has become a global player during the last years, so the statistics concerning especially the European and US market may be viewed as being representative.

We wanted to know which labels and models of the 70’s through the 90’s were currently the most popular vintage-sunglasses.

In evaluating the statistics which encompass a 3-year period, we discovered names and manufacturers which to this day are famous for creating trend-setting fashion and accessories, but also some brands which, even back in the old times, specialized exclusively on sunglasses and frames.

Ray Ban (formerly a brand of the US-optician company Bausch & Lomb) is with a 20 % share of all sold products the definite “No 1” among vintage sunglasses.

The older products of the Italian sunglasses specialist **Persol** come in as the runner-up on the popularity scale. They were nicknamed “Ratti” with reverence to the company founder Guisepppe Ratti. Since the company Luxottica bought the label and the glasses therefore are no longer being produced in Turin (Italy), this nickname may not be used anymore. At Vintage-Sunglasses.de, Persol Ratti accounts for 15% of the entire sales volume and so, after Dunhill and Ray Ban comes in third place with regard to male buyers. Even though some models like, for instance, the extremely rare Persol “Ratti” 714 can hardly be found anymore - in an unused condition that is - the majority of the sunglasses and glasses in demand are still available on the market.

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Cazal, the renowned German company especially popular with the Hip Hop-scene, next to extremely expensive designer sunglasses, also designed and produced a variety of different glasses-frames for everyday use. The glasses of the Bavarian company are, when compared to sold units, disproportionately more popular than the sunglasses – although the original sunglasses have become extremely rare. Customers have increasingly come to know and appreciate this exclusiveness, especially when it concerns the 900 series. Every eighth sold article is by Cazal.

Mainly the female clientele defines the lasting and strong demand with regard to vintage models of the famous label **Christian Dior**. Nearly every fifth pair of vintage sunglasses bought by women is a Dior. The sunglasses-fashion global market leader in the 70's and 80's was produced by the company Optyl. Optyl is also the material used in manufacturing the frames. Its main features are extreme longevity and flexibility.

What Christian Dior is to women, **Dunhill** is to men. Even in the old times Dunhill was the dominant men's label and with a market share of 25 % still remains the main force when it comes to men's vintage glasses.

Carrera, with an appr. 10% share of all sold items (including the occasional cooperation-models with the aircraft manufacturer Boeing), definitely belongs to the exclusive circle of customer favorites. The sunglasses of this famous sports-brand are characterized by their light weight, their variety of color and also by their high recognition value.

Three labels which in the current year have been attracting a growing interest, and by now have become a permanent fixture at the Vintage-Sunglasses Online Shop, are Nina Ricci, Paloma Picasso and Ted Lapidus (Optyl).

The sunglasses by the French labels **Nina Ricci** and **Ted Lapidus** continue to impress and inspire customers with their large spectrum of different and strikingly fresh "Oversize" designs, as well as with their classic men's and women's sunglasses.

The former Optyl brand **Paloma Picasso**, with its elegant and colorful creations, offers understatement on a high aesthetic level – for a relatively small price. Together, these designer labels account for a 12% share of all sold items - and the trend is still going up.

All of the above mentioned labels were draft horses of the industry – and still are today.

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Still, the demand- and disposal situation on the vintage-sunglasses market cannot be solely explained or justified by only a few strong labels. The variety of other brands with their extremely differing designs, shapes and colorings especially come into play, when requests and notions of the predominantly female clientele are concerned.

The Vintage-Sunglasses category “Other Brands” features renowned names such as Valentino with their exciting interpretations of the “Cat-Eye” design, Willy Bogner, a name for connoisseurs, known for their sensational technical finesse, Emilio Pucci, Pierre Cardin, Yves Saint Laurent and many more. The variety of shapes, colors and sizes is nearly unmanageable, meaning that almost every eccentric notion may be satisfied with the corresponding model. A 12 % share of all sold items among the “Other Brands” is proof of the clientele’s desire for a unique or especially flamboyant “Look”.

The above mentioned “strong” labels have established themselves over a period of many years. It is pure conviction rather than short-lived trends that have made these labels so popular. Which labels will gain prominence in the future though still remains an exciting and yet unanswered question. Certainly there are a variety of sunglasses out there, produced by so far unknown labels, which are just waiting to be discovered by the experts at Vintage-Sunglasses.de.

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PICTURE MATERIAL

Printable files (300 dpi, TIFF & JPEG, CMYK) of the mentioned models will be made available upon inquiry.