

DALLOZ CREATIONS

INTERVIEW OF THE MONTH

OCTOBER 17, 2017

Living for innovation

20/20 Europe spoke to Bruno Cornet, CEO, and Pablo Nieto, VP Business Development of DALLOZ CREATIONS, the French sun lens producers, on innovative trends and new launches for 2018.



Q: WHAT DID DALLOZ LAUNCH AT SILMO?

A: Our photochromic color is one of the highest offers in terms of quality in the market. We have launched Green Gold and Gold Shields, placing at to the forefront 18k green gold in the new Meye Precious™ Gold lenses. We also extend the Meye precious™ collection with 18k Gold Shields.

For Fashion Colour trends the New Horizon and Blue Mood have now become available and we propose in the New Horizon collection warm colours that invite you to travel – with an oriental touch. In the Blue Mood collection, we have added fresh pastel colours. For the Capsule collection, we have launched tools that help our customers expand on their creativity and propose new products in their summer collection.

Q: EXPLAIN THE HIGHLIGHTS IN PARTICULAR OF THE LUXURY OR TECHNICAL COLLECTIONS.

A: Our focus is on French know-how. We offer an exclusive patented coating which is unique and perfectly adapted to the constraints and requirements of the eyewear industry.

We work alongside our partners to help them monitor their choices.

We are always looking to optimize the lenses according to the brand, the collection and specific expectations.

Q: FRENCH TRADITION IN HIGH-TECH PRODUCTION: IS THIS A FOCUS AT DALLOZ AND CAN YOU EXPLAIN THE KEY REASONS WHY?

A: Today we are focused on a high end «Made in France» production. Our production takes place in the Jura mountains in France. Our production standards are higher than international standards. We are also proud to manage 100% of the process. From ideas to injection and coating, we manage the whole process internally and in one factory. The only limitation to what's

possible are the individual specifications and the need to comply with international standards.



Q: A LINE - LIKE FOR EXAMPLE THE SLEEK LENSES - IS DESIGNED TO CATER PRECISELY TO OUR MODERN FAST-CHANGING LIFESTYLES. PLEASE COMMENT WITH INFORMATION ON THE LENS FEATURES.

A: It is a Polar inner mirror lens with no crazing issues, and we can add some optional coatings.

Q: "DALLOZ CREATIONS LIVES FOR INNOVATION". PLEASE COMMENT. WHAT IS IMPORTANT IN R&D AT DALLOZ TO REMAIN AT THE CUTTING EDGE OF LENS PRODUCTION?

A: We are always looking for greater comfort, greater performance and the best aesthetic! We have a team dedicated to the development of unique products. Each year, our collections, tools and team are here to help our customers express their identity. 8.9% of our budget is devoted to research and development.

Q: WHERE ARE DALLOZ PRODUCTS MOST WIDELY AVAILABLE TODAY?

A: We fulfil the expectations of numerous luxury and high-end sunglasses brands. We have become known worldwide for our quality and diversity in coatings. Our lenses are available worldwide in some of the most famous sports fashion frames and luxury sunwear collections.

www.dallozcreations.com