

**VINGINO**  
EYEWEAR

*AUTUMN - WINTER 2018/2019*

# THE BRAND



## FOR THE LOVE OF DENIM

Vingino is a robust and leading fashion brand that has evolved into a Dutch jeans label par excellence for kids and young teenagers. It is the goal to become one of the leading European kids fashion brands within the next couple of years.

## INTERNATIONAL EXPANSION

After the brand successfully conquered Holland and Belgium it started spreading to Scandinavia, Germany, Austria, Switzerland and the Mecca of fashion: Italy. From 2016 Vingino is also available in selected shops in France and it has shop-in-shops in leading European department stores to keep on track with its ambitions.

## VINGINO EYEWEAR

### NATIONAL START

More Eyewear introduced its first Vingino collection in the summer of 2010. Starting in the (over)competitive market for Dutch independent opticians we have managed to become the market leader within 4 years. Since 2014

we have sold more children's frames than any other children's eyewear brand in the Dutch and Belgian market.

## INTERNATIONAL GROWTH

In 2015 we made our debut in the German market with a cooperation with the well-known distribution company, Emmerich Exclusivbrillen. After a successful first year we expanded our cooperation to Austria. That same year we signed a distribution agreement with leading distributors in UK, Swiss, Poland, Czech Republic and Hungary.

## QUALITY

Our biggest challenge for Vingino is making eyewear that can cope with the daily use of children. We have invested a lot of effort in improving the quality of our frames. This led to a cooperation with the German hinge supplier OBE.

We use their 'Flex Uno' hinge, which is specially developed for and tested by kids. In the rare case this hinge does cause problems, the opticians can change the spring at their shop within a few minutes, providing optimal service to their customer.



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# MICHA

40-15-115



**C1** - black



**C2** - purple



**C3** - blue



# LUCAS

40-16-115



**C1** - brown



**C2** - red



**C3** - blue





**JIP**



**VIC**



**IME**



**MARTIN**



**STAN**



**BOY WEARS: PATRICK**

# AMARA

44-16-125



# MORGAN

45-16-130



**C1** - purple



**C1** - black



**C2** - pink



**C2** - purple



**C3** - blue



**C3** - blue





GIRL WEARS: AMY



ROBIN



FIORE



GINA



KATY



TAYLOR

# LIAM

49-15-135



**C1** - red



**C2** - pink



**C3** - green



# JORDAN

49-16-135



**C1** - black



**C2** - brown



**C3** - blue





# ARIANA

49-16-135



**NEW COLORS**

**C4** - brown



**C5** - green



**C6** - bronze



# GINA

43-16-120



**C4** - pink



**NEW COLORS**

# JEVY

44-16-125



**C4** - purple



# DYLAN

49-16-135



**NEW COLORS**

**C4** - black



**C5** - green



**C6** - blue



[www.vinginoeyewear.com](http://www.vinginoeyewear.com)