

OTTICA GALUZZI



An eyewear shop based in **Milan**, since from 1975.

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FROM THE BEGINNING

The early years

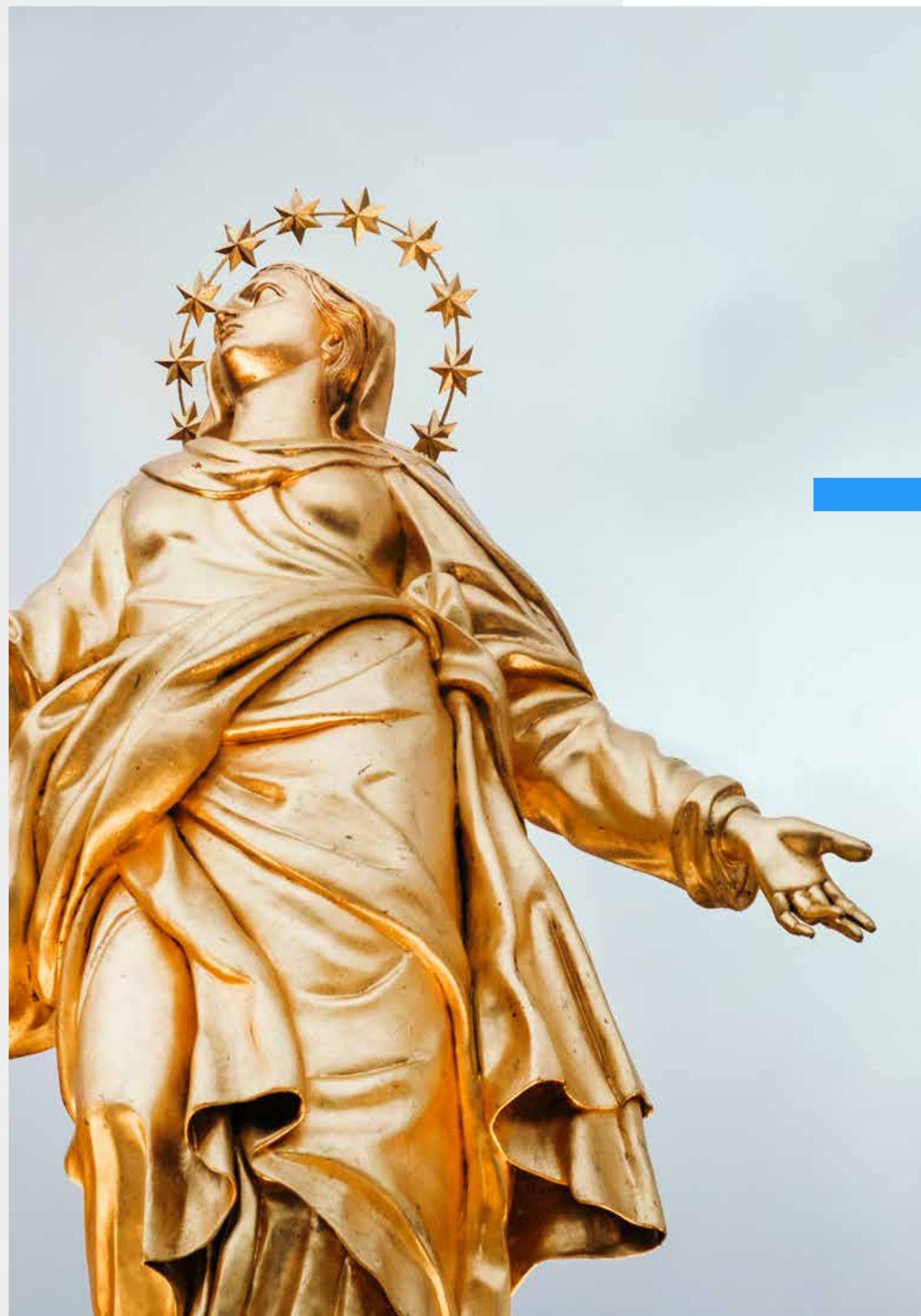
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1975

YEAR

THE BIRTH DATE

Milan eyes saw **Ottica Galuzzi** shop in 1975 for the first time; the shop was born in Corso Lodi, a street only 2 kilometres far from the center of the city.



The golden statue on the Milan Cathedral.

ECONOMIC GROWTH

THE FOUNDATION

In those years, Italian economy went through a prosperous period (Milan was the leading city of this growth) and business was attractive for everyone (also for the opticians category). Helped by these positive vibes, **Bruno Galuzzi** – a young optician, an Italian pioneer in the optometry field and a skilled investor – founded **Ottica Galuzzi** shop.

GROWING LANDMARK

**The shop soon became
a **strong landmark** for local
residents and people living
in other Milan areas.**

1990

YEAR

WELCOME MARCO

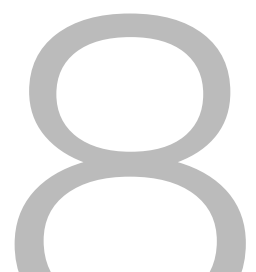
In January 1990, **Bruno** hired **Marco Valsecchi**: a young and charismatic student who was graduating in the optometry field. He soon became an important member of the **Ottica Galuzzi** staff, earning a key role over the years and joining definitively the family.

1992

YEAR

A BIGGER LOCATION

In 1992 the shop moved in a bigger location; the move was only 50 meters, but it helped the **business** because the store resettled in a point full of traffic and pedestrian crossing (the shop sign was so more visible to the cars and the shop window earned more eyes on itself).





1

A STUDIO

**For the optometric
examination**

2

A ROOM

**The department
of contact lenses**

3

A LABORATORY

**To assemble the
lenses to the frames**

After this change, **Bruno** equipped **Ottica Galuzzi** with a studio to perform the optometric examination, a room for the department of contact lenses and a laboratory to assemble the lenses to the frames.

ITALIAN OPTICAL CONSORTIUM

GREENVISION

In the same period **Ottica Galuzzi** joined **GreenVision**: an Italian optical consortium that is synonymous with **professionalism, innovation** and **quality** (and today it brings together – under the **GreenVision** brand – over 600 stores throughout Italy).

www.greenvision.it



GRUPPO
GREENVISION

GreenVision brand: an Italian optical consortium.

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OG



NEW MANAGEMENT

Straight to innovation



2005

YEAR

MARCO IS... THE OWNER

In 2005 – after 30 years of great job – **Bruno** retired and **Marco** became the new owner of **Ottica Galuzzi**. The customers knew Marco very well and they considered him the “natural” Bruno's son... so the magic went on.

INNOVATION IS THE AIM

**Under the new management,
Ottica Galuzzi took a **new breath**
and the guideline aimed at
the **innovation**.**



Marco is helping Robert, a customer of ours.

PRODUCTS AND RELATIONSHIPS

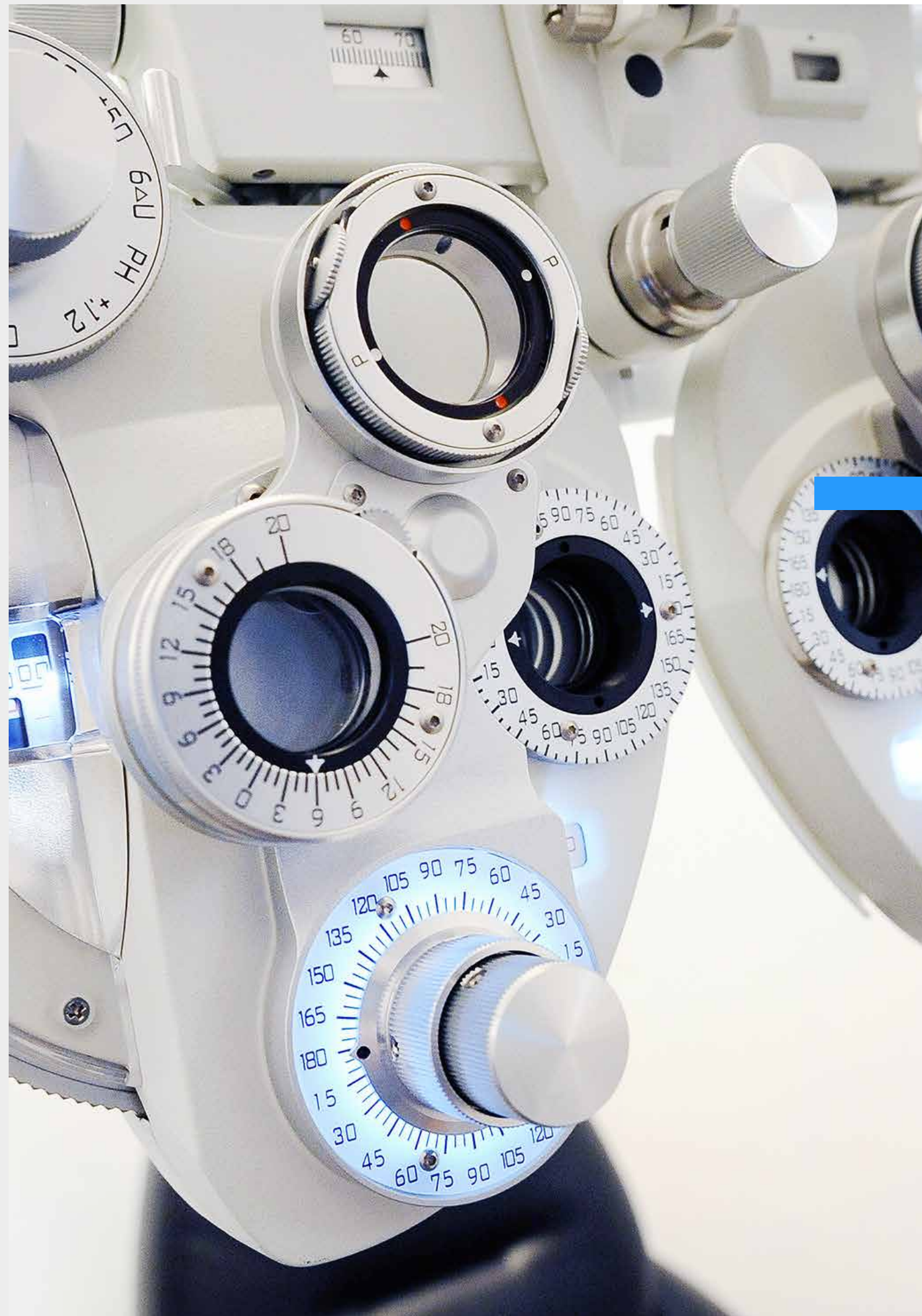
CUSTOMERS LOYALTY

Marco wants to increase the customers loyalty: he starts – with this goal in mind – to suggest them original frames, bringing to their eyes only **high quality** products and strengthening interpersonal **relationships** with everyone.

THANKS TO A NEW MANAGEMENT SOFTWARE

He starts to study sales and purchases, making statistics about **preferences** and **trending!**

This new tool – a **management software** – helps
Marco to offer the right frame regarding to the
customer wishes and market trends.



A modern and cutting-edge tool of the studio.

EYESIGHT EXAMINATION

MODERN TOOLS

The eyesight examination is done with the traditional optometric method but using **modern** and **cutting-edge tools**; in the studio it's also available a **topographer** with which it's possible to develop custom soft and hard contact lenses.

TEN YEARS TOGETHER

THE STAFF

Since more than 10 years, **Ottica Galuzzi** has the same qualified and reliable staff: **Marco Valsecchi** (the owner), **Marco Decio** and **Emanuela Pistacchi**.



**Marco
Valsecchi**



**Marco
Decio**



**Emanuela
Pistacchi**

23.000

REGISTERED CUSTOMERS

**The shop counts about
23.000 registered customers.**

Everyone can choose their new frame, sitting on our comfortable armchairs and drinking an hot **Italian espresso!**





The Panettone is the traditional xmas cake.

WISHES AND... GIFTS

CHRISTMAS TIME

Our best customers read every year a message on their smartphones with our birthday wishes; for the **Christmas time**, they receive a good wine bottle and... the **Panettone** (the traditional cake Milan people eat during the xmas time)!

OUR PRODUCTS

**We make available to
our customers hundreds
of **selected products.****

In the next pages, there are only some of very
interesting brands **Ottica Galuzzi sells...**

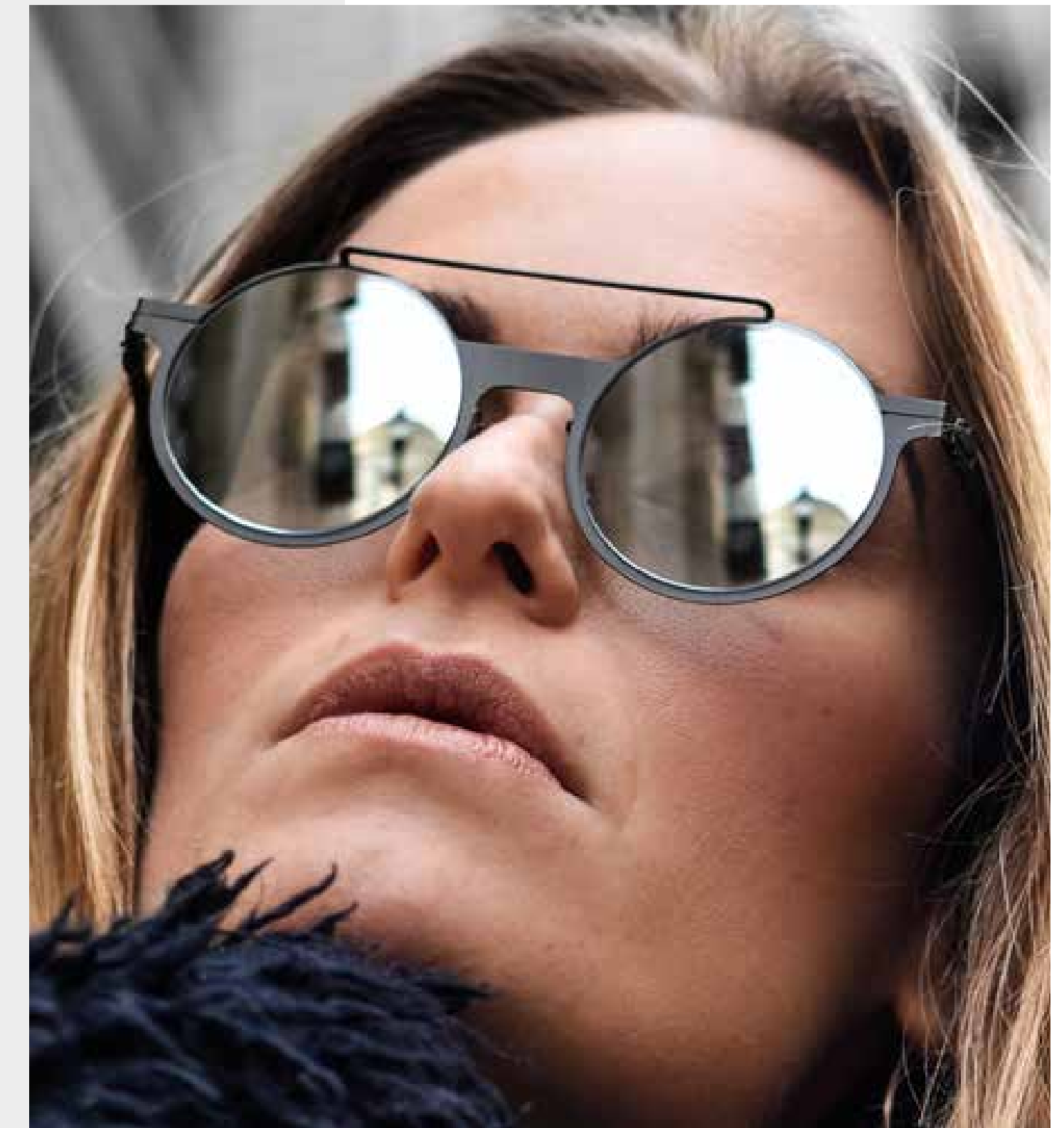
URBAN TECHNOLOGY

ROUNDTEN

Thanks to an **hinge system without screws or welds**, these frames can withstand high pressure without breaking or bending.



www.otticagaluzzi.it/portfolio/occhiali-roundten



A SMALL FAMILY COMPANY

GIORGIO VALMASSOI

An Italian brand – a small family company known all over the world – focused on the skills and passion of the **local handicraft**.



TIMELESS YET CUTTING-EDGE SHAPES

RETROSUPERFUTURE

Contemporary frames that blend the elegant lines of Italian casual design with the sharp visual language of the fashionistas.



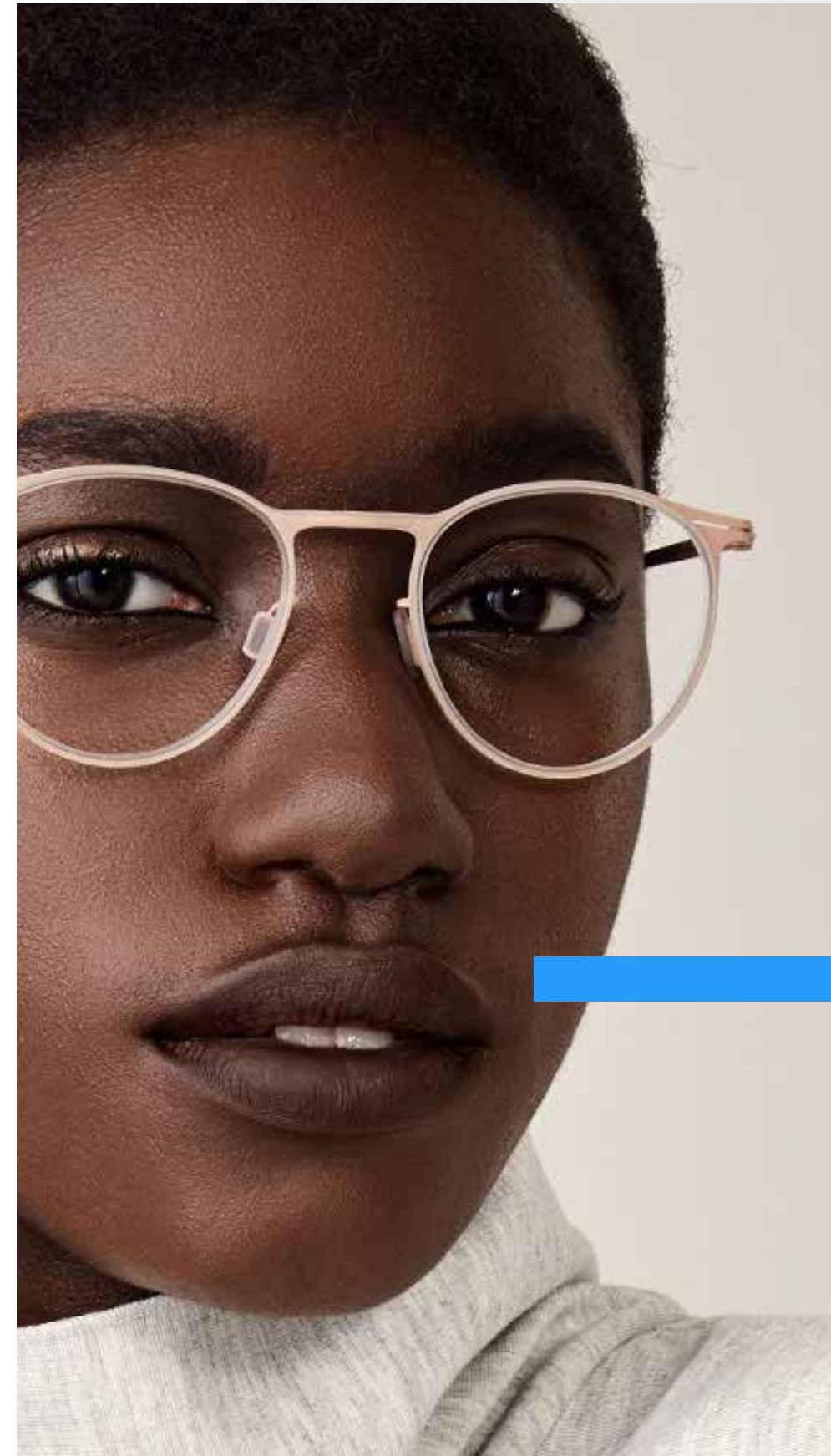
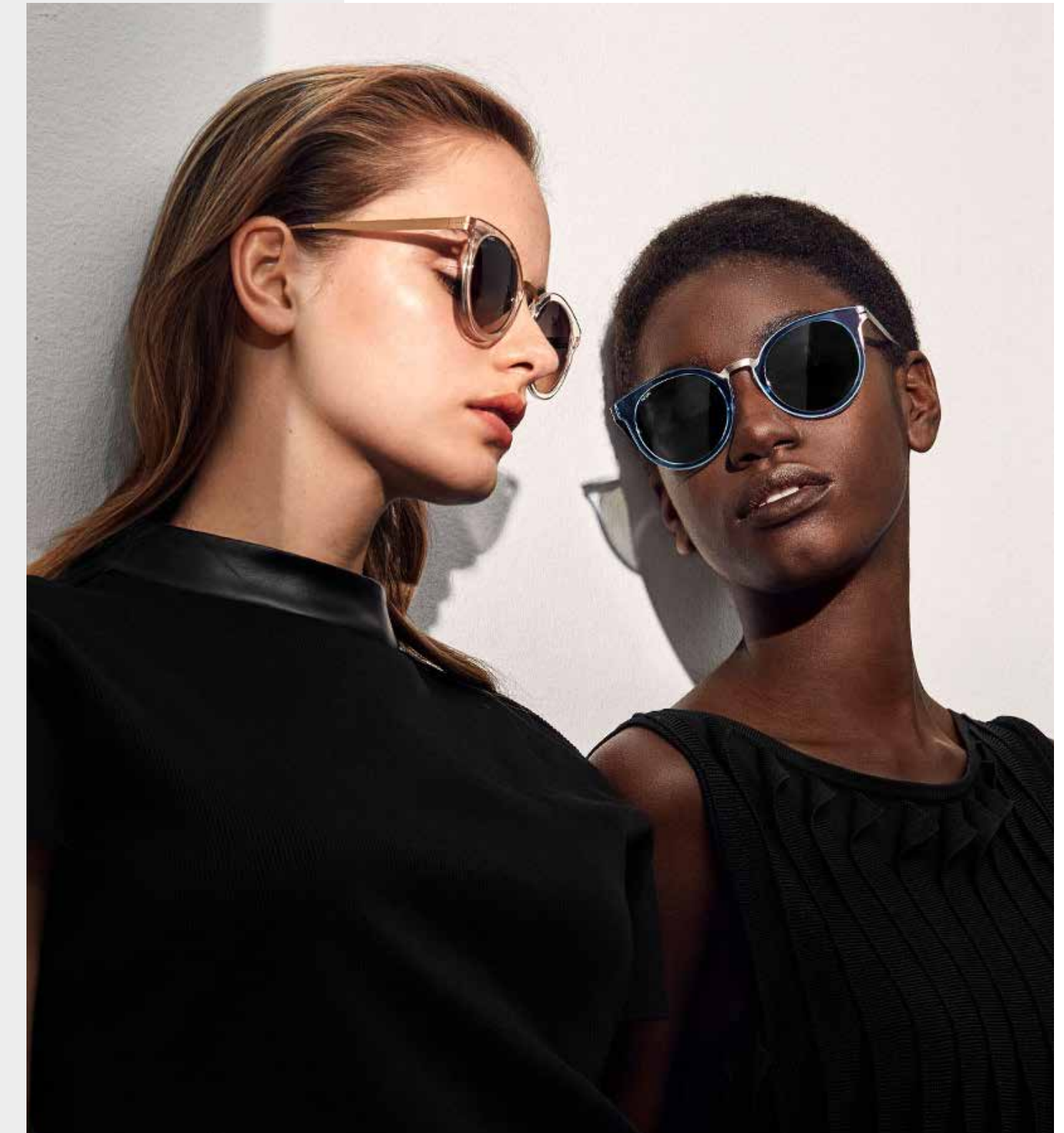
DESIGN AND FUNCTION

MODO

By merging **innovative materials**, **new technologies** and **purist design**, the brand offers endless simplicity and lasting quality.



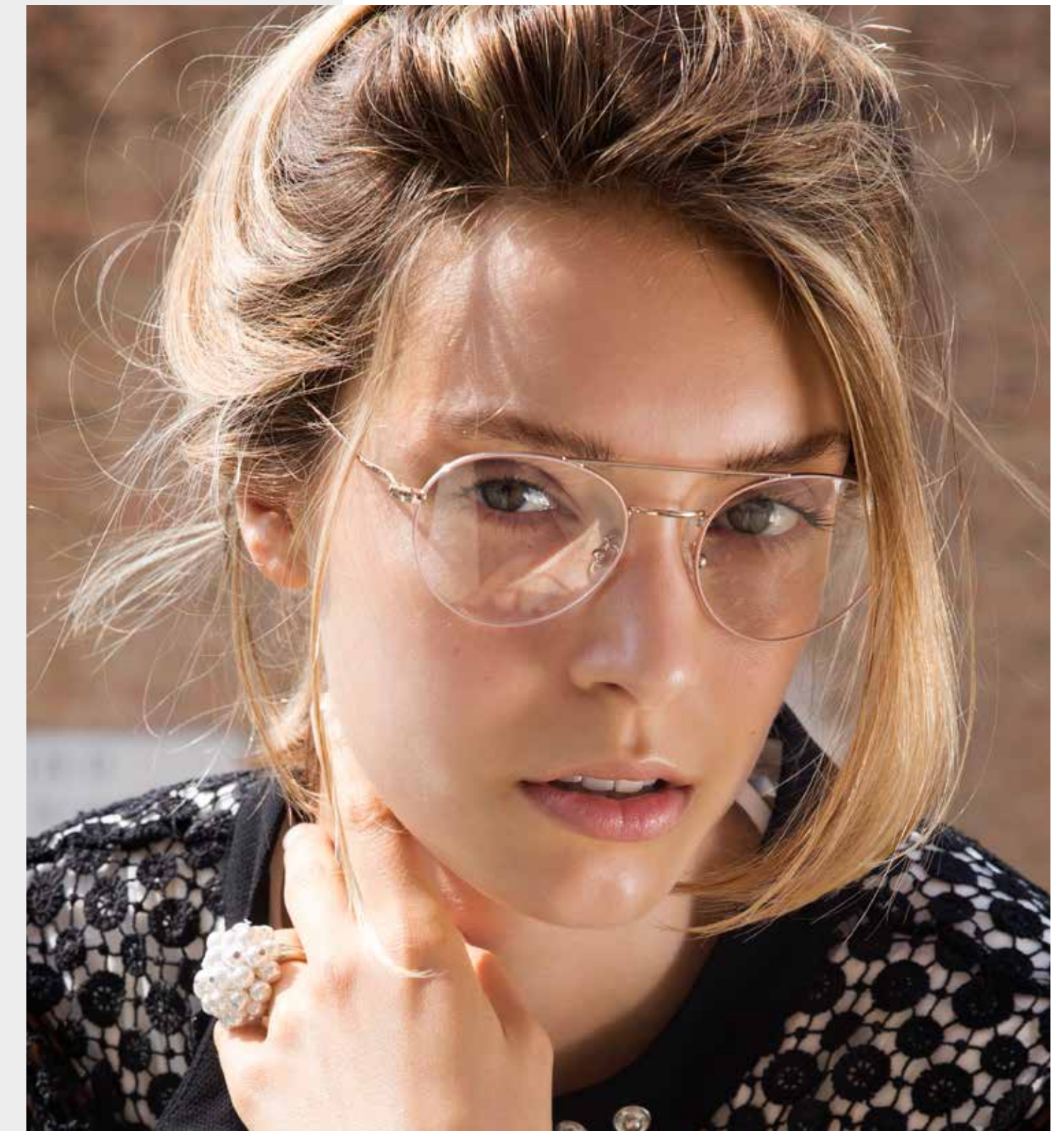
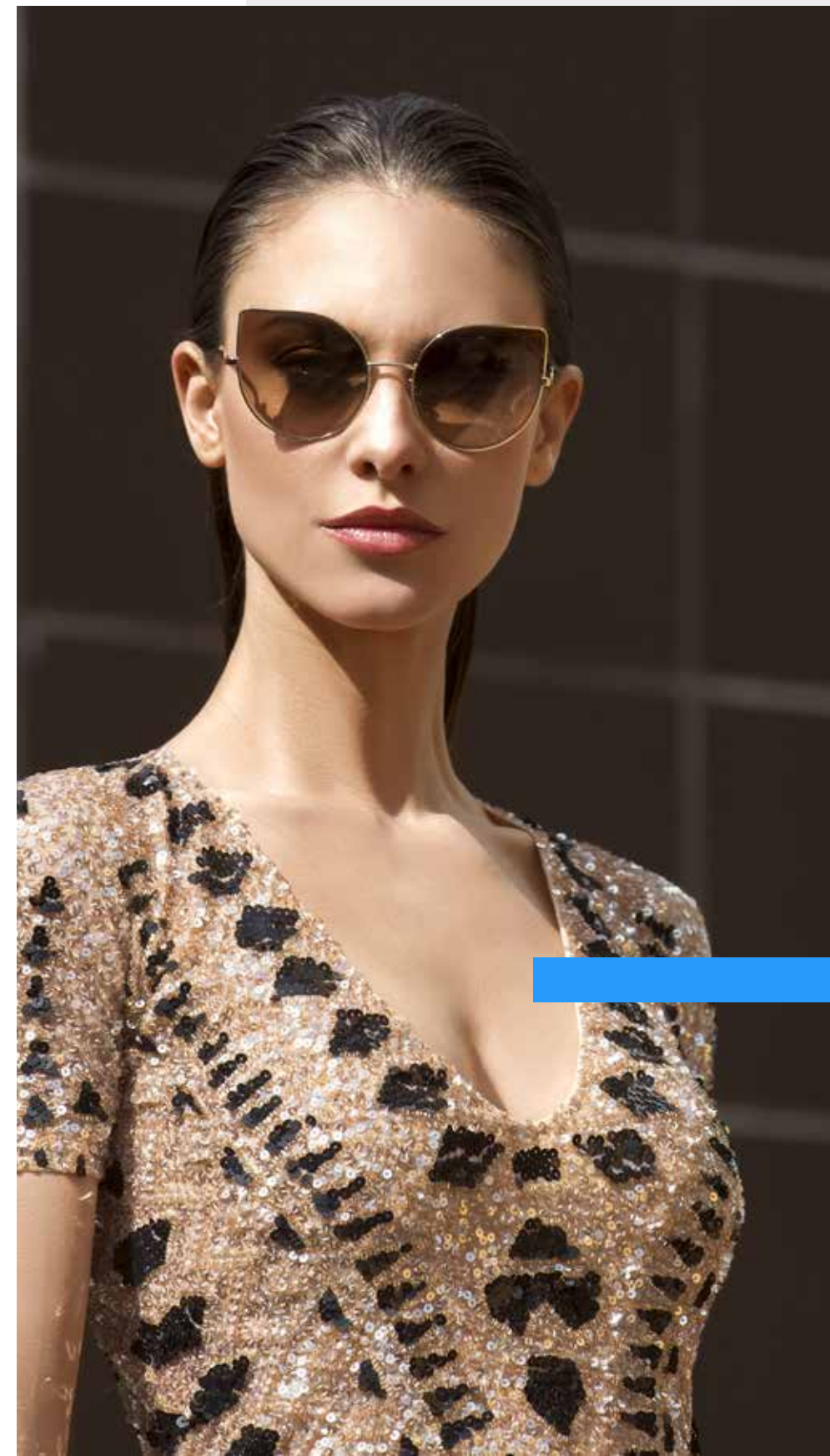
www.otticagaluzzi.it/portfolio/occhiali-modo

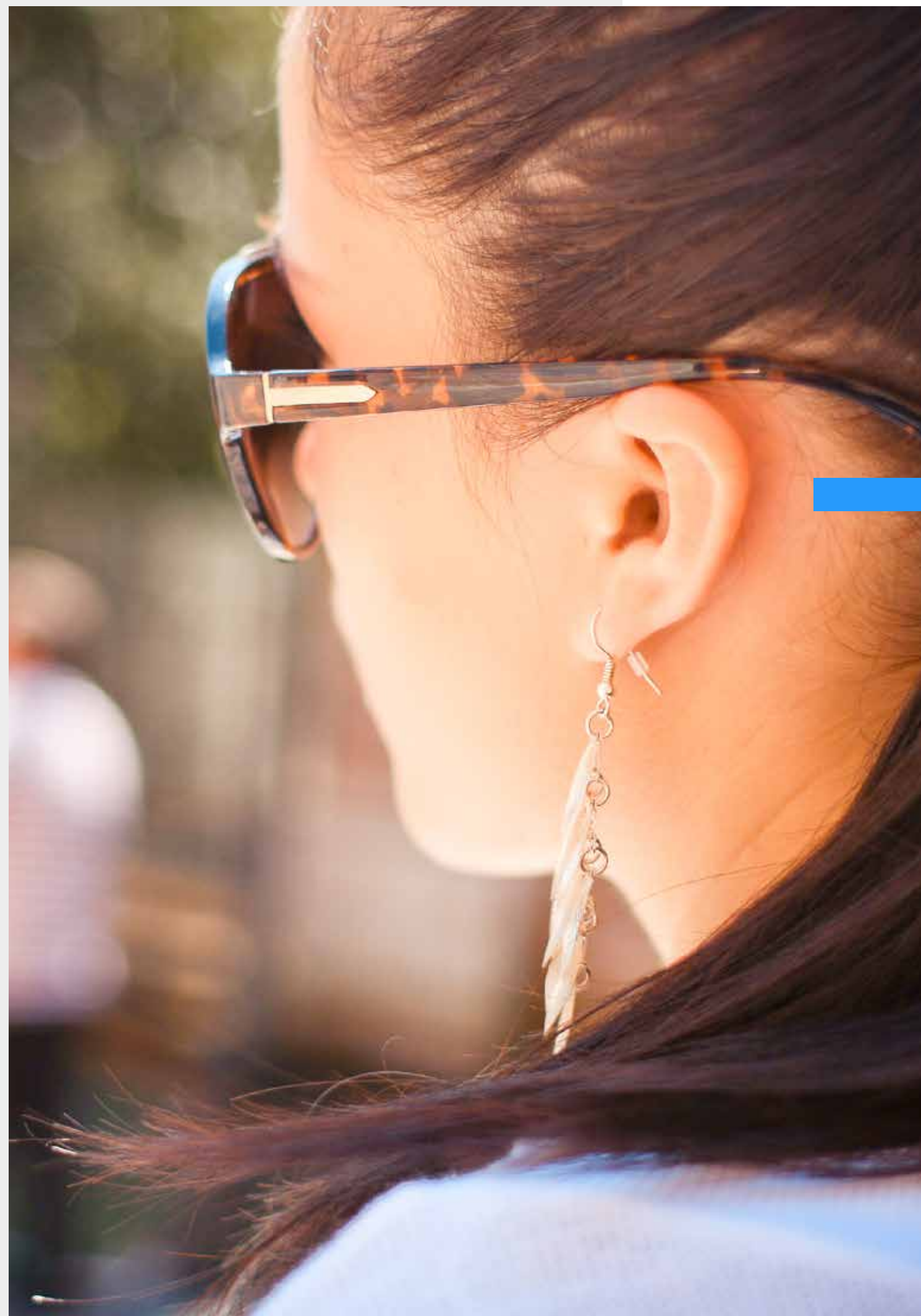


HANDMADE IN ITALY

JOYSTAR

The collections are almost entirely handmade with great attention to details, thanks to the expertise of **experienced artisans.**





Customers leave our store
with the better frame for them.

DEVICES AND SERVICES

NEW TECHNOLOGIES

In **Ottica Galuzzi**, customers – after having tried out all the desired frames – can see their face portrayed in four different pictures on a **tablet**; so they can see – at the same time – what's the better choice for their facial features. Furthermore, customers who choose **iGreen** eyewear can combine shapes and colours of the desired frame on a **3D simulator**!



WEBSITE AND BEYOND

Brand consolidation

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2014

YEAR

A NEW PARTNERSHIP

In 2014 **Ottica Galuzzi** began a profitable partnership with **Riccardo Anelli**, the designer who realized our **website** and – over the following years – started to manage the **social profiles** (Facebook and Instagram).

OUR BRAND IMAGE

**He still takes care of our brand image
– both on the web and on the paper
projects – and we are very proud of
customers **positive feedback.****

MANY CONTACTS

THE WEBSITE

Google Analytics reports say the website has many contacts (also outside of the Italian borders) and sometimes it happens to welcome **new customers** that come into the store for the first time thanks to the website.

—
www.otticagaluzzi.it



On our website, there's also a page for Etnia Barcelona eyewear.

BRAND COMMUNICATION GROWTH

This partnership grows with non-stop **proposals** and **initiatives...**

In 2016, he launched a summer **contest on Facebook** aimed at rewarding our users with trending sunglasses.



PARTECIPA SUBITO AL NOSTRO
CONTEST ESTIVO 2015!

TI PIACE LA PAGINA + COMMENTA IL POST + CONDIVIDI L'IMMAGINE

FACEBOOK.COM/OTTICAGALUZZIMILANO

E, SE SEI FORTUNATO, VINCERAI...
UNA MONTATURA
DI OCCHIALI A TUA SCELTA!



FINO A SABATO

SU TUTTI GLI OCCHIALI!

BLACK FRIDAY

E... BLACK WEEKEND!

30% OFF

FINO A SABATO

A COOL EYEWEAR PATTERN

THREE GIFT CARDS

In 2016, he worked on the graphic design of our new **gift cards** (the cool **pattern** in use on the three different cards represents the full commercial offer of the shop).



XMAS DECORATIONS

He realized a **Christmas postcard** using the letterpress print (we used it to decorate the shop windows and the furnitures inside... and also to delight our best customers!).



REGARDING OUR SOCIAL PROFILES

We are always careful not to be inopportune or in bad taste. We like **effective communications and **suggestions** made by skilled staff.**

1 SPRING 2015

**Free tickets
for Expo Milano**

2 SUMMER 2016

**Tasty ice creams
with Joogo&Bunny**

3 WINTER 2018

**“Black Friday”, but
also “Black Weekend”**

Sometimes **Ottica Galuzzi** promotes interesting **initiatives**
and **collaborations** with other business aimed
to involve people of the district.



An outside pool of the spa during a summer night.

A “REFRESHING” SPONSORSHIP AGREEMENT

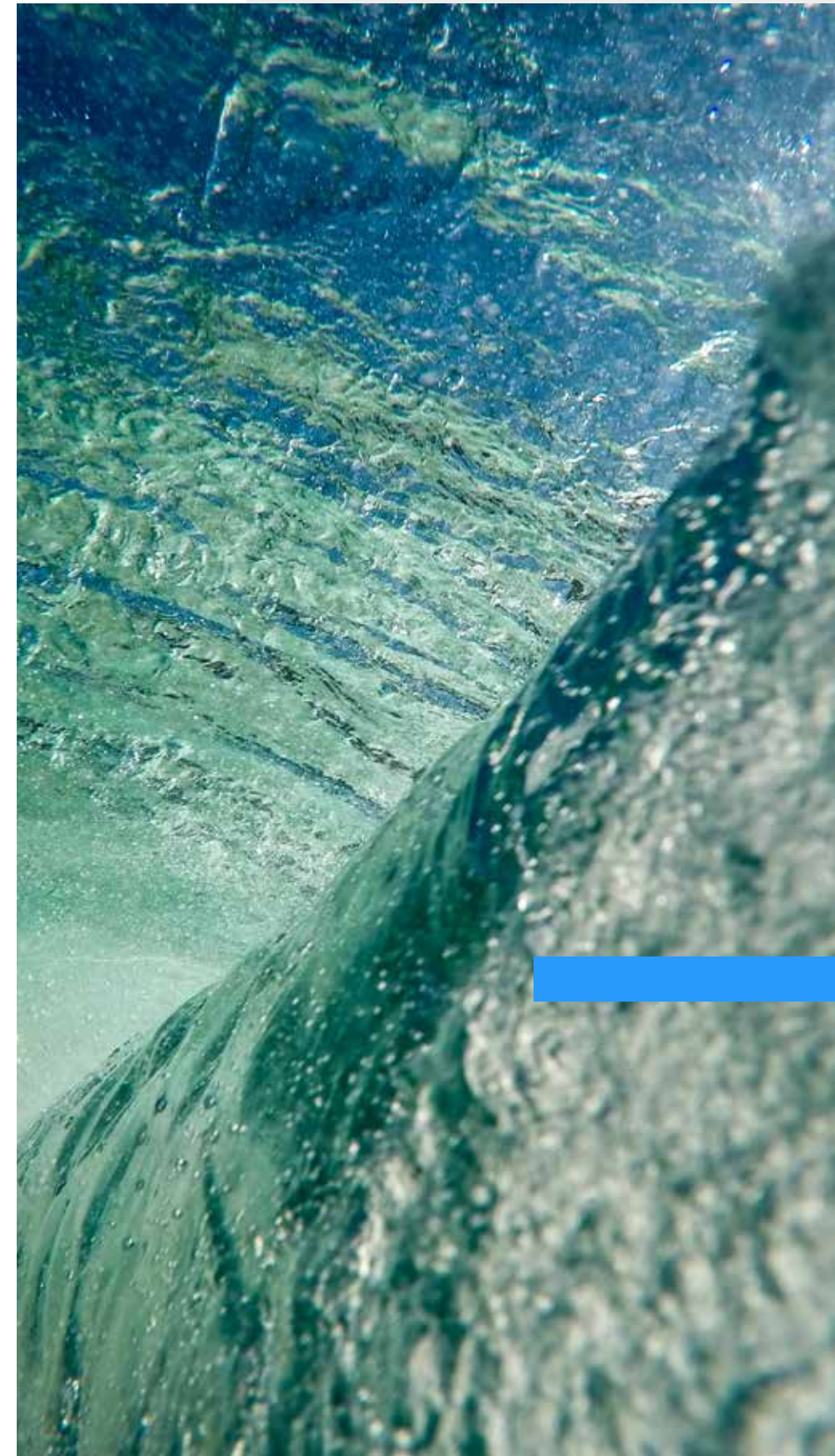
BUSINESS AND RELAX

Among these we can remember a sponsorship agreement with **QC Termemilano**, the wellness oasis in the heart of Milan; the **gorgeous spa** is surrounded by the beautiful ancient walls (this peaceful corner is called “Porta Romana”). The spa is in front of **Ottica Galuzzi** and attracts several visitors, both from the Italian regions and from other international countries.

RELAX MEETS EYEWEAR WORLD

WELLNESS OASIS

People love their **relaxing pools**, steam baths, lush gardens... and they often like our sunglasses!





INTERIOR DESIGN LOVERS

A new cool workspace

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2017

YEAR

NEW FURNITURES

In 2017 **Ottica Galuzzi** totally changed the furnitures to gain more space: we decided to use modern **high quality materials** like handicraft metal and fine wood (in some details).

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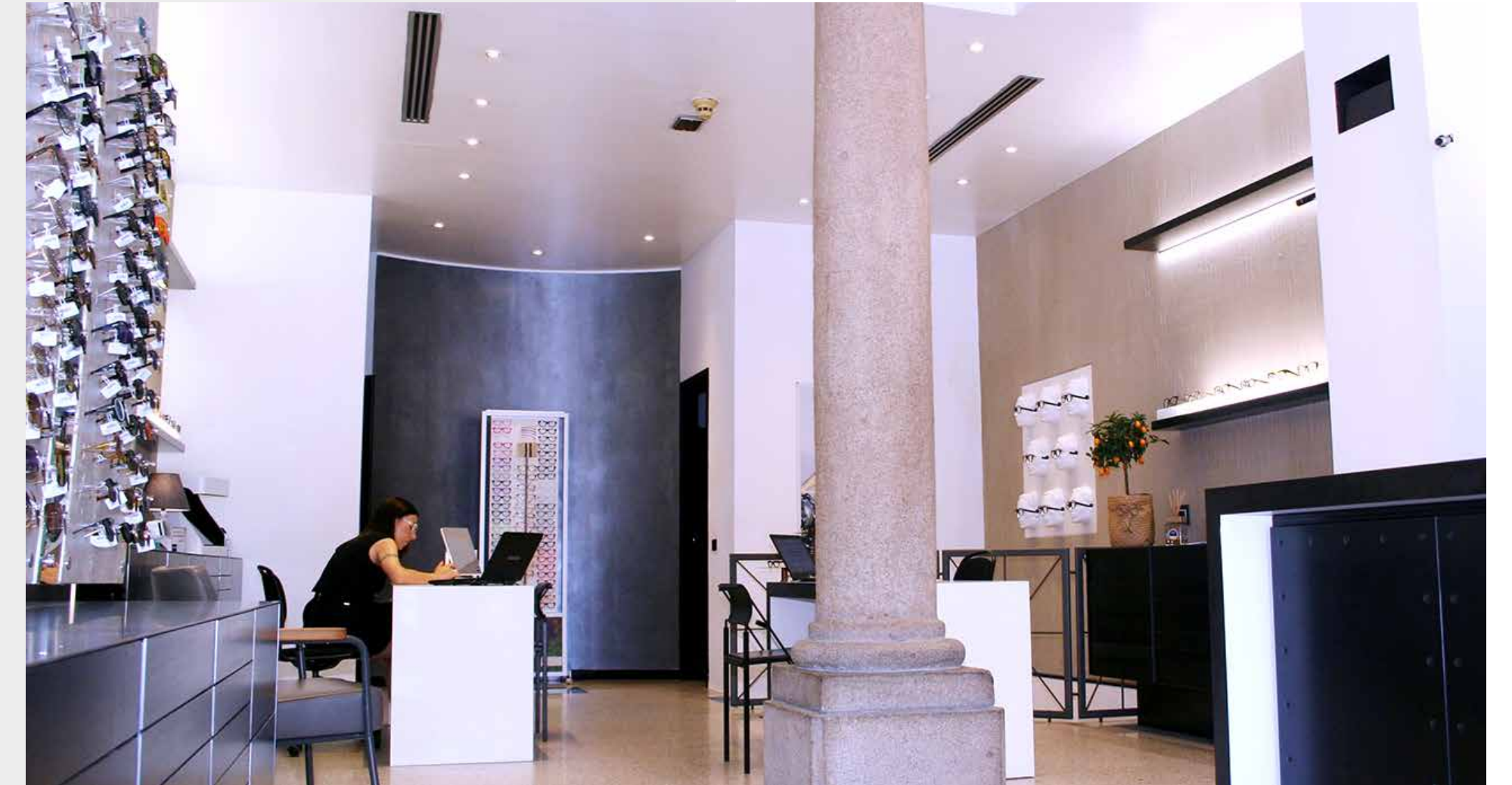
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ARCHITECTURAL FEATURE

INTERIOR DESIGN

An original granite supporting **column** stands out exactly in the middle of the shop; so, the walls have been painted with a craft technique that reminds the **rough texture** of the column.

www.otticagaluzzi.it/ottica-galuzzi-negozi



The granite column rises in the middle of the shop.

THE POWER OF INSPIRATION

**The furniture is completed
by cool showcases of original
eyewear with which we try to
create always **interesting** and
welcoming atmospheres.**



DETAILS ARE IMPORTANT

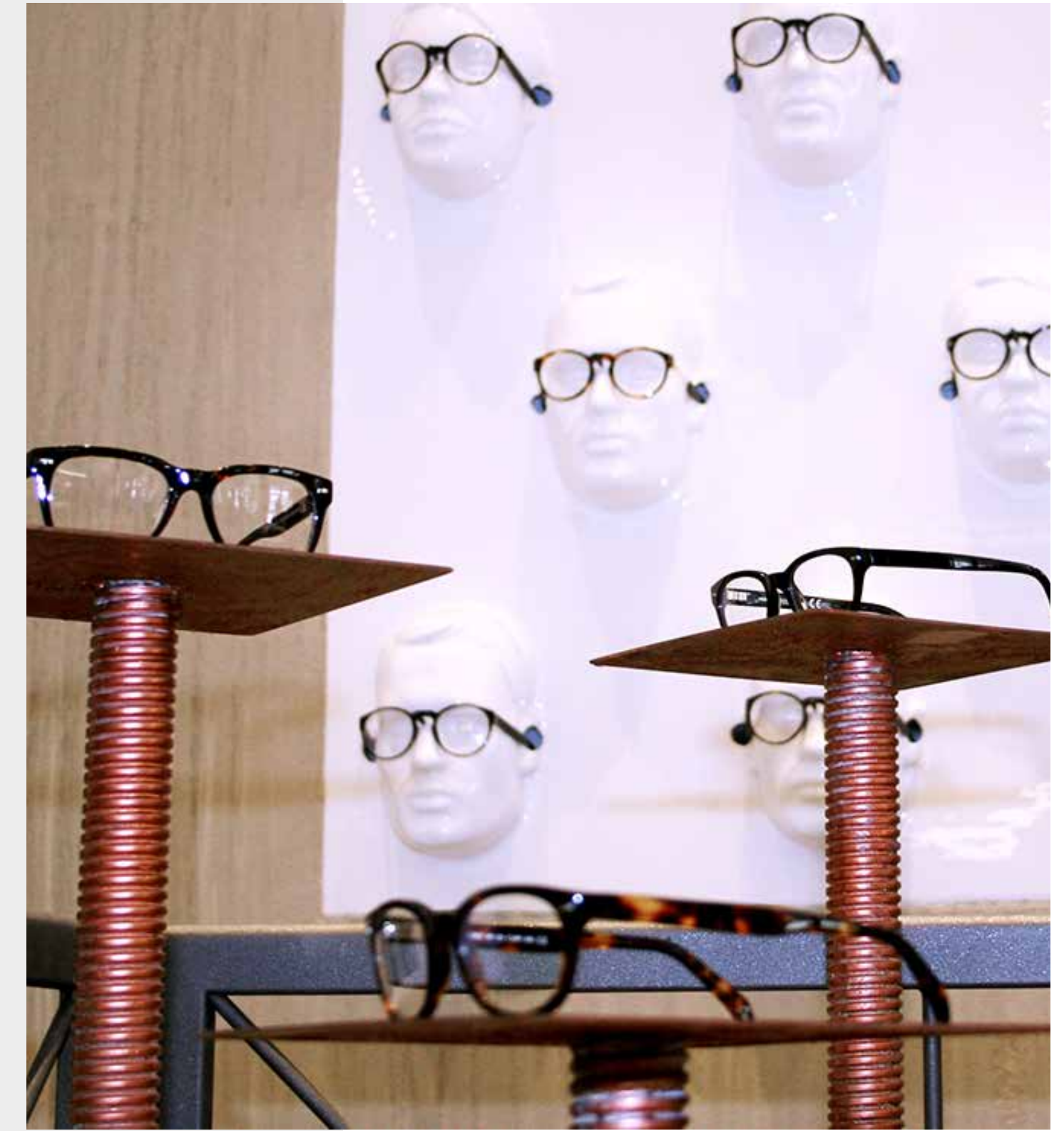
RECYCLING IS BEAUTIFUL

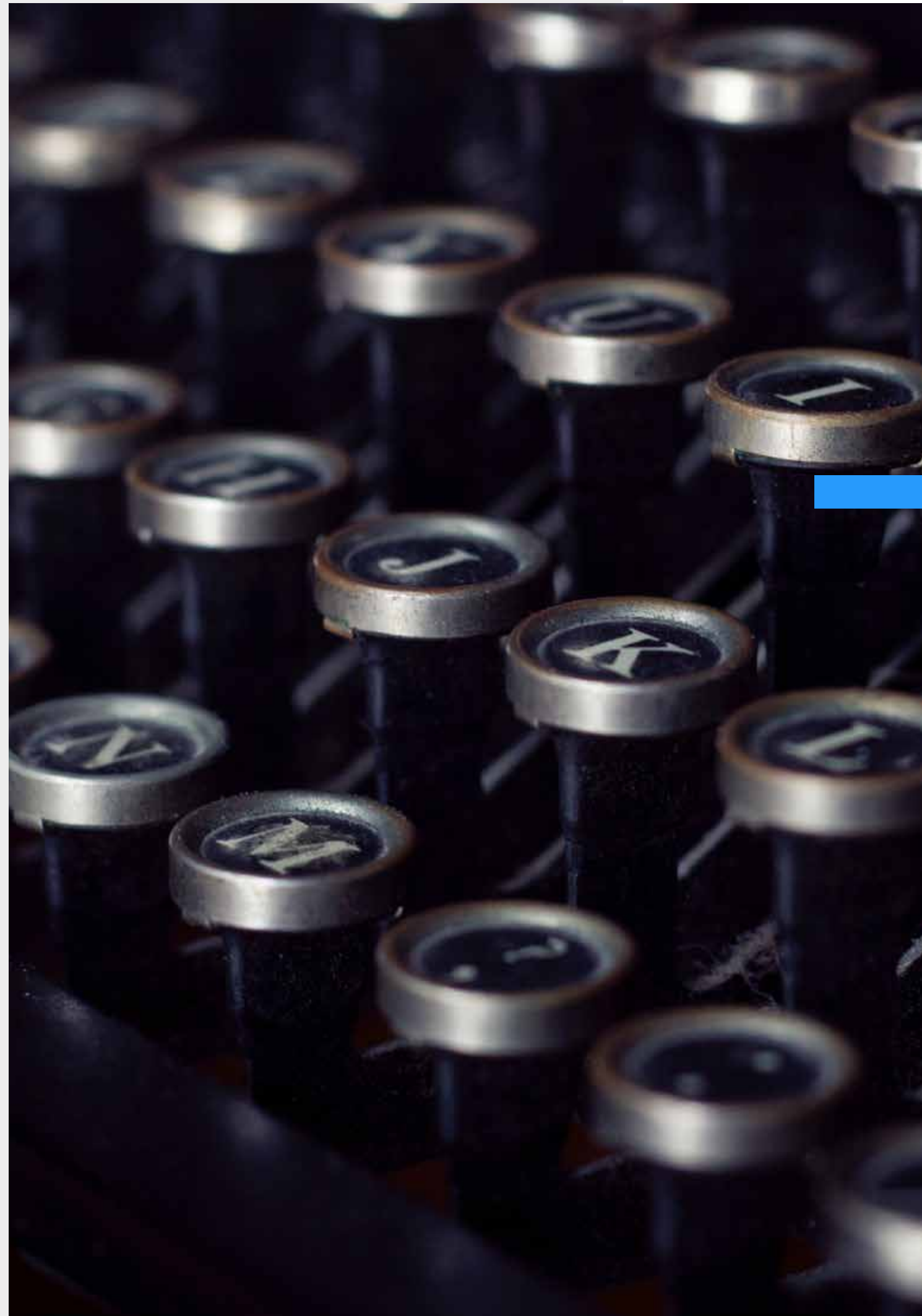
There is an **armchair** made in carved wood and fine velvet; we show wooden eyewear – realized with recycled wood: the material of small French barrels used to refine wines – into **glass bottles** inserted in **wooden poles** recovered from Langhe's vines (an historical Italian area where wine is produced for years).

Barricole eyewear: handmade in Italy from recycled barriques.

ALWAYS MOVING

There are sunglasses over the leather of some **Cuban congas** and there are glasses wearers by embossed characters over a resin wall.





The close up of a typewriter and its black keys.

UNEXPECTED RESULTS

HISTORICAL OBJECTS

We have purchased an **old Italian typewriter** and we have decided to realize a showcase with this historical object; we have enhanced it with all the frames whose design approached to the same atmosphere and vibes. The result was so great: customers wanted to purchase the frames... and also the typewriter!

DESIRE TO AMAZE

**We always look for new objects
that can change our showcases in
an **interesting** and **addictive** way.**





CUSTOMERS ALWAYS AT THE FIRST PLACE

SOCIAL INTERACTION

We like customer is **fascinated** at first sight and sometimes enter to ask the origin or the story the objects hide. Our showcases often become an **opportunity**: they allow us a first approach with new customers and they are always a topic of discussion with consolidated customers.

We love talking with new or consolidated customers.

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A COUPLE OF YEARS AGO

We have used a pair of old **ski boots in a showcase (still in good conditions, but with hundreds of tracks in career!).**

Well, many old men entered in **Ottica Galuzzi** and told us their **memories** about those typical shoes!



OUR HEART HAS NOT BORDERS

Charity and sponsorships

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NOT JUST BUSINESS

**Ottica Galuzzi is proud to willingly
attend the **charity activities.****



Our guys during their travels through the villages in Nicaragua.

HUMANITARIAN PROJECT

NICARAGUA

Marco (our owner) taught optometry in a school of Milan called **ISSO**, while – in the same institute – the other **Marco** studied and took the first steps in the optics world. Together, our two guys were part of an **humanitarian project** in Nicaragua, during which they examined the eyesight to hundreds of local farmers and provided them useful glasses with other travel mates.

SAN FRANCISCO LIBRE IN OUR HEARTS

**This experience in the countrysides
of San Francisco Libre (close to Managua)
was exciting and the lived **strong**
emotions will remain in the
Ottica Galuzzi soul forever.**

A NEW LIFE FOR GLASSES

NO BORDERS

For the same generous spirit that represents us, we send to the African lands all the **discarded glasses** of our customers. **Ottica Galuzzi** is able to do that thanks to “**Lions Clubs International**” association and our customers – well aware about this **charity activity** – are very glad to participate.

www.lionsclubs.org



Our discarded glasses meet African people needs.

SPORTS LOVERS

SPONSORSHIP

It's always a pleasure for us to be a sponsor in sporting events: **Emanuela** loves running and cycling, so... it's easy to see the **Ottica Galuzzi** brand on the billboards of a sunday race!



A group of cyclists on an asphalt road.



WHAT WE BELIEVE

Conclusions

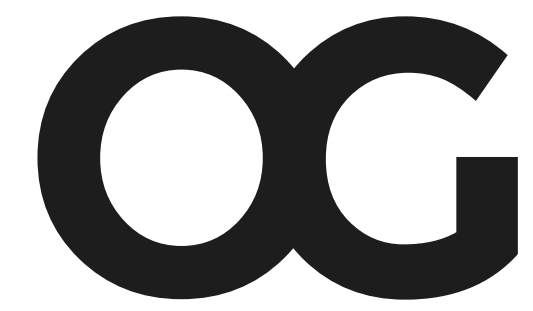
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OUR MISSION

**Ottica Galuzzi believes in her
history, tradition, job, commitment,
products and customers.**

INNOVATION IS THE KEY

**Ottica Galuzzi is also sure that
innovation is one of the fundamental
keys for the future achievements.**



WWW.OTTICAGALUZZI.IT

