

LIFE



The Italian Life

Italy has long been known for its food, fashion & history: **La dolce vita**.

It's a unique lifestyle, like our designs which are suitable for every occasion Italy has to offer. From fashion week to enjoying a glass of wine in Tuscany or the majestic coliseum.

Years of history, great food, fashion, in all a great culture. **Life Eyewear** is a compendium of inspiration that is Italy. Desire to grow and expand with all senses. Taste, aroma, visual, tactile.



Life History

LIFE ITALIA was born in 2007. After years of experience in the field a couple of friends decided to initiate a project, offering the market a range that was not covered by both price and quality. Having created a structure, new brands, new image and the willingness to improve on an already existing concept, makes us launch 5 product lines; **Life Italia, Sole (Life Sunglasses), NIC /ISI, SuperLight & Classic Optical.**

Today, **LIFE** has more than 2500 clients and a sales network that covers all of Italy.

Our distribution strategy is based upon a qualified team of sales rep's that guarantee coverage of all Italian regions.

Internationally we are represented by representative offices and a network of independent distributors that resell our products in their local markets.



Life Italia

Our **Life** policy is to satisfy customer's need, not only by offering a quality product at a competitive price, but also by being open to incorporating:

- **New Technologies**
- **New Materials**
- **New Designs**

In general, opening a dialogue to improve the relationship with the client where we are interested not only in sales, but in providing solutions and meeting the needs of opticians.

SuperLight
Ultra Light Titanium Eyewear

LIFE
ITALIA

SOLE
LIFE SUNGLASSES



Classic
Optical Design

NIC  ISI

Brands

Our product lines include: Life, Life Design, Sole, NIC/ISI, SuperLight as well as our more economical line Classic Optical.

Life is our brand that fulfils all needs. Bifocals, Rimless, Acetates & Metals.

Life Design is for a more selective kind of customer. The brand is a more creative line that goes from Retro looks, different fantasy designs to bright lively colours.

NIC / ISI is a colourful, fun line for Kids.

Super Light is our ultra light titanium line. Mainly in rimless very practical, very light and durable.

Sole - Life Sunglasses is a classic collection for both men and women. All polarized and base 6 RX.

Classic Optical is our more economical line. Very basic classical lines which never go out of style.



Quality

Our design team works with some of the latest generation materials such as **TR90**, **Grilamid** and **Flexible Beta-Titanium** which ensure a high reliability and durability. We are in touch with many professionals of the optical guild to offer the optician a reliable final product.









Eyewear Lifestyle

Life has a wide variety of shapes and colours with a very accessible price range. Clients can enjoy a **Life** frame for every occasion or mood they might find themselves in. **Life** is more than a brand, it's a lifestyle that defines your identity.



Customer Satisfaction

Life is a family company where everyone is fully involved with the process, from the warehouse to the agents network. We thereby have personal service with the client offering assistance for over **800 models**. Service is at the forefront of the company philosophy.

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