



AREA98

COCO★SONG

SILK EMOTIONS

WHAT'S COCO SONG?

East and West meet an avant garde design style: **COCO SONG** love for the Oriental SONG dynasty .

What **SONG** means:

- Have you heard about the dynasty SONG?

The dynasty Song are the Imperial aesthetes who shaped the vibrant concept of luxury and beauty and
thank to book as IL MILIONE by Marco Polo,

All Western society could meet the thousand – year concept of esthetic
And evolve into what we give for granted in our rituals of beauty.

What about **COCO**?

- the Latin patronymic "cosmas " for "harmony through beauty ".

COCO SONG :

our collection tells you about a thousand year old stories

Every frame becomes the highest high – end concept ever created

The sensual beauty of Western culture from an oriental heritage of the SONG dynasty.

Coco Song: it is the concept of sensuality and beauty in the highest sense from where it all began: the Orient, declined in Western culture.

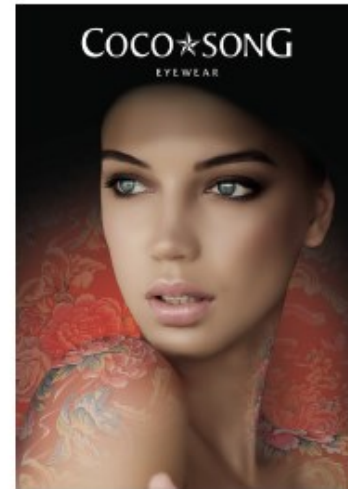
Welcome onboard.



COCO SONG: from yesterday until today.

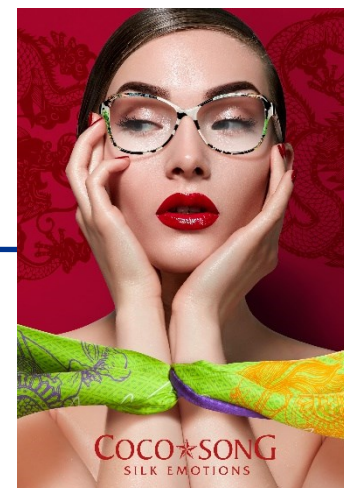
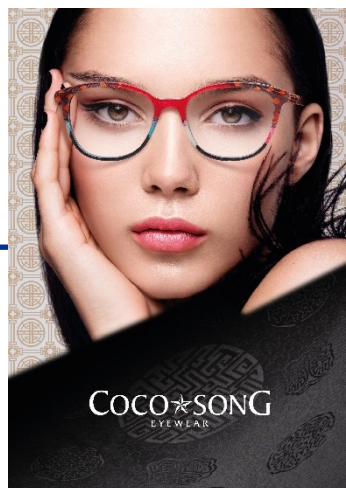
Iconic campaigns in which the philosophy is conveyed without the wearable.

YESTERDAY



COCO SONG: from yesterday until today

YESTERDAY



TODAY

Let's begin to approach ...

Why is every COCO SONG frame to be considered as a jewel?

Is the material from which everything starts a ready-made simple plastic?

NO!

The construction of **Coco Song** is a story to be told
and we tell it through the
THE MAGIC BOX



THE MAGIC BOX:

the magic box tells **Coco Song** construction lamination. You can speak for hours about Cocosong artisan skill. Inside we find all the materials used such as *feathers, flowers, 100% silk, semi-precious stones embellished on the goldsmith technique ...*

But step by step
In the next slide we see it in detail.

100% SILK: It is of our production and in a limited edition. We need 3 months only to create The silk and personalised with our design

The construction of the material: the acetate from which we build the front. Take in your hand to educate your listeners about Cocosong material

100% SILK FOULARD:
Not only a silk but
A customized silk combi
In limited ed.

FEATHERS: They are of animal origin (ostrich or peacock). Birds are not abused. The bird naturally loses its feather. So don't worry, it is eco – friendly and cruel – free.

FLOWERS: are real flower dehydrated and gently pressed to be used in lamination. Here are the names of the flowers that you find in our Coco Song frames:

*Queen Anne's Lace, Stardust
Gypsophilla, Caspia Grass,
Cornflower.*



Example of **milled front**

Acetate from which we construct the temple

Example of **milled temple**

SEMI-PRECIOUS STONES:
lapis lazuli, turquoise, tiger's eye, malachite, howlite

The material is prepared by us!

Let's start from the raw material to build a frame: **Coco Song** was born from a complicated **construction** (we call it **sandwich lamination**)

and only our small artisan workshops know how easy it is to make mistakes in the steps to get to the finished material.

**Manually made
170 steps.**

Once again:

What does that mean?

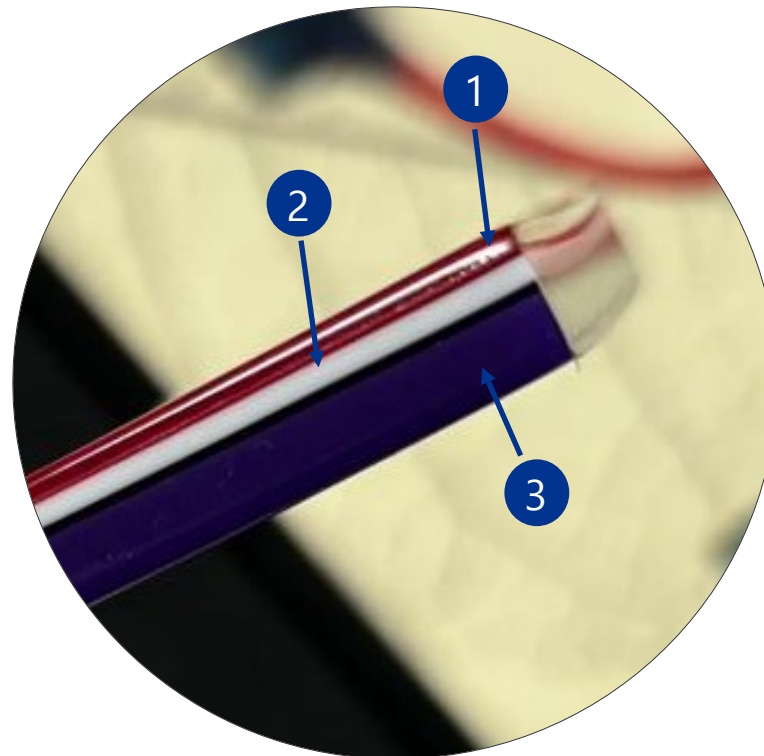
The lamination of **Coco Song**: It has the shape of a **3-layer as a sandwich.**

1 The **top**: the silk is the bed where our operators lays the flowers and/or the feathers. A tremor or a sigh is enough to create air bubbles and place the small and thin strip of pure silk in the wrong way

2 In the **middle**: a layer of white film that will serve to separate and isolate the top and bottom layers. The white paper is needed to highlight the color of the silk.

3 The **bottom**: the basis is our Italian production monochromatic acetate from our factories.

Repeat: Everything is manually built and the 3 materials they fuse together thank to the property of acetone. The sandwich construction is sealed with a **clear crystal at top.**





COCO SONG - ADV

Society is changing and so the **Coco Song** collection has a nuance of its own that is evolving to express the personality sides of the modern Coco Song woman and her sophisticated elegance.

The world of **Coco Song** listens to futurism in the Spring/Summer campaign 2024

The sensuality of the East becomes an icon of Western modernity in the use of a background fan and an AI model with a dress that reinterprets the petals of the blue rose.



COCO SONG – MERCHANDISING

The **Coco Song** philosophy is embodied in merchandising which becomes an important tool for:

- tell the story of the futuristic conception of the new Coco Song woman
- deserve the optician's exhibition space

With **Coco Song** we tell a story with the support of a material that will enchant those who see it in the shop window.

The new display is beautiful and becomes the protagonist of the showcase with the elegance of the royal colors of the East and a reference to the leitmotif of the blue rose.



Coco Song's evolution began with the creation of **Yellow Heart**.
An eyewear in which the Coco Song collection pushes the barriers of construction even further.



YELLOW HEART
COL.02

1 DOUBLE LAMINATION:

is a specific term to indicate the perfect combination of 2 frame prepared separately and united to give life to one amazing front that must appear perfect, without smudges and without defects due to the union of 2 acetate, where ... DO NOT FORGET... ONE IS A 3- LAYER SANDWICH.

The technical difficulty and margin for error is great.

YELLOW HEART
COL.02

2 THE SHAPE

Coco Song acquires a sensual and trendy shape.

3

**DOUBLE SEMI-PRECIOUS
STONE** in a perfect goldsmith
like the ancient jewelers'
technique in metal casting



4

LARGEST CALIBRE: 56

This has been the **best-selling** model to such an extent that it has gone into production three times since its launch.

After the success of YELLOW HEARTS, we decided to use the same decoration on the temple in the new SEXY BRIDE model.
SEXY BRIDE: represents A TRADITIONAL EASY SHAPE with a very innovative TEMPLE

YELLOW HEART
COL.02



SEXY BRIDE
COL.01



COCOSONG 2024 : New construction techniques and new shapes ... yes, but:

The great challenge will be:

how to create a collection that looks to the future and maintains its twenty-year personality? We did it!

We'll show you how.

MILLION YEARS is the **evolution** of the **YELLOW HEART** style.

Without Yellow Heart, It would have been impossible to make Cocosong evolve



MILLION YEARS
COL.04



1 **DOUBLE
LAMINATION**



2 **FLOWERS AND FEATHERS IN
THE SAME FRAME:** mini flowers
and petals of Queen Anne's Lace



3 **A BRANDLY-NEW JEWEL:**
Goldmith technique
Precious stone Howlite



4 **BIG SIZE: 55**

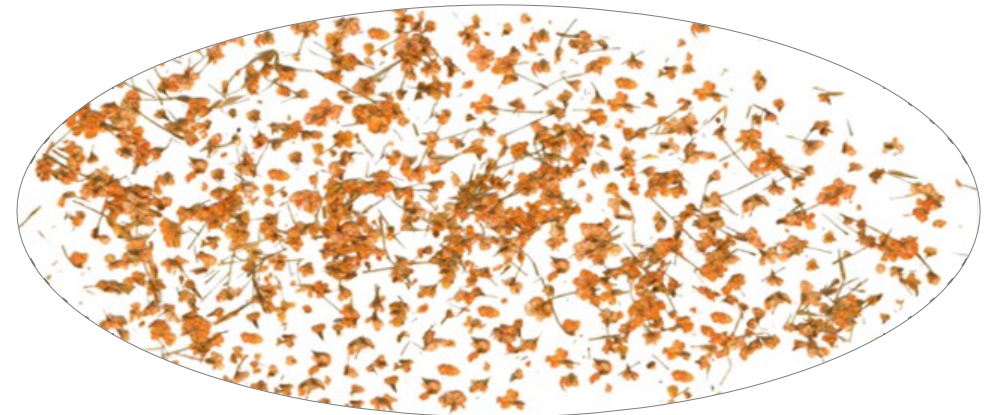


**MILLION YEARS
COL.04**

Million Years is the eyewear that tells the story of a collection inspired by a millennial culture but which becomes fashion in its evolution.

WHAT IS THE FLOWER IN MILLION YEARS?

It's mini flowers and petals of Queen Anne's Lace.



MILLION YEARS
COL.04

In this new **SMILE MONKEY** model, we find a new modern shape but we find a traditional cocosong for the precious jewel with turquoise and it is very easy to sell uniform colours:

2 NEW SHAPE



1 TURQUISE STONE in the same color of the flower



3 Sandwich processing is combined with transparent crystal



**SMILE MONKEY
COL.01**

MISS ADVENTURE is the **size 56** model with new, youthful shapes a micro-cast jewel that takes us back to the vain tradition of the peacock and its eye.

MALACHITE is the semi precious stone in perfect harmony with the color of the silk and the feathers. Green is the color of tendency 2024



MISS ADVENTURE
COL.02

Wonderful harmony of colors for a frame in which the silk and the feathers are chosen to be in coherence with the temples.

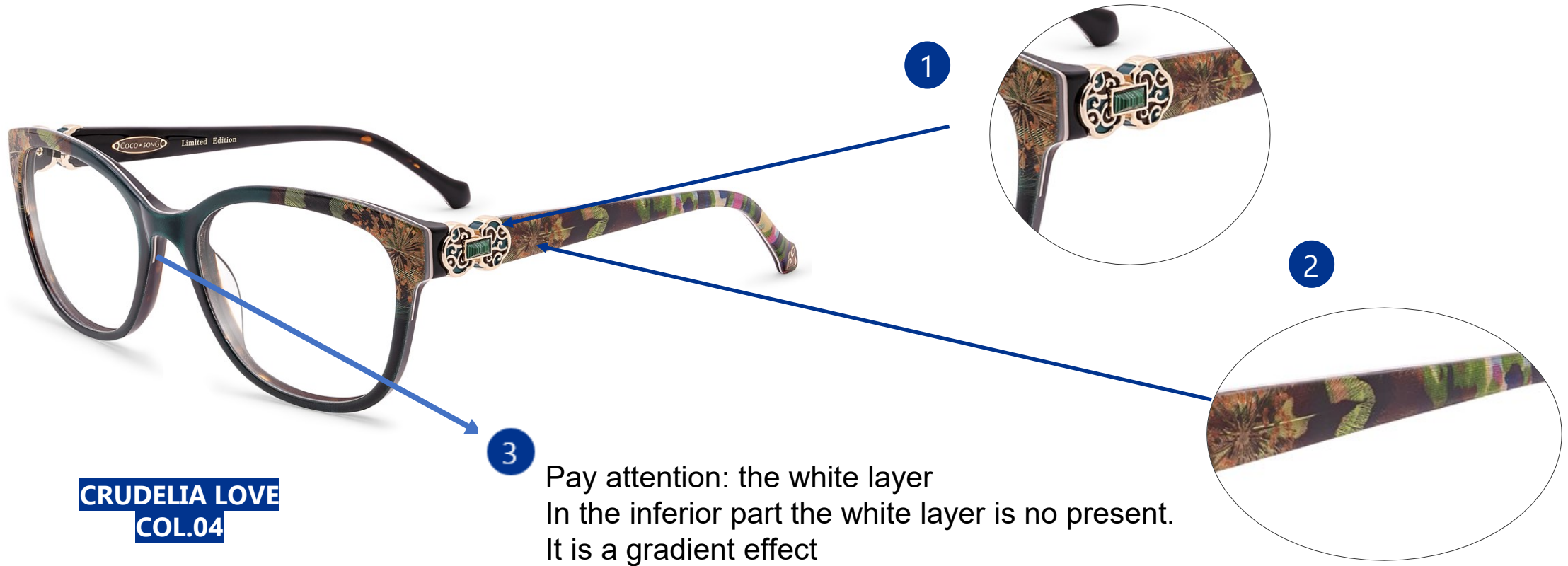
The effect is an amazing COCO SONG that will be every easy to sell for its beauty and color but it is fashion for the **new shape** and the **56 size**.



MISS ADVENTURE
COL.02

We have our beloved Cocosong here in the well known pattern green and havana

the **shapes** tell the story of **Coco Song**'s personality, a beautiful frame with traditional shape and amazing jewels on the temple:



WHAT IS NEW here? THE NEW COMBINATION OF FLOWERS AND FEATHERS.

Here are the names of the flowers that embellish Coco Song frames:

Queen Anne's Lace, Stardust Gypsophilla, Caspia Grass, Cornflower.

As said:

It is important the evolution, but also our typical and traditional **Coco Song** must find space in the collection and evolve.

A new interpretation of the **eye of the peacock's tail** is our light and trendy detail

This is a favourite decoration of the **Coco Song** audience who loved it in the **Pink Cinderella** frame.

PINK CINDERELLA - 2023



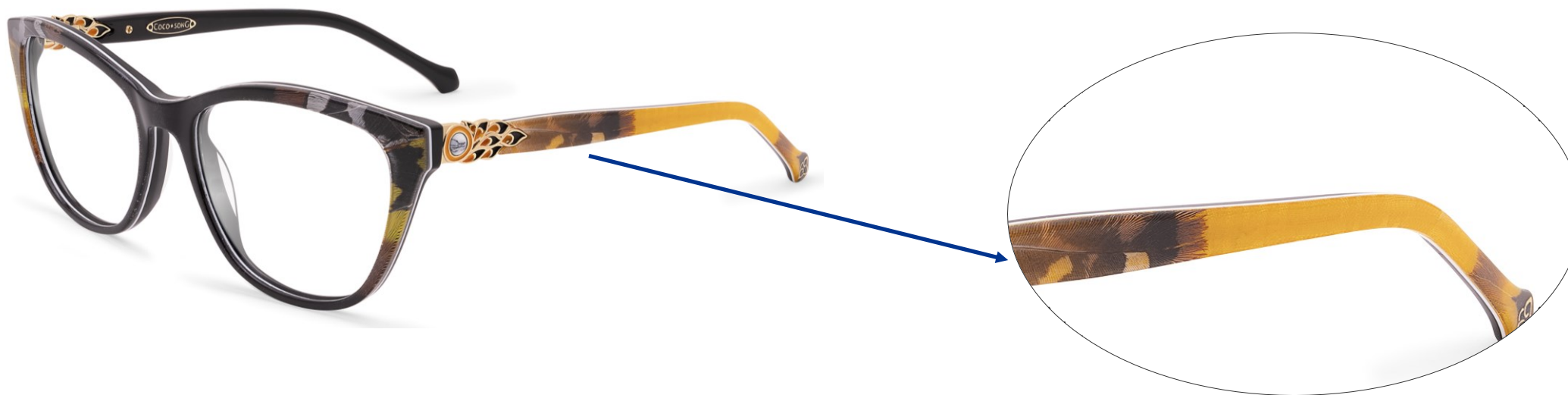
DRAGON HEARTS COL.2 - 2024



Another special feature of **DRAGON HEARTS** is the introduction of **yellow silk**:

DRAGON HEARTS COL.1

1 YELLOW SILK



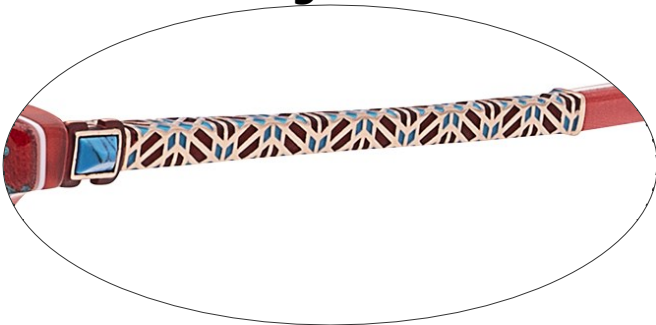
An example of a perfect model to maintain the strong personality of COCOSONG, but with a light and easy frame is **BLUE RIVER**:

BLUE RIVER COL.4

1 Sandwich processing is combined with transparent crystal



2 **THIN TEMPLE** that remains a perfect jewel thanks to its perfection. Turquoise hard stone as personality of cocosong



**BLUE RIVER COL.1 : TRADITION AND
EASY SELL OUT**

**1
COMBINATION WITH
TRASPARENT CRYSTAL IN
THE LAMINATION**



**2
THIN TEMPLE
AND HINGE
CONSEALED**



The new and difficult technique of construction where the 3-layer-sandwich must go perfectly with **transparent acetate** in the lamination

This also gives [Coco Song](#) lightness and youthfulness.

Green is a trendy colour and chosen by the end consumer.



DRAGON HEARTS COL.2

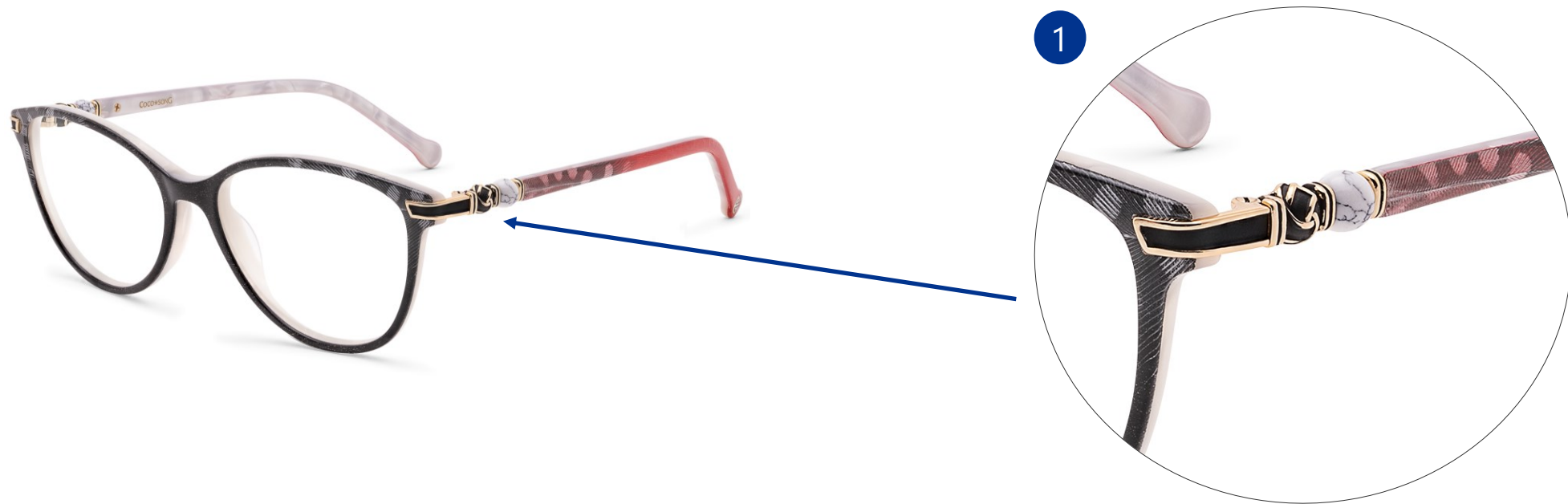
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**COMBINATION WITH
CLEAR GLASS IN THE
LAMINATION**

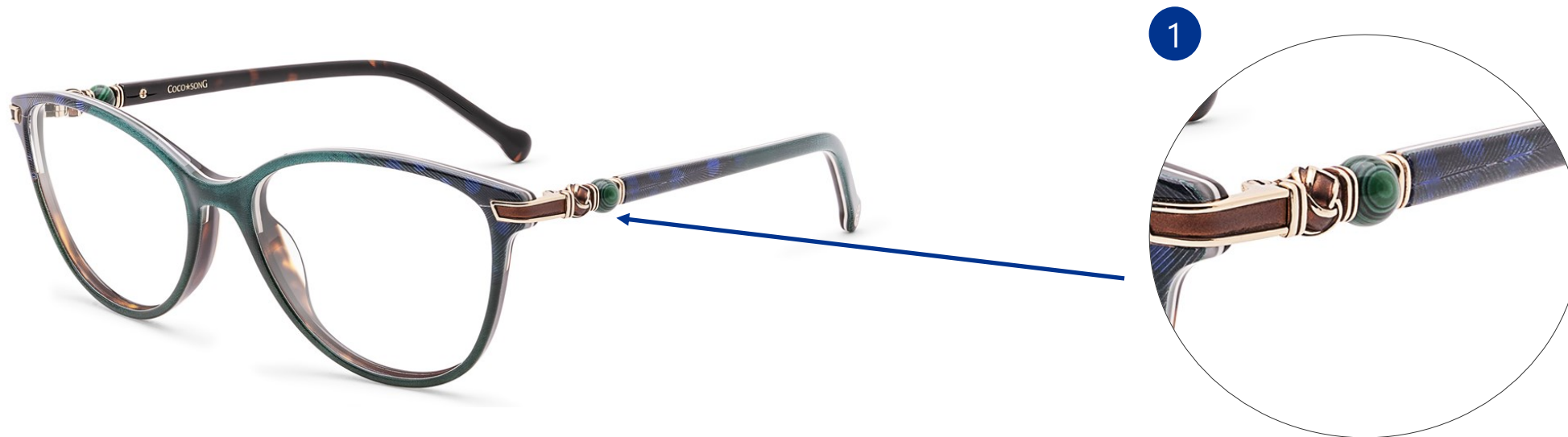


But there are also our [Coco Songs](#) in their most iconic features
small and thin frame with round shape and with a **decoration** that takes us back to the themed
spheres of the Orient.

HOT SACRIFICE COL.4



HOT SACRIFICE COL.2



This is a wonderful expression of a typical **Coco Song** frame, with something more and actual to say.
TRADITION MEETS NEW CONCEPTS

PLAY GIRL COL.4**1 BEAUTIFUL LAPIS****2 THIN TEMPLE LIKE A JEWEL**

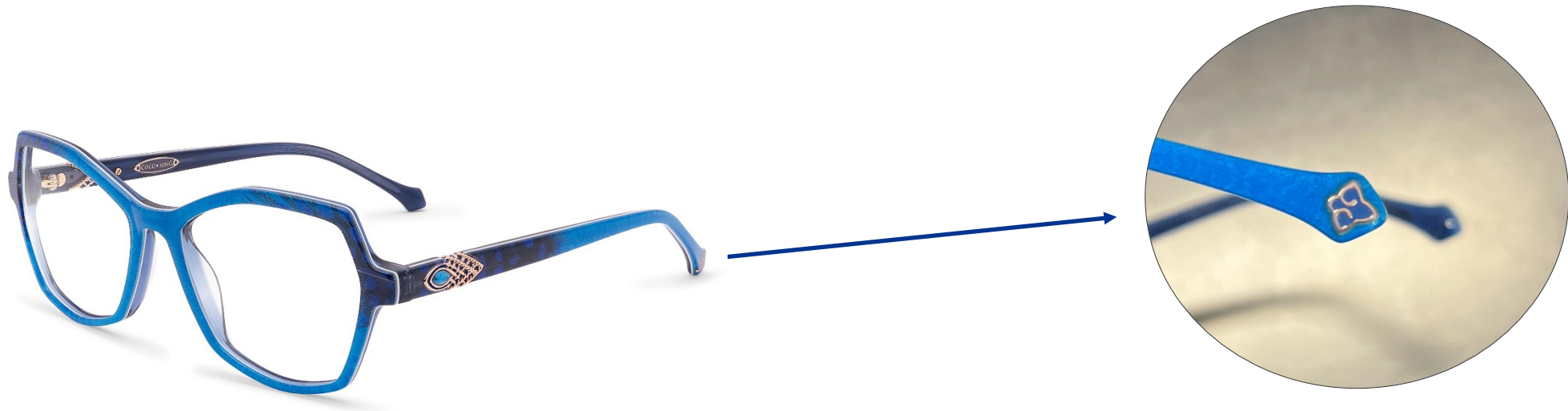
ORANGE SUNSET COL.4

1 MALACHITE

2 THIN TEMPLE LIKE A JEWEL



TALISMAN for all our creations
(each frame has its own talisman at the end of the temple)



MISS ADVENTURE
COL.04

COCO SONG – GIFTS

We also want to express the beauty and originality of COCO SONG through beautiful gifts.







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CCS
24k gold inserts

Born as Coco Song's quest to rediscover its romantic and bohemian side,
on a journey like *Alice in Wonderland*, **COCO SONG** creates **CCS**.



WHAT CHARACTERISTICS DOES CCS DISTINGUISH IN ROW MATERIAL?

- The 24k gold leaf: A 24K GOLD FOIL fluctuates on completely new acetate of our production
 - the transfer paper technique: our customized delicious alu –foil

These 2 tendencies become the main characteristic with which this young collection became one of the most loved and sold all over the world.

HOW DO WE RECOGNIZE A CONNECTION WITH COCOSONG?

The philosophy of Coco Song and its theme of origin remains expressed in the temple and the construction of its lamination.



The construction of CCS is a story to be told and we tell it through the:

CCS MAGIC BOX

FLOWERS: are real flower dehydrated and gently pressed to be used in lamination.

100% SILK: It is of our production and in a limited edition

24K GOLD INSERTS: this is the particularity of CCS. You can find 24k gold in most of our frames

FEATHERS: They are of animal origin (ostrich). Birds are not abused. The bird naturally loses its feather. So don't worry, it is eco – friendly and cruel – free.

TRANSFER PAPER

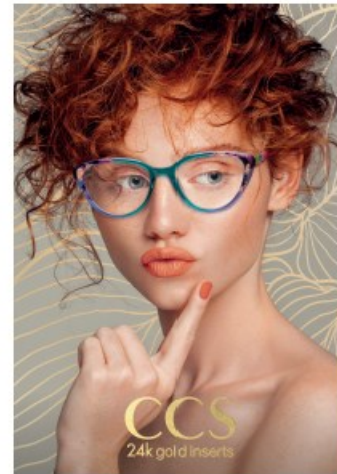


Example of **milled front**

Acetate from which we construct the temple

Example of **milled temple**

More modern, always in the rounded, romantic CCS mood that has accompanied us all these years:



CCS - ADV

CCS has always been the brand that most enchants through the enchanted tale, the modern fairy whose gaze lights up thanks to the 24kt gold present in the beautiful frames.

The fairy tale goes on and the CCS woman turns into a modern little red riding hood, who is not afraid to face the dangers that come her way.

A strong soul that does not, however, abandon her romantic and dreamer side that has always distinguished her.





CCS - MERCHANDISING

A fairy tale that is whispered through the new CCS merchandising, perfect for illuminating every window and shop: double-sided displays, flags and posters are the right accessories for this new story to be told.

The colors of the new CCS campaign recall the iconic colors of the CCS girl. The vivid reddish orange color becomes the cornerstone of the CCS Spring/Summer campaign.

The light blue background and the golden decoration in relief that identify the collection itself are permanent.



NEW CASE IN PASTEL COLOURS TO IMMERSE YOU IN THE CCS FAIRYTALE.



The evolution of CCS began with the creation of the **MOD. 203**.
A frame in which the **CCS COLLECTION** pushes the boundaries of construction even further.
This makes the CCS girl more assertive, leaving for a moment the softer, more rounded shapes.

**CCS 203.02****CCS 203.01**

FROM MOD. 203 ... THE CCS EVOLVES WITH NEW AND DECISIVE FORMS:

CCS 215.02

1 NEW SHAPE



3 NEW CONSTRUCTION thanks to the challenge of the double lamination



2 BIG SIZE: 54

4 NO LOGO but a sweet thin triangle

5 VERY ELEGANT DOUBLE RIVETED SCREWS FOR A TEMPLE WITH A TICKER MM



Shapes become sharper and thicknesses become more important.
This is all part of the previous mentioned process to go one step beyond

1

**DOUBLE- CONSTRUCTION AND
SHARP LINE**

**CCS 216.01**

4

**VERY ELEGANT DOUBLE
RIVETED SCREW
FOR A TEMPLE WITH A
TICKER mm**



2

BIG SIZE: 55

3

NO LOGO



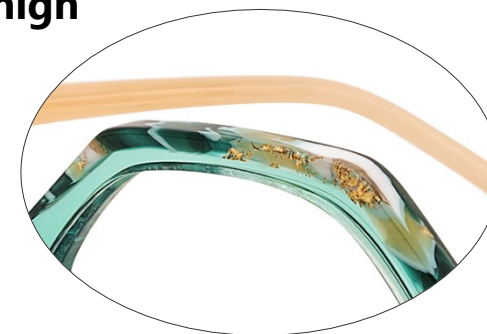
CCS 217.01

1 NEW SHAPES WITH
TRANSPARENT
CRYSTAL



2

NEW CONSTRUCTION:
The matching between
the transparent crystal
and the acetate prepared
with gold foil is so thin
and well milled that the
margin of error is very
high



3

LOGO: in each frame, pay attention
to the CCS logo.

Each temple will surprise you with a
gold plaque that best expresses the
personality of CCS.



CCS 217.03

1

**NEW SHAPES WITH
TRANSPARENT
CRYSTAL**



2

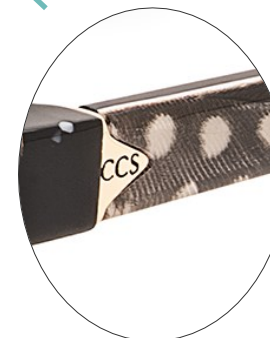
NEW CONSTRUCTION:
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LOGO: in each frame, pay attention
to the CCS logo.

Each temple will surprise you with a
gold plaque that best expresses the
personality of CCS.



The frame that is the ADV frame and the most chosen frame.
This model marks a CCS sophisticated in its beauty and construction:



CCS 219.03



The delicacy also of its temple with a slightly greater thickness than the other temples.



CCS 219.03

1 THIS CONSTRUCTION IS VERY COMPLEX BECAUSE IT INVOLVES THE ASSEMBLY OF 2 FRAMES: THE GOLD ACETATE AND THE METAL RIM



A more CCS interpretation for its rounded and small shape is the **MOD. CCS 220**:
the rim is so complexly milled.



CCS 220.02

1

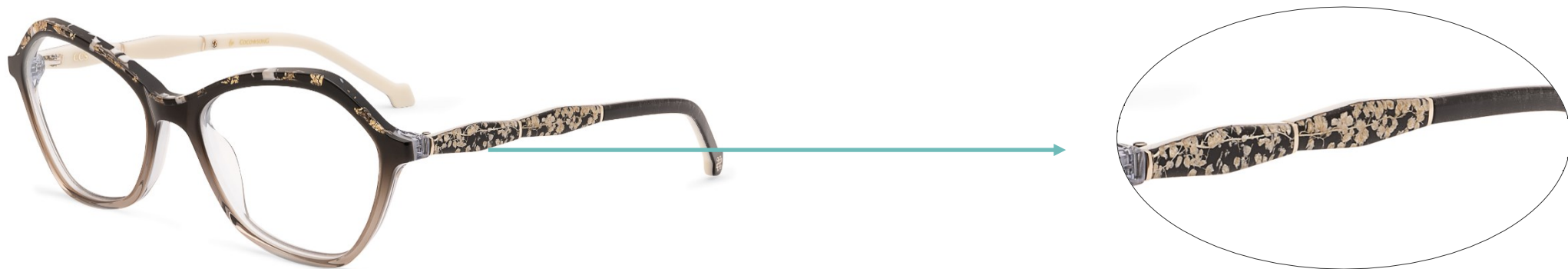
**THE MARMOUR EFFECT IS HIGHLIGHTED
BY THE BLACK ACETATE BACKGROUND
AND THE TRANSPARENT UNDERSIDE.**

**Not to mention the artisanal expertise
behind!**



Another personality of CCS is given by the **WAVE TEMPLE**: you can find in **MOD.210**.
Here, the beauty of lamination between silk and flower finds simplicity in an end-tip in plain silk.
This model is pure trend for its construction and shape.

CCS 210.02



In the magic of CCS pastel colours the **CCS212.02**.
ADV: Pastel colours of the fairytale world, a delicate logo and a mint-coloured shaft.

1 NEW DELICATE LOGO



2 MINT-COLOURED SILK



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We created collections that could tell their story
Their STRONG and always COHERENT personality

In the same time we combined the best features to be competitive and sellable
We have studied the best performances to bring innovation to tradition
And also create frames with new features to take the collections to the next step.

We succeeded.

We are dreamers...

And the passion grows by working together with those who believe in it like you.

May they dedicate themselves to making others understand why our frames...

They are unique in the world

Like people who know how to tell their story and choose to dedicate themselves to
US,

Thank you.