

Starting an Eyewear Collection with

Anton V from Sweden

Time frame

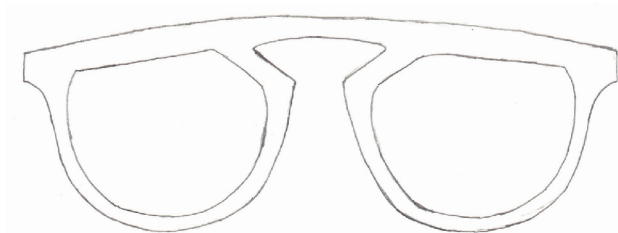
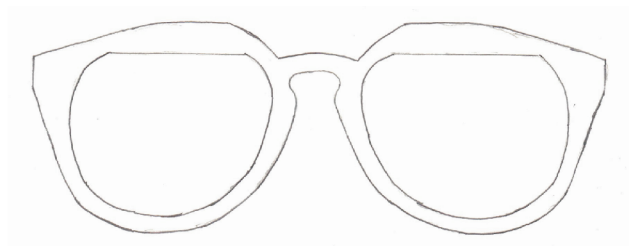
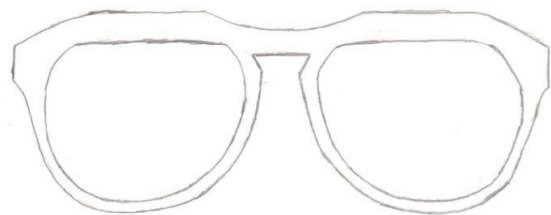
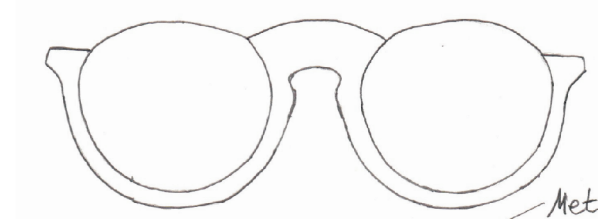
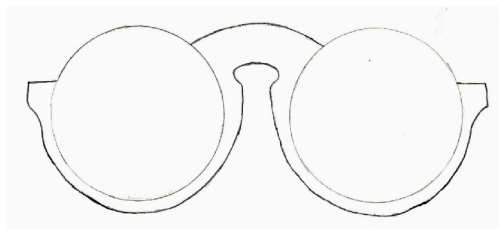
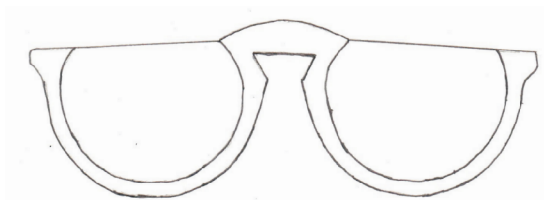
2016 October - 2017 May

October 2016 : Anton contacted us through [www.midascreatives](http://www.midascreatives) to see if we could help him with some designs he created - he needed help with turning his designs into proper eyewear specification and eventually put them into production

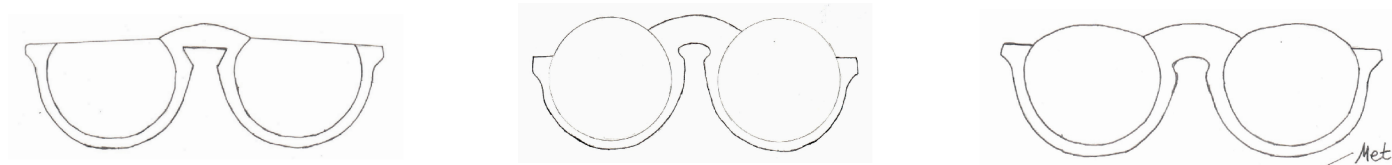
- He was not too aware of what kind of material he could use
- He did not know the cost of setting the whole thing up
- He could not design but he made some sketches and he wanted professional advice

We looked at his sketches and made some suggestions and then we started to propose designs based on his ideas and provide alternative looks

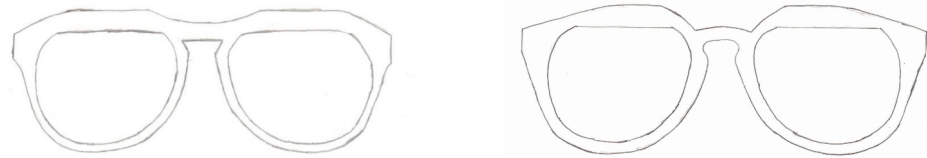
## Anton initial sketches



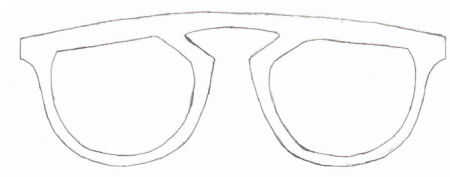
Even though Anton's sketches/designs were not professionally done they managed to show us some key elements he was looking for



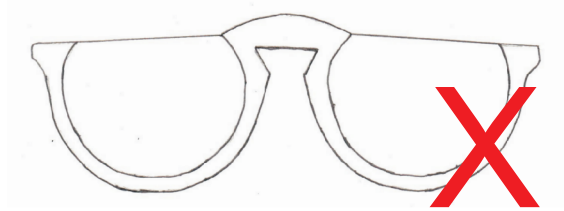
Here he wanted to do a half-eye



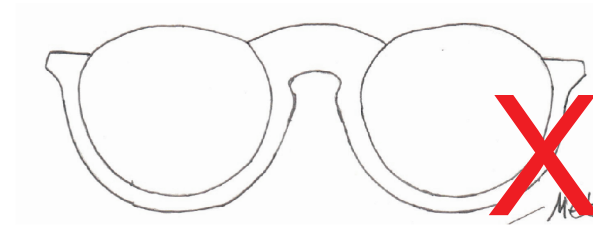
Here he was looking to create an unique shape



And here he loved the idea of a horizontal top with the key hole design in the middle

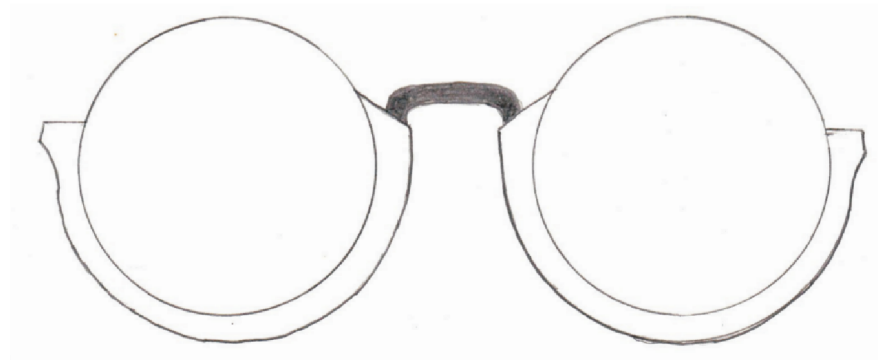


This shape was more a reader than a sunglasses

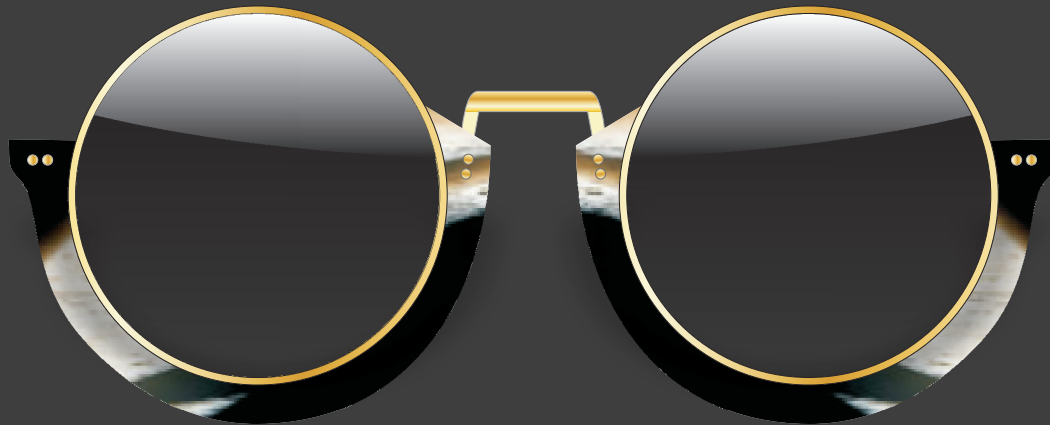
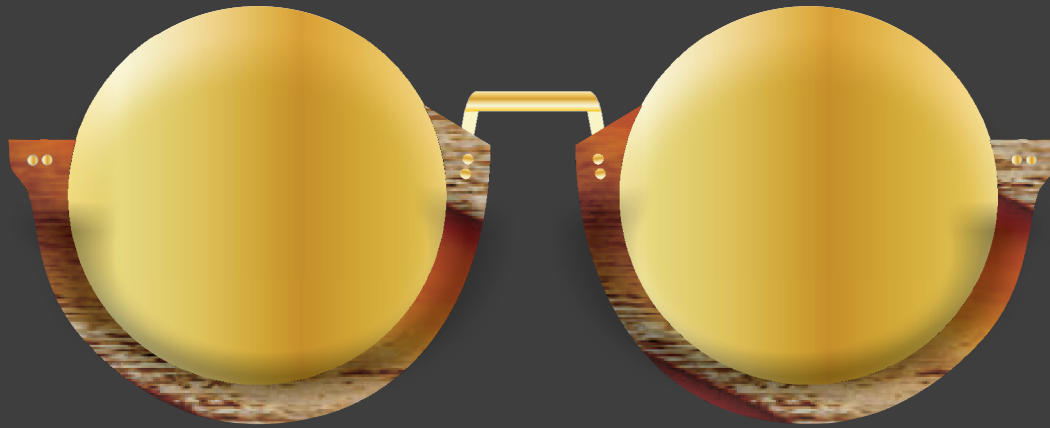


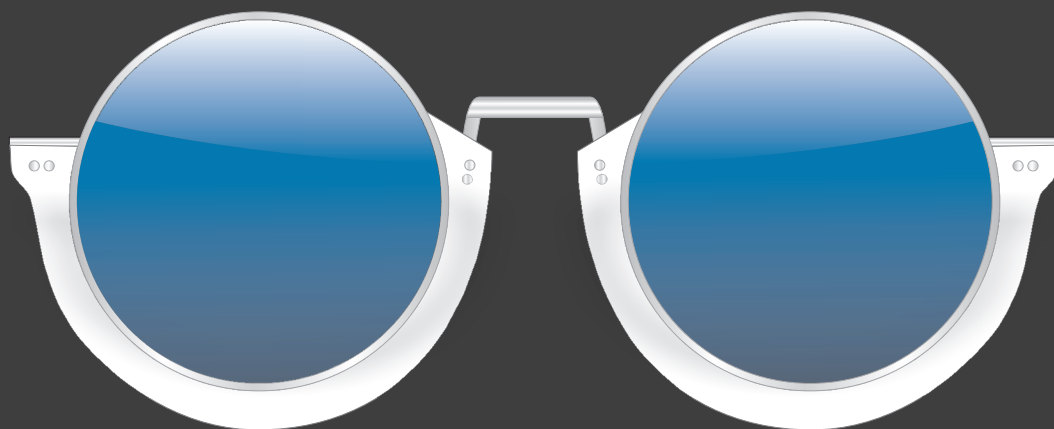
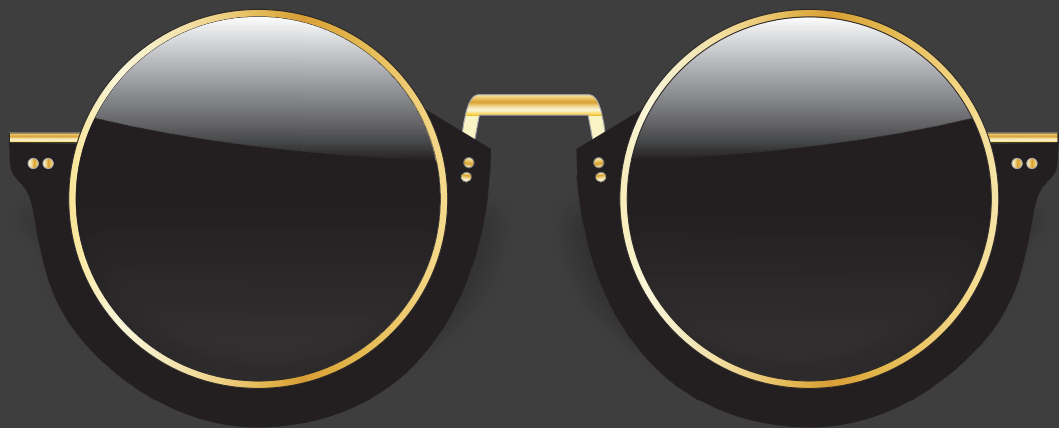
This shape was too middle heavy

After further discussion we suggested that Anton could think about a combination frame with metal bridge and he came back with the below shape



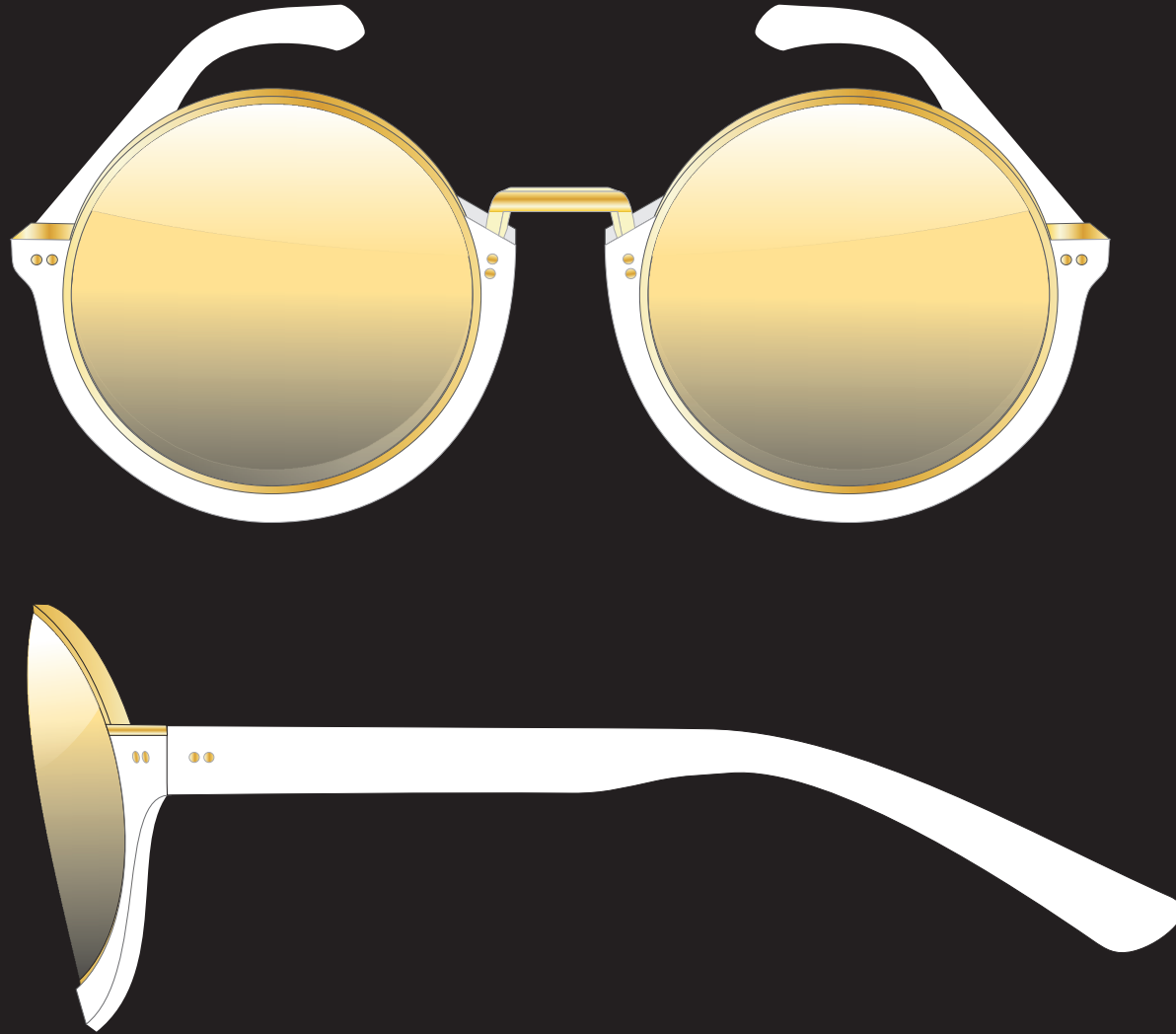
# Some initial designs





Anton V  
eyewear

# Getting There



And we did the same with the others

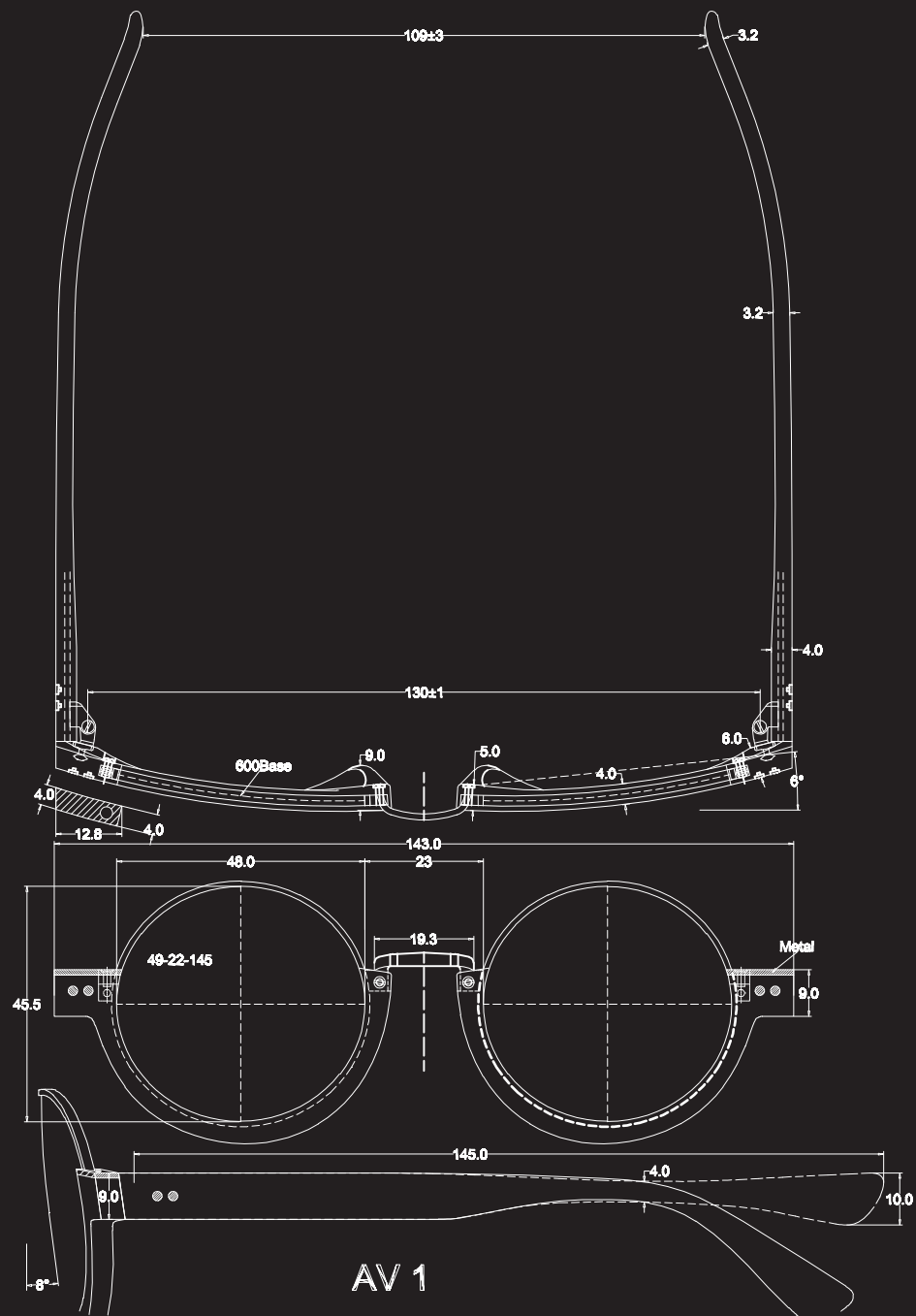
mocking up designs, testing ideas  
making comparison, thinking about details



Anton V  
eyewear



When we were happy with the designs  
we started the engineering



November 2016

During Oct 2016 the focus was on exchanging ideas and allowing Anton to understand what were the options available to him in terms of material, technique and how we could achieve the quality that he was looking for.

Then it was the process of mocking up designs, discuss them, refine them until we were happy and started the engineering so we could prepare for prototyping.

During the above process things like possible cost, whether new tooling would be needed to make certain metal parts etc would surface.

December 2016

Hence after 2 months of design and engineering we were able to proceed with 1st prototyping.

Once the 1st prototype was ready we would be able to see what further refinements were needed.

Since we took great care in the design and engineering of the prototypes Anton was able to use them to take some photos, show them around (even to potential customers) and start preparing for marketing.

Jan - Feb 2017

We were preparing for CNY.....

But Anton was working hard with his marketing preparations.....

Building up his website

Writing his contents

Looking at ideas on packaging

Preparing for sending in an order to production, finalizing material colors.....so many things to look after

(Best acetate material vendors with operation in Shenzhen

<https://www.mazzucchelli1849.it/>

[www.jimei123.com](http://www.jimei123.com))

March 2017

April 2017

May 2017

Time to start production. Usually it would take 3 months  
- especially with a completely new collection - to produce.

But it was also a time to tie down all the necessary details  
on packaging, supporting marketing things like display for shops,  
posters, leaflets.....

THE RESULT



It's a lot of work, but it was also fun and very satisfying when we saw the final outcome







And finally Anton named his brand  
Provokko



**D**esign

It doesn't matter if you do not know how to design. What matters most is your creativity and your believe in your ideas.

**D**evelopment

Preparation is King - get involved, learn, do not just look at aesthetics, get technical and specific - than you will see real result sooner than the others

**P**lanning

Think like a Manager and not just a designer. Do not shy away from tedious work because they are equally important.

**E**xecution

Get professional help. Curate your supplier. Find someone who believes in your ideas.

If you like to know more about building  
up your own eyewear collection

contact us via [midascreatives@yahoo.com](mailto:midascreatives@yahoo.com)

and see our sites

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

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