

Founded by Jonathan van Blerk, The AgenC is a marketing and distribution agency specialising in unique, high-end eye wear solutions selected from the finest ranges available anywhere in the world. Having worked in the eye wear industry since 1993, Jonathan noticed a niche in a market saturated with traditional ranges offering limited choice to eye wear users. In an attempt to fill this niche, he focussed on sourcing modern products that straddle the traditional while keeping up with emerging trends. Offering an expansive collection of beautiful, durable and comfortable pieces, including that of

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Lifestyle portrait - Autumn 2006

götti conquers faces



From a small Swiss label to an internationally successful company - what has emerged incrementally since 1994, has become reality with the new branding and the current collection. The Swiss eyewear label, **götti**, is now among the leading eyeglass suppliers worldwide.

Gone are the times when Sven Götti and Felix Moreno hit the road on the way to international trade fairs to set up the company stand themselves. Today, when götti appears in trade fairs in Milan, Paris, New York or Tokyo, the stand awaits them, all set up when the team arrives; the sales staff in the various countries can hardly save themselves from the crush of purchasers and the industry press cheers loudly. The current collection, introduced at the MIDO in Milan last May, is also generating excitement outside the trade press. The distribution central in Wädenswil is being showered with repeat orders as bit-by-bit the lifestyle press discovers **götti** eyewear along with its maker.

The cornerstone for the conquering of faces around the world was laid in 1994 with a small buffalo horn collection, which was presented and sold in the company's own eyewear store in Lucerne, Switzerland. Motivated by the positive feedback from the trade press, dealers and customers, Sven Götti expanded the assortment three years later with plastic and titanium models. They are designed in Switzerland, produced in Germany and Japan, and have also been sold abroad right from the beginning. Over the years, new staff joined the team, the distribution center was relocated to Wädenswil, the collection grew larger, the international network has continuously expanded, the first sunglasses arrived in the stores - and finally the label götti is where Sven Götti always wanted it to be: available nearly the world over, represented at all important trade fairs, available for sales in the best stores in the right cities and on the lips of all those who wear glasses.

Dedication, a fine feeling for the zeitgeist and market, unwavering belief in success and products on the highest quality level have taken **götti** with just a few years from being just a small Swiss label to an internationally successful company. **götti** has always aspired to uphold the good reputation of Swiss design internationally, to celebrate smooth beauty and to evoke excitement among people.

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Designer Portrait



Sven Götti, co-founder and designer

götti eyeglasses appropriately and uncompromisingly present the ideals of their creator. With a new collection released every six months new eyewear fans are being attracted all the time. The objects of their desire are reduced to the essential and entice with their harmonious shapes and are alive with a consistent signature. These eyeglasses are intended more as jewelry than accessories. They are valuable and long-lived objects that make the wearer look and feel great. Eyeglasses for people like Sven Götti and his team: authentic, profound, sophisticated, genially calm, and for just this reason, fascinating.

The current models are already yesterday's news for the designer by the time they are in production. He is constantly preoccupied with the next collection and finds many sources of inspiration: To get to the bottom of things is an essential component, whether in the further development of existing models or the perfecting of a technical detail. Fashion trends play an important role, as does the input he receives from his sales representatives and at trade fairs. Sven Götti also gathers trailblazing impressions by strolling through large crowds where various styles meet and are a melting pot of new ideas.

His inspirations are put on paper at home in Zurich's Enge district, in the **götti** creative laboratory. Created here, along with new eyeglass designs, are the corresponding catalogues and new features for the website. Everything is created from a single source and based on internal concepts until it is ready to hand over to the specialists.

When neither the CAD program, nor the home computer, nor the Wädenswil Sales Central claim him, then Sven Götti belongs to his wife and daughter. He draws strength from this family time: "We go to Engadin (Grisons) together as often as possible to air out our heads on long hikes." And if there isn't enough time for the mountains, then he refuels around the corner with lunch, dinner or a bit of reading time nearby in Rieter Park, "the substitute Engadin".

Along the way to eyeglasses

Sven Götti was born in Stockholm in 1964, as the second son of a Swiss family, which returned home shortly thereafter. His mother is creatively active as a photographer in the art field, while his father is an entrepreneur. With the joy of creating all around him, it is no surprise that Sven Götti would enjoy working with his hands and would choose a profession that offered the opportunity of further development, particularly since Sven Götti loves to question, wants explore the depths, discover roots and origins, and to continually learn more. He was already dreaming of becoming an eyeglass designer during his education to become an optician. A stay in France, master school in Germany and an apprenticeship with an optician in Vienna helped ensure that it didn't remain just a dream. From that point on he was driven by his own ideals, which found expression in the first eyeglass models designed by Sven Götti in 1994, a year after the opening of an eyewear shop together with Urs Niederer. It has been a straight and logical path the whole way, and yet, every designer is also influenced by chance. "If I'd learned to be a shoemaker, I would be designing shoes today." True to his motto, the way to the top remains open. You've got to start somewhere; the rest takes care of itself.