



שוק א'

X-IDE

CATALOGO GENERALE 2024
GENERAL CATALOGUE 2024

x-ide 

xide_eyewear 



L'AZIENDA

Immagine 98 è un'azienda leader nel settore dell'eyewear, incastonata tra le montagne più belle del mondo: "le Dolomiti".

Ubicata a Calalzo di Cadore, cuore pulsante dell'occhialeria mondiale.

Immagine 98 si presenta come un'officina creativa, basata sullo scambio di valori e ricerca dell'eccellenza. Condotta da un gruppo capace e dedicato, che fa di Design, ricerca e Italianità i propri punti di forza.

Questa è una storia tutta italiana, ma che da oggi ha superato le Dolomiti cadorine per arrivare in tutto il mondo...

THE COMPANY INTRODUCTION

Immagine 98 is a leader firm in eyewear design and production, set among the most beautiful mountains in the world: the Dolomites.

Located in Calalzo di Cadore, beating heart of the eyewear world.

Immagine 98 is a creative workshop based on the exchange of values and pursuit of excellence, conducted by a capable and dedicated group who makes design, research and Italian style their strength.

This is a typical Italian story, but nowadays it has passed the Cadore Dolomites to be told all around the world...



PRESENTATION DE L'ENTREPRISE

Immagine 98 est une entreprise leader sur le marché des lunettes, en plein cœur de l'une des plus belles montagnes du monde: les Dolomites.

Elle est située a Calalzo di Cadore, épicentre de la lunetterie.

Immagine 98 se veut un bijou de créativité dont les fondements reposent sur l'échange de valeurs et de recherche de l'excellence. A sa tête, une équipe dévoué et talentueuse qui fait du design, de la recherche sans cesse renouvelée et de l'italianité sa force.

Cette histoire toute italienne à dépassé les frontières du Cadore pour conquérir le monde entier...

ZUM UNTERNEHMEN

Immagine 98 zählt zu den führenden Unternehmen im Bereich Eyewear und liegt in den schönsten Bergen der Welt – den Dolomiten.

Genauer gesagt in Calalzo di Cadore, dem pulsierenden Zentrum der Brillenproduktion weltweit.

Immagine 98 präsentiert sich als eine kreative Produktionsstätte, für die gegenseitiger Austausch von Werten und Streben nach Produktexzellenz zu den Grundprinzipien gehört.

Geleitet durch eine kompetente Gruppe, die sich der Sache mit Haut und Haaren verschrieben hat und auf Design, Produktforschung und italienischen Stil als ihre Stärken setzt.

Die echt italienische Geschichte eines echt italienischen Unternehmens, das sich nun aus Cadore und den Dolomiten aufmacht, um die Welt zu erobern...

LIBERI DI ESSERE CREATIVI / FREE TO BE CREATIVE

Espressione incisiva della creatività e dello stile italiano, questo è X-IDE, un marchio che fonde design e artigianalità, ispirazioni d'antan e suggestioni contemporanee: le idee prendono vita attraverso la profonda percezione della realtà circostante, interpretata alla luce delle più moderne tendenze. Oggi X-IDE sfoggia un nuovo logo, interpretazione contemporanea della nuova attitude del brand sempre più attuale e accattivante. La creatività di X-IDE accoglie l'innovazione e rompe gli schemi mentali dominanti.

An incisive expression of creativity and Italian style, this is X-IDE, a brand that marries design and artisan craftsmanship, inspirations of yore and contemporary concepts. Ideas come to life through deeply felt perceptions of the surroundings, interpreted in light of the most modern trends. Now, X-IDE rocks a new logo, a contemporary interpretation of the brand's increasingly relevant and eye-catching new attitude. X-IDE's creative ethos welcomes innovation and breaks the dominant mental stereotypes.



Sole



○ 52 ✕ 18 140



Luna



c1



c2



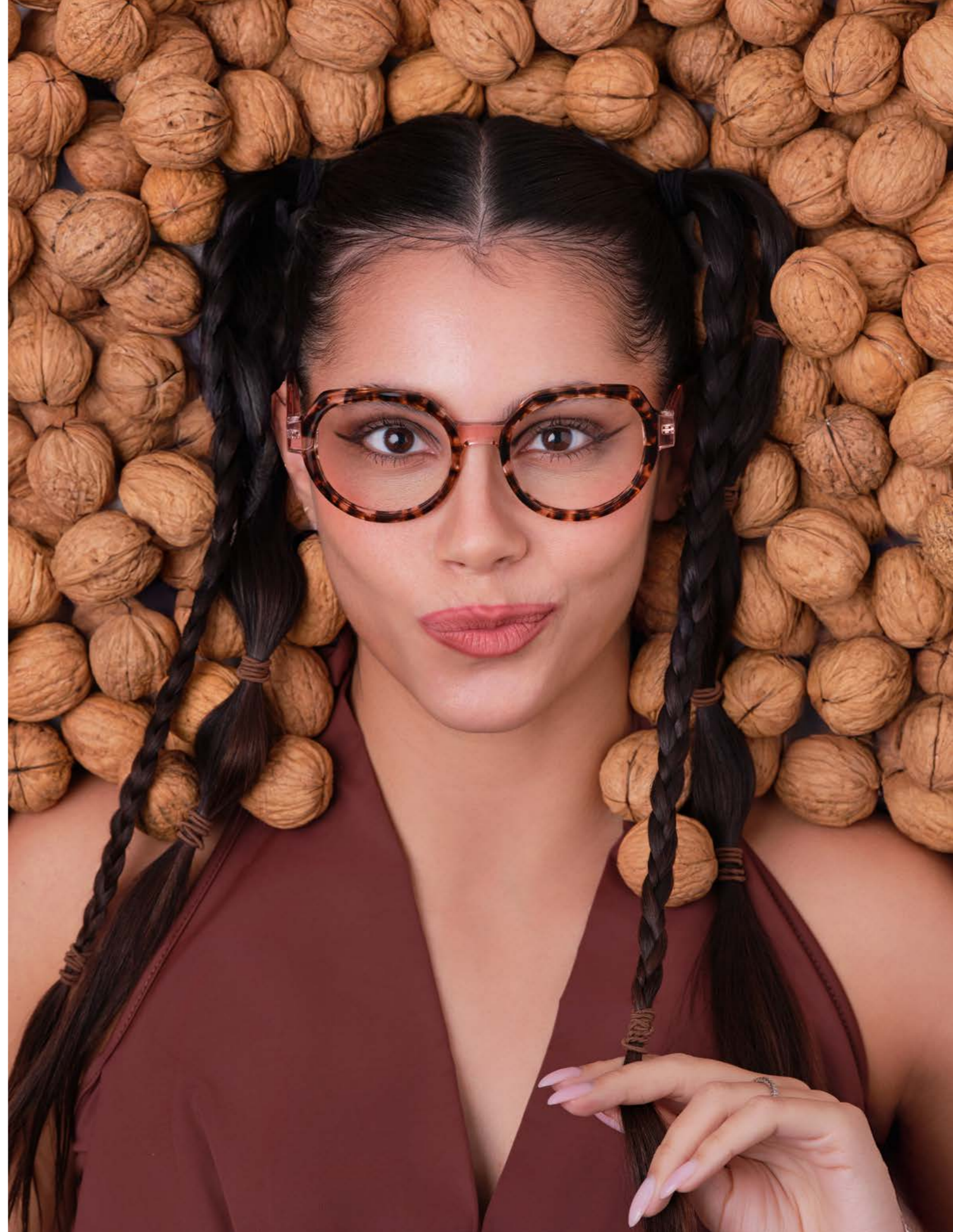
c3



c4



Goethe



Austen



c1



c2



c3



c4



c5



Joyce



c1



c2



c3



c4



c5



Kafka



c3



c4



c5



○ 50 ✕ 18 140



Hesse

c1



c2



c3



c4



56 17 140



Zola



○ 56 ✂ 17 140



Cassiopea



c1



c2



c3



X-175



Tessa



○ 52 ✕ 18 140



Wilde



c2



c3



53 20 140



Hemingway



c1



c2



c3



c4



○ 52 ✕ 21 135



Klee



c1



c3



c4



○ 52 ✕ 17 140



Da Vinci



c1



c2



c3



c4



○ 52 ✂ 19 140



Dalì



c1



c2



c3



c4



c5



c6



Canaletto



c1



c2



c3



c4



50 22 140



Liebermann



c2



c3



c4



c5



52 17 140



Aruba

HANDMADE DIAMOND ETCHING



c1



c2



c4



○ 53 ✕ 17 140



Cuba

HANDMADE DIAMOND ETCHING



c1



c2



c3



c4



○ 52 ✕ 17 140





c1



c2



c3



c4



○ 51 ✕ 19 140



c1



c2



c4



○ 50 ✕ 19 140

Martinica



c1



c3



c4



○ 54 ✕ 17 140



Gauguin



c1



c2



c3



c6



○ 54 ✕ 18 145



Vermeer



c1



c3



c4



53 16 140



Renoir



○ 52 ✕ 19 ˘ 140

Kandinski



○ 51 ✕ 20 ˘ 140

Indie

Zanzibar



c1



c2



c3



c4



○ 51 ✕ 19 140



c1



c2



c3



c5



c6



○ 52 ✕ 19 140

Antilla

DIAMOND

Sumatra

DIAMOND



c1



c2



c3



c4



○ 54 ✕ 16 140



c1



c3



○ 53 ✕ 18 140



c1



c1



c2



c2



c3



c3



○ 55 ✕ 59 135



○ 54 ✕ 17 135



c1



c2



c3



○ 53 ✕ 18 135



c1



c2



c3



c4



○ 54 ✕ 18 135



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○ 52 ✕ 18 135



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○ 52 ✕ 18 135



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○ 53 ✕ 16 135



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○ 54 ✕ 17 135



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c3



c4



○ 50 ✕ 22 135



c1



c2



c3



c4



○ 50 ✕ 22 135

Chagall



c3



c2



c5



○ 53 ✕ 16 140

Ibiza

DIAMOND



c1



c2



c3



c4



○ 56 ✕ 13 135

AVANT GARDE

Per trasmettere il messaggio della rinnovata identità, la campagna X-IDE esalta nuovamente l'elemento distintivo del marchio: il colore. Questo encomio si materializza attraverso la realizzazione di immagini che adottano una palette di colori predeterminata: rosa, lilla e blu. Dall'abbigliamento agli occhiali, fino allo sfondo, ogni dettaglio segue con coerenza questo schema cromatico, accentuando al massimo il focus del brand e narrando la sua storia attraverso cromie e sfumature suggestive.

To convey the message of its new identity, the X-IDE campaign once again exalts the brand's distinctive element: color. This accolade is manifested through the creation of images that use a specific color palette: pink, lilac and blue. From the clothing to the eyewear, and even the background, each detail consistently follows this color scheme, accentuating the brand's focus to the max and narrating its story through evocative colors and nuances.



Mizar



○ 51 X 20 145

Dickens



c1



c2



c3



c4



Goya



c1



c2



c3



c4



55 16 140



Munch



c1



c2



c3



c4



○ 51 ✕ 19 145



Rubens



c1



c2



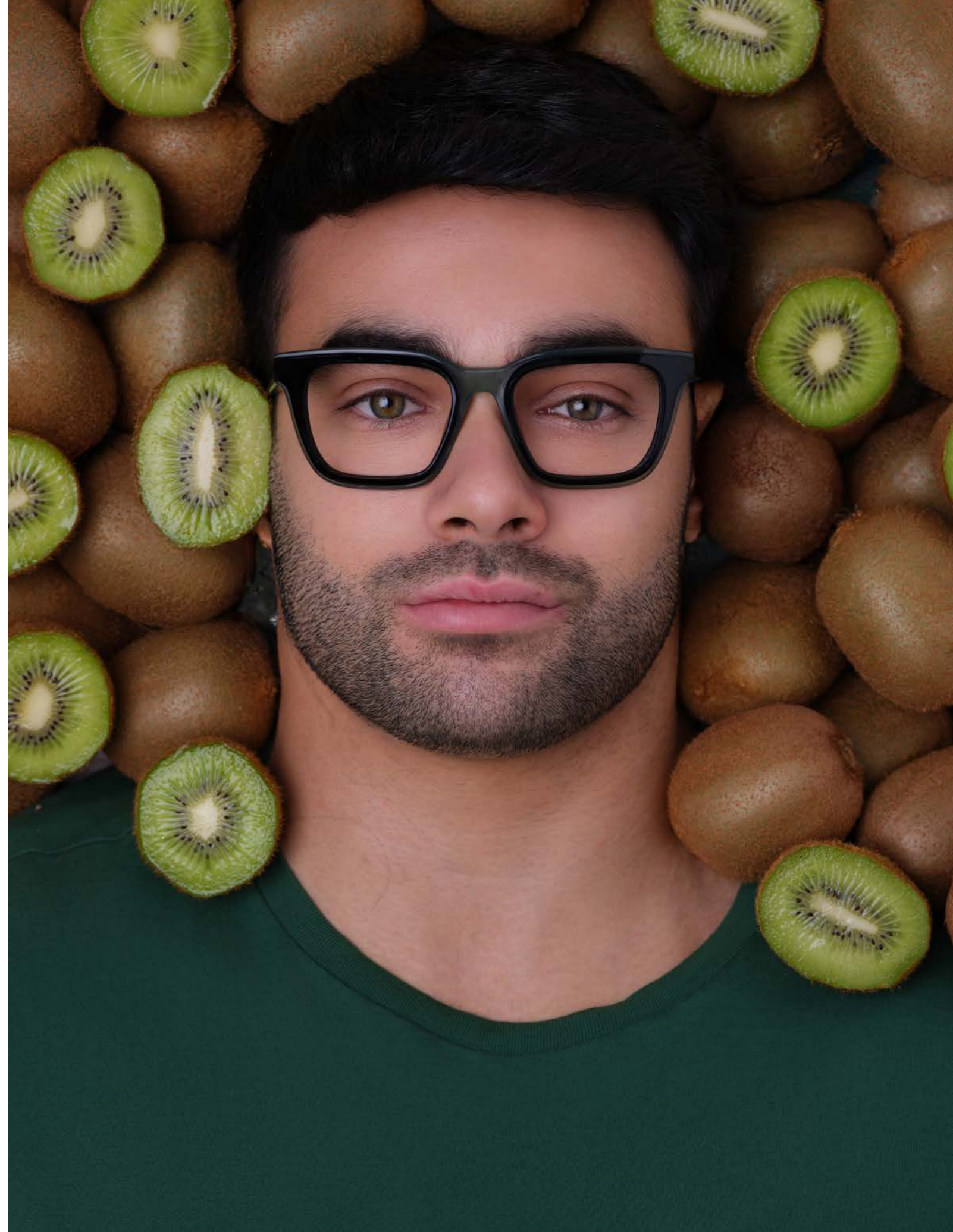
c3



c4



○ 51 ✕ 19 ˘ 145



Samos



c2



c4



c3



c5



56 16 140



Monet



c2



c3



○ 51 ✕ 20 140

Milos



c1



c2



c3



c4



○ 53 ✕ 17 150

Indaco

Corfu



c4



c1



c2



c5



c3



c4



c6



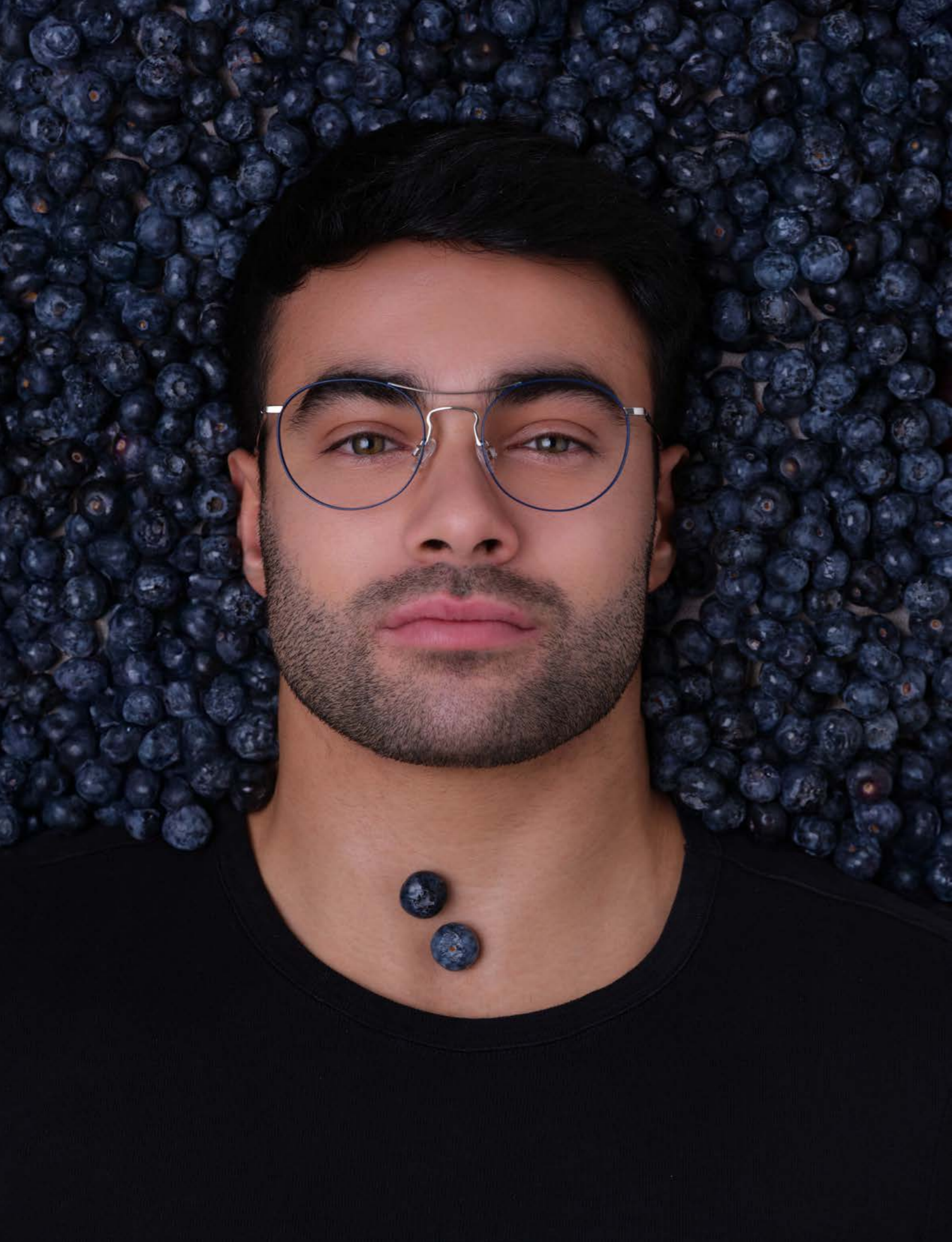
c5



○ 48 ✕ 21 140

○ 49 ✕ 21 150





Paros



c1



c2



c3



c4



○ 52 ✕ 20 140

**CARTELLI
VETRINA**

**WINDOW PANELS
MERCHANDISING**

972



973



980



981



982



974



975



976



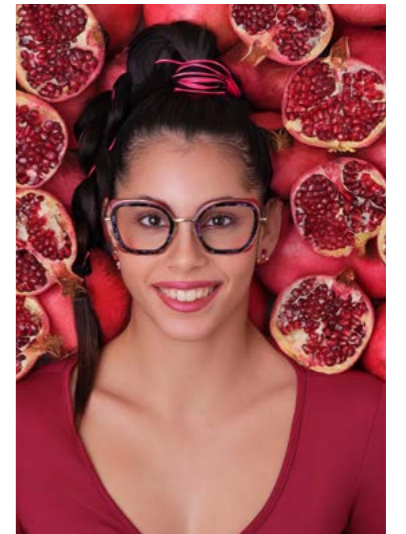
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978



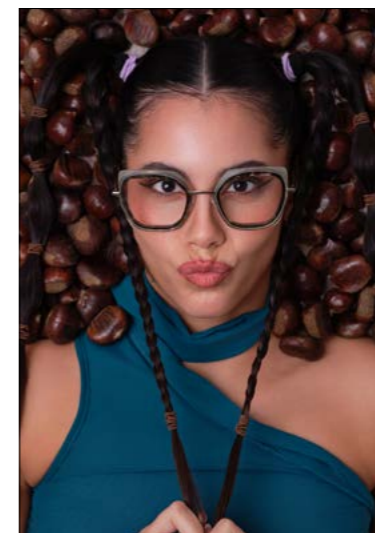
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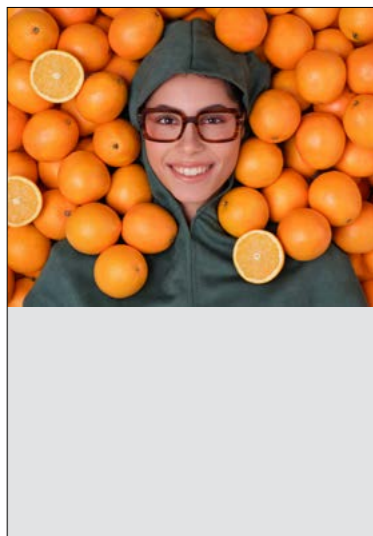
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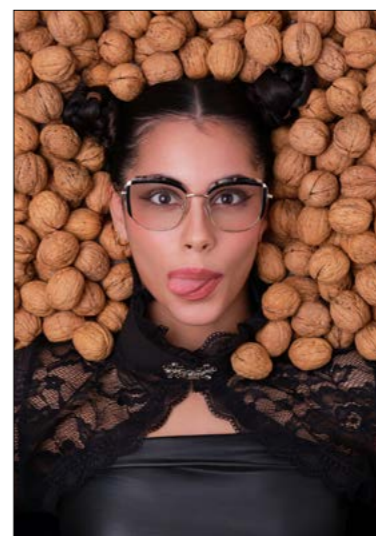
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1003



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1009



1010



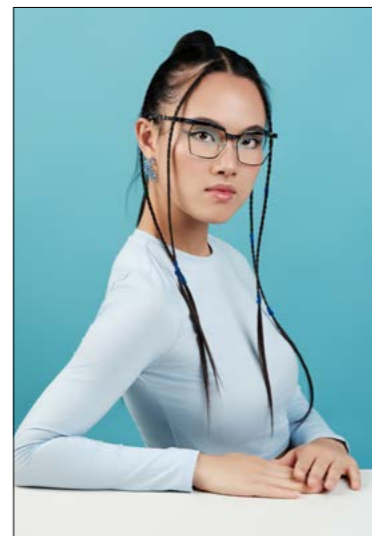
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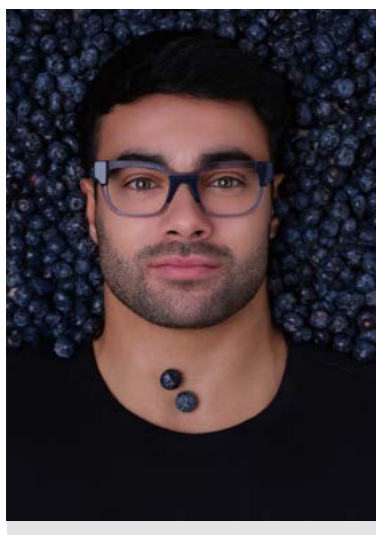
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1013



1014



874



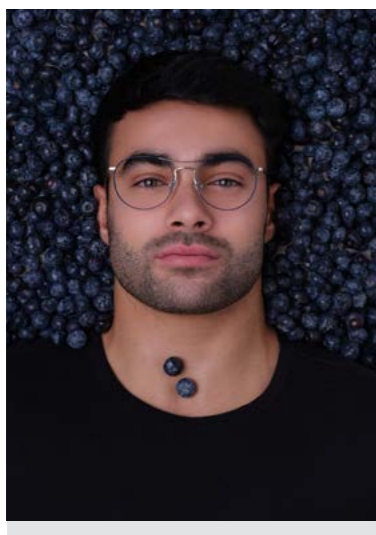
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1015



1016



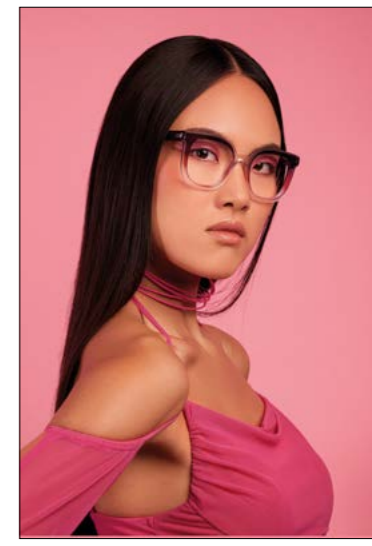
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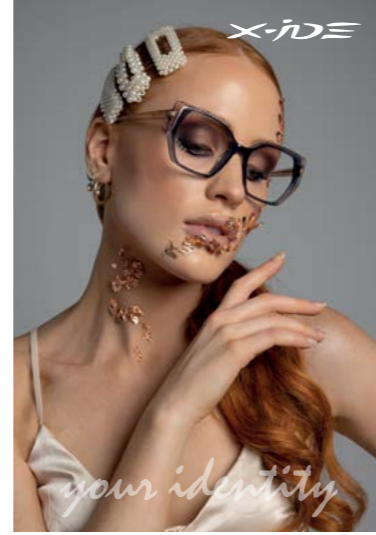
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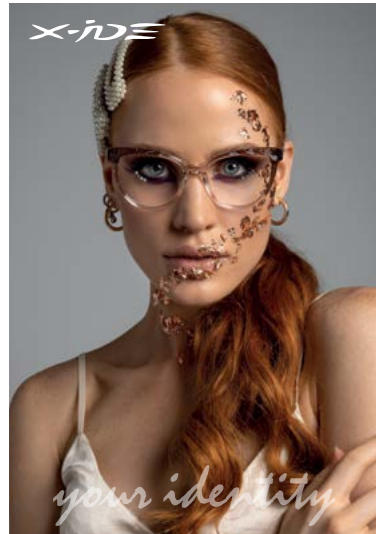
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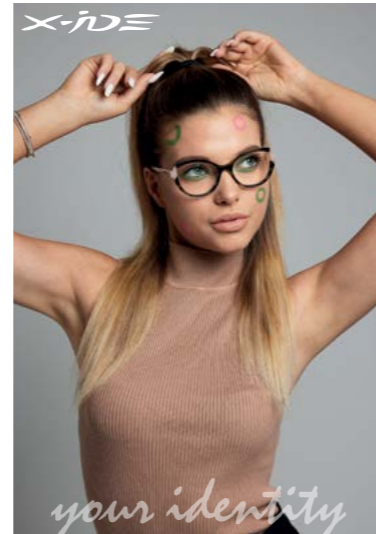
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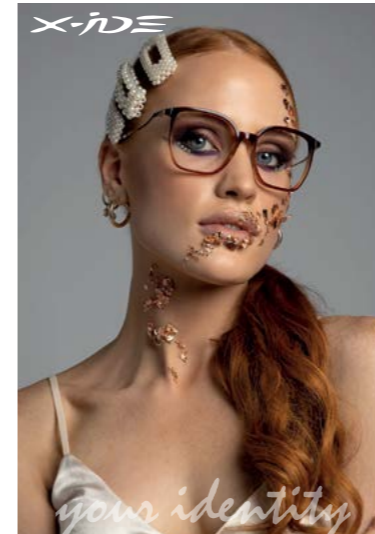
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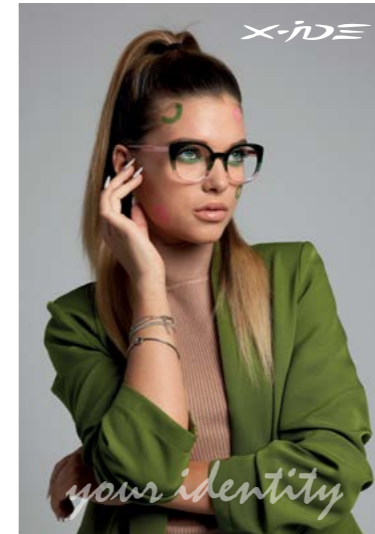
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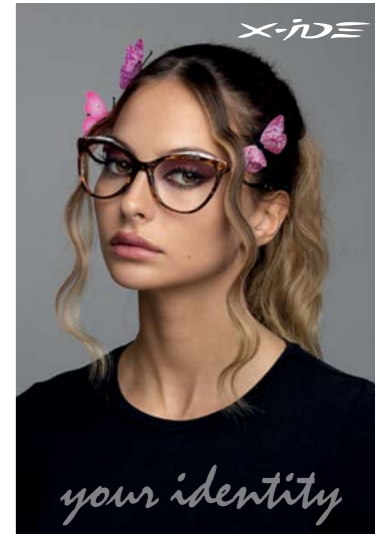
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842



807





Specchio/mirror SILVERFLAT



Astuccio/Case



Placchetta/Logo display



Espositore/display



facebook



instagram



www.x-ide.com

IMMAGINE 98 S.R.L.
Via G. De Stefani, 48
32042 Calalzo di Cadore (BL) Italy
tel. 39 0435 501137
www.immagine98.it
info@immagine98.it

info@x-ide.it

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X-IDE