

# PADDOCK

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# 1000

## MOST Influential People In Formula 1



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# An eye for business



**BY HENRIK LINDBERG | LINDBERG eyewear tells the world you subscribe to a different way of thinking, and have a connoisseur's appreciation of exceptional design and high-quality materials. Every frame is a statement about aesthetics, technical innovation and impeccable craftsmanship". We couldn't have said it better ourselves. That's probably why we invited mister [Henrik Lindberg](#), the owner of LINDBERG, to share his thoughts on his industry and the business of racing.**

## Arts and crafts

Our goal is to craft the best eyewear possible, that's obvious. But we always strive to make our glasses even better than we made them yesterday. No glasses are ever perfect, so we constantly innovate our own handcraft and at the same time invest in the newest technologies. Our team explores new materials and sometimes bends the laws of nature to obtain the desired vision for lightweight, flexible, adjustable, bespoke and fashionable glasses.

The company's mission has always been to work with the very best opticians around the world who appreciate and understand high-end designer eyewear. It takes skill and knowledge to work with tailor-made glasses like LINDBERG. With such a vast collection and so many possibilities the optician is also educated by our team on how to make the frames for the individual. However, we have lately been digging much more into the fashion world, which can be seen clearly in our sunglasses collection. Our typical client is much more fashion-oriented than she or he used to be - independent of a person's age.

The trend in the industry today, and in the near future, I believe, is mass production. The reason being that it's the easiest and most cost-effective. With more sales online in the industry, mass production is a better fit. That's to our advantage as we seek to offer the exact opposite. There will always be a market

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for the individuals who seek the extraordinary. The tailor-made. The quality. The unique! That's where we step in.

### **The racing side**

Talking about what we're all also interested in, I personally think that the sport of Formula 1 really needs some adjustments. Firstly, cars are made so important in the process of Formula 1 racing that they're not challenging enough for the drivers. And all the calculations of fuel and other elements is like the Williams sisters being forced to count their steps in a tennis game – it's not the point of the sport and it won't make it more thrilling.

Driving should still be the crucial matter in Formula 1, and only the very best drivers should be allowed to race. Also, they should be exceptional rather than ordinary – not a lot of interesting things happen nowadays in Formula 1. Of course, this is mainly because there are no drivers like James Hunt anymore, so at least some action out of the car would be magnificent. With characters like that, FOM could make the sport seem exciting to much younger audiences again.

### **Costs and emotions**

Even go karting is expensive, and Formula 1 is the most expensive form of racing with a gigantic fan base. So sponsors aim, and it's the right thing to do, to engage the large masses. Certainly, particular higher-level products usually cost much more than the mass production ones, thus some companies are not interested in getting their logo on a Formula 1 car or a driver's hat. For instance, we at LINDBERG are definitely using logos as a tool, but our sponsorship strategies work directly for the company rather than for getting our logo in various places.

Some experts say that the sport should keep its exclusivity, others feel that it should be more open to the crowds. I feel that there should be a smart balance, but a lot of elements must be maintained almost out of reach to keep them desired. Exclusivity is really important, even though spectators feel the need to see the inner life of Formula 1. For example, if I go to a Grand Prix, I shouldn't expect to shake a Formula 1 driver's hand – this is a luxury experience and it should be preserved. I remember a time when you had to book your Formula 1 tickets six months in advance, and now I sometimes see empty places in grandstands.

The exclusivity also gives a lot of mystery to the whole process, and that's what makes Formula 1 so different from other sports. This is not football where you can sit in Wembley Stadium and see the whole field; you can see only a few turns in Formula 1, much like you can see only some sides of the industry. And it's exciting. ■



**HENRIK LINDBERG**



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