



LINDBERG Director of Asian Operations

## NIKOLAJ SCHNOOR – Interview –

### The importance of tailored eyewear

Patented LINDBERG technical innovations, LINDBERG makes frames away with screws. This makes LINDBERG frames incredibly light and comfortable and wins a good sales record all over Japan. We are honored to have an interview with LINDBERG's Director of Asia Operations, Mr. Nikolaj.

photography *setsuko nishikawa*

LINDBERG start its business by providing revolutionized modern eyewear since 1985. As the collection increased, it has established a higher value of fashion. LINDBERG eyewear has won a high level of popularity for its' good quality and remarkable visual impact.

“Eyewear has become a significant element in fashion world. So that it must match the tendency of the day. Recently, tide up style has been brought back to business fashion, likewise, there is a strong trend for eyewear to trace back to classic models. Based on a classic model with 30 years history, we brush up the design by making the lens thinner and smaller.”

We asked Mr. Nikolaj about what is most important when choosing eyewear.

“First of all, it is important to find a suitable frame. Meanwhile, fitting is a also big deal. It depends pretty much on optician's ability. Just like how much we need a good tailor when ordering suits, a good optician should know which nose pad fits the customer, and how long the temple should be.”

For that, LINDBERG has been putting great effort into training of our opticians, ever since we start our business.

“WE have always been putting investment into technical education since the early age of our business. Thus LINDBERG have developed exclusive and unique tools and machines to fix and adjust our frames. What LINDBERG presents is not only eyewear with function, but also an insistence of providing every frame that is suitable for every customer.”

#### *Nikolaj Schnoor*

Born in Denmark, Nikolaj is proficient in Danish, English and German. Nikolaj studied international business and marketing administration at business school in Lausanne of Switzerland, and joined LINDBERG after Siemens AG. He has been living in China since 2003 when he becomes Asia General Manager. He was nominated as Director of Asia Operations in 2013.

WISDOM