

DATE
REDEFINING BOUNDARIES

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**BEHIND
EVERY
FRAME
A ROLE
TO
PLAY**

12 - 14 SEPTEMBER 2026
SALONE MARGHERITA, NAPOLI



DaTE 2026: WHERE EYEWEAR BECOMES PERFORMANCE

After the edition hosted in the iconic pyramid of Cocoricò in Riccione, which confirmed the event as a laboratory of continuous innovation, **DaTE 2026** awaits you from **September 12 to 14 in Napoli, at the Salone Margherita.**

The historic late 19th century *café chantant*, a symbol of entertainment and creativity where music, comedy, and fashion intertwined, becomes the **stage for eyewear**: a space where everyone can play different roles and glasses become both a symbol and a tool of self-expression.

WHAT TO EXPECT:

Renewed format: to respond to the evolving challenges of a constantly transforming industry.

Unique setting: in the composed silence of a theatre, amid velvet and soft lighting, an unexpected demonstration takes place. The Salone Margherita ceases to be merely a place of viewing and becomes a space of mutual observation, with the constant aim of surprising and creating wonder.

New schedule:

- Saturday, September 12, from 2pm to 7pm
- Sunday, September 13, from 10am to 6pm
- Monday, September 14, from 10am to 2pm

DaTE party: on Saturday, September 12, we will host an exclusive party to which you may invite your top buyers.

THE AUDIENCE

Visionary, curious, attentive, sophisticated, demanding. DaTE's visitors are 95% Italian opticians, constantly seeking innovation and inspiration. Driven by key values such as innovation and avant-garde thinking, outstanding professionals have been attending our event for 13 years.

BENEFITS FOR EXHIBITORS

- Meet a highly qualified and genuinely interested audience.
- Do business in an original, proactive environment
- Expand your network, also through the DaTE Party, which offers the opportunity to build connections in an informal, dynamic, and engaging atmosphere.
- Offer your guests a unique and distinctive experience.
- Stand out in an increasingly competitive and demanding market.
- Be part of an exceptional context that enhances your brand.
- Join a community active across all communication channels.

Get ready to experience another exciting journey through business, creativity, design, and technology, where eyewear takes centre stage!

For further information and participation fees:
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