

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: an exclusive party on Saturday, September 12.

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

DaTE 2026 awaits you from September 12 to 14 at the Salone Margherita in Napoli.

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