

**DaTE**  
REDEFINING BOUNDARIES

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REDEFINING BOUNDARIES

**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!**

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