



EYEWEAR ALL NIGHT LONG! DaTE DISCO PARTY DEBUTS AT COCORICÒ

*DaTE 2025 also lights up the night with music, networking and creativity
under the Riviera's most legendary pyramid*

Milano, 2 September 2025 – Not only business: **DaTE 2025** breaks with tradition and shines the spotlights on its more unconventional side. **From September 13 to 15**, the independent eyewear industry will gather at **Cocoricò in Riccione**, transforming that temple of Italian club life into a showcase for vision and creativity. An exclusive headline event, the **DaTE Disco Party** will take place on **Saturday, September 13 starting at 7 pm**, bringing together music, networking, and pure energy: a unique celebration of eyewear, outside the traditional boundaries.

Registration is required to participate and opens today at dateyewear.com/en/party. Party space is limited and **admission will be permitted only with prior reservation**.

"The DaTE Disco Party is a natural extension of the spirit of the event," stated DaTE President, **Davide Degl'Incerti Tocci**. *"We believe that real business happens in authentic moments — away from rigid formalities — where ideas flow freely and meaningful connections take shape."*

A format that evolves, yet maintains its identity

The 2025 edition marks a new phase for DaTE: **110 Italian and international brands** – the embodiment of excellent quality and creative vision – were selected to showcase eyewear as a form of expression, innovation and culture. DaTE transcends the traditional sense of a trade show; it is a **fluid, dynamic container** that nurtures the dialog between design and business, trends and individual stories, experience and relationships. The **new traveling format** embraces the event's evolving spirit – launching in Riccione, to then be followed by other Italian cities, chosen to carry the world of *avant-garde* eyewear to exciting new destinations.

"We selected Riccione to inaugurate this new phase because it encapsulates the identity DaTE wants to convey: a city whose DNA is creative, ready to welcome and elevate unconventional ventures. Cocoricò is the ideal venue for this opening act: dramatic, steeped in symbolism, energetically alive," the President concluded.

Admission to DaTE is free of charge, open only to eyewear industry professionals, opticians, buyers and journalists. For press or visitor accreditation, please complete the appropriate form at one of the following links: dateyewear.com/en/visitatori or dateyewear.com/en/accredito-stampa

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