



DaTE 2025: A NEW BEGINNING THAT CAPTIVATES RICCIONE

1000 visitors and unframed energy.

Next destination: Naples, September 12 to 14, 2026.

Milano, 16 September 2025 – **DaTE took a chance and it paid off.** Bringing the world of cutting-edge eyewear to a legendary temple of nightlife like the Cocoricò, was not without its risks. And yet, the response was loud and clear: producers, designers, opticians, buyers, distributors and journalists flocked to the Riccione pyramid, transforming it into a stunning platform of **creativity** and **experimentation**.

The 2025 edition drew **1000 visitors**, mainly Italian, but also opticians and buyers from European countries like Germany, Belgium, Luxembourg, Poland and Spain.

“To say we are pleased doesn’t even come close,” commented President **Davide Degl’Incerti Tocci**. *The figures speak for themselves, but even more so, the extraordinary energy that filled the air during these days – enthusiastic companies, curious visitors, the media and social channels that followed us closely and the work of a cohesive and passionate team. It was clear that DaTE needed to evolve: the market is different, times have changed.”*

“This new edition was the right answer for those who asked for an authentic experience, a hub that was first cultural and then commercial, a place where independent eyewear could express itself without filters,” added co-founders **Cristina Frasca** and **Dante Caretti**.

DaTE has never truly been a “trade show” in the conventional sense of the word. For thirteen years, it has been a **movement**, a **laboratory**, a **meeting point** and a **catalyst** for the independent market and for creativity. And, for those who believe that eyewear can be much more than an accessory, a **declaration of identity, research and vision**. This is where you experiment, you dare, you question the rules, and it is exactly this freedom that makes it unique.

The Cocoricò was the ideal venue for this new phase and excitement over the future is already building. The next edition will be held in **Naples, September 12 to 14, 2026**, at the **Salone Margherita**, a fascinating place hidden in the underground passages of the Galleria Umberto I. *“When we saw it, it took our breath away,”* remarked Degl’Incerti Tocci. *It is a magical space, in a city that is experiencing a moment of great energy. We immediately thought it would be the perfect setting for the next chapter.”*

And so, DaTE continues its journey: not only as an event but as an invitation to change one’s perspective, to innovate, to believe that the boldest ideas can become reality.

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