

DaTE

REDEFINING BOUNDARIES

Napoli, September 12 to 14, 2026

DaTE 2026: EXHIBITOR LIST ONLINE

Visitor and press registration is also open

Milano, 28 May 2026 – **DaTE is an experience to be lived.** An event where eyewear, design, creativity, and relationships come together in an unconventional atmosphere, far from traditional industry formats. To host the 2026 edition, DaTE has chosen **Napoli**, a vibrant, intense city filled with energy and beauty, where the culture and authentic character that define it become an integral part of the event itself.

From September 12th to 14th, Salone Margherita will be the venue for three days focused on contemporary eyewear, featuring independent brands, new creative visions, inspirations, and networking moments designed for buyers, opticians, press, and industry professionals. A setting that is both immersive and informal, where networking evolves naturally and every detail contributes to creating a distinctly unique experience.

Starting today, **the complete list of exhibitors** at the 2026 edition is available online, a useful tool to begin planning your visit. This year, DaTE once again sold out quickly, underscoring the great interest surrounding the event. **Registration** is now also **open for visitors and journalists**.

Among the innovations: debut of the **world of ophthalmic lenses**, which further expands the contemporary eyewear narrative and enriches the exhibition experience with new content and new connections among the industry's key players. **New hours:** on Saturday, 12 September, the show will open at 2 pm, to provide a welcome that is even more closely aligned with the needs of trade professionals. Sunday, 13 September, DaTE will be open from 10 am to 6 pm and, on Monday, 14 September, from 10 am to 2 pm, with the possibility of extension upon request.

Confirmed: the highly anticipated **DaTE Party**, Saturday, 12 September, starting at 7 pm. Given the success of the 2025 edition held at the Cocoricò in Riccione, the party returns with new energy, reaffirming its status as much more than an evening – a genuine opportunity to meet and connect in a relaxed and engaging atmosphere. It is here that DaTE best expresses its spirit by transforming networking into something spontaneous, natural, and memorable.

“We are very satisfied with the growth of DaTE, especially at such a delicate time for the market, both in Italy and abroad,” remarked DaTE **President Davide Degl’Incerti Tocci**. *“After the relaunch edition at Cocoricò, which brought together 110 brands and 1,000 visitors, we again felt the same enthusiasm for the Napoli edition. Many companies spontaneously contacted us even before the official opening of sales, a sign*

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that the desire to come together in a culture of cooperation is stronger than ever. This is why we committed to keeping exhibition space costs accessible, offering meaningful support to companies during this particularly complex phase for the industry. We are also particularly proud of our collaboration with ITA (Italian Trade Agency) which, thanks to the hosted buyers project, aims to bring about 30 buyers from Europe and the Mediterranean area to DaTE – a crucial opportunity to enhance Made in Italy and create new international business opportunities for our exhibitors. We want to continue building an event that can listen to the industry, foster genuine relationships, and offer an experience that goes beyond a mere exhibition.”

To consult the list of exhibitors:

<https://dateyewear.com/en/espositori>

To follow DaTE on social media channels:

www.instagram.com/dateyewear/

<https://it-it.facebook.com/DateEyewearOfficial/>

#date2026 #dateyewear

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