



Shaping avantgarde

Next edition: September 19-21, 2020

**DaTE LIVES UP TO EXPECTATIONS, DRAWING SELECT EXHIBITORS
AND A DISCERNING AUDIENCE TO FLORENCE IN A QUEST FOR THE AVANT-GARDE**

*Spring event announced to air ideas and insights
on the “culture” of international eyewear*

The eyewear of the future showcase – the 7th edition of DaTE and the 4th held in Florence – draws to a close. The organizers’ expectations were met and exceeded as **trade professionals and select buyers** lined up to see the latest eyewear innovations, with the intention of diversifying their own product lines, while scoping out design and avant-garde ingenuity. The array of **121 carefully selected exhibitors** led to an increase in the number of overseas visitors. What they saw was research and innovation, experimentation with shapes and colors, as well as a focus on sustainability and materials.

Visitors and exhibitors also used social media to spread the word. During the three days of the show, there were 100,000+ views of content and more than 43,000 people reached through Facebook and Instagram. User engagement was off the charts as they produced, on Instagram alone, more than 3,000 content items, between stories and feeds, using the official hashtags for the event.

Parallel to its B2B event held each Fall, DaTE has decided to forge a new path in the coming year by organizing an **international meeting in Milan in the Spring of 2020 that will focus on culture and the world of eyewear.**

“The idea is to offer an opportunity to share ideas about design, innovation and technology in the realm of eyewear. A workshop where eyewear experts and technicians come together to share insights and novel ideas about eyewear as a social and cultural object and as an accessory, leaving aside discussion of the commercial aspects” explained DaTE President **Giovanni Vitaloni**.

The next edition of DaTE is scheduled for September **19th to 21st, 2020**.

Updates and news on the website <https://dateyewear.com/> social profiles of the event: Instagram <https://www.instagram.com/dateyewear/> Facebook <https://it-it.facebook.com/DateEyewearOfficial/>