



Shaping avantgarde

Stazione Leopolda, Firenze, 11-13 September 2021

## THE 9<sup>th</sup> EDITION OF DaTE, THE AVANTGARDE EYEWEAR SHOW OPENS TOMORROW

*Over 120 exclusive national and international brands, with added value in the form of research and innovation, will meet in a new live showcase, looking ahead to the future*

Milan, 10 September 2021 – The 9<sup>th</sup> edition of **DaTE**, the international avantgarde eyewear show, will open on **Saturday 11 September** at 10 a.m. at the Stazione **Leopolda** exhibition center in Firenze, and will run until Monday 13 September. Like in the past years, the partnership with ITA (Italian Trade Agency) continues, supporting and strengthening the internationalization objectives of the event: the President of ITA, **Carlo Maria Ferro**, will be present as a confirm of these goals.

**Shaping the future of eyewear** is the claim of this edition which represents the leading event for the industry in 2021: a great opportunity for live interaction, paving the way for a new eyewear future. «*Tomorrow will be a momentous opportunity for our sector – says the **President of DaTE Giovanni Vitaloni**. After many months of trade-fair inactivity, our show will open with 50% more exhibitors than last year. Buyers will be able to choose from over 120 brands, 45% of which are international, which stand out due to their originality, design and innovative use of materials. These are important features suggesting a gradual return to pre-Covid business levels*».

This special edition will be held in full compliance with the Italian government safety regulations for trade-fairs and events, a further effort willingly undertaken by the organizers in order to ensure a unique show every year that retains its extraordinary content and form as a leading event in the industry of cutting-edge eyewear.

For entry, all participants (over the age of 12) will therefore be required to show their Green Pass or vaccination certificate, a negative PCR or lateral flow test taken 48h beforehand or certificate of recovery from Covid within the last 6 months.

DaTE will be open to visitors on Saturday 11 and Sunday 12 September from 10 a.m. to 7 p.m. and on Monday 13 September from 10 a.m. to 5 p.m. **The list of exhibitors** can be consulted on the show website <https://dateyewear.com/exhibitors/> or via app. Visitors can register here <https://dateyewear.com/visitatori/> and press accreditation is via the link <https://dateyewear.com/press/>. You will receive a digital pass by email, which you can show directly on your smartphone. Information and updates will be available also on the show social media profiles [www.instagram.com/dateyewear/](http://www.instagram.com/dateyewear/) and <https://it-it.facebook.com/DateEyewearOfficial/>.

**Official hashtags:** #dateyewear, #shapingavantgarde, #restartTogether