



Shaping avantgarde

## THE 9<sup>TH</sup> EDITION OF DaTE CLOSSES WITH A 55% INCREASE IN BUYERS AND 130 ITALIAN AND INTERNATIONAL BRANDS ON HAND

***Sharp increase in attendance, compared to the previous edition, denotes widespread participation and confirms industry restart***

Florence, 14 September 2021 – The 9<sup>th</sup> edition of DaTE, an event focused on the eyewear of the future, closed yesterday at the Stazione Leopolda di Firenze.

Almost **1.500 eyewear professionals** and **select buyers** visited the show, exceeding expectations and emphasizing the importance of in-person events for the industry. And, with **130 Italian and international brands**, the event reconfirmed itself as a key resource for the entire eyewear industry which, in Italy, brings in about **4 billion euro in turnover**, and employs a **workforce of 18,000**.

Strictly in compliance with the anti-Covid measures in effect, the event attracted a substantial turnout this year from across Italy and the world, for a 55 % increase in attendance. The number of exhibitors rose by 50%, compared to last year. Of the 130 brands participating, 45% were international. Crucial internationalization activities, conducted in support of the event by ITA (Italian Trade&Investment Agency), brought in international buyers particularly from Spain, France and Poland. This foreshadows an increasingly international future for DaTE.

*“This year, more than ever, DaTE was a pivotal driver for the industry, as well as the place where in-person meetings, sharing and business was possible. For 3 days, we were surrounded by keen interest and a craving to invest in the future and in new projects. We are extremely pleased with the outcome of this edition - stated Giovanni Vitaloni, President of the event. The last 2 years were unbelievably complex and DaTE 2021, which actually never suffered a slowdown, finally put the industry machine back into motion. The extraordinary motivation demonstrated by the exhibitors and the determination of the companies and visitors made it possible to place beauty, craftsmanship and design ingenuity at the core of the supply chain. The hard work and participation of everyone made this possible. Together, we can continue to work hard to bring renewed driving force to the industry and to shape the future of eyewear.”*

Online interaction by users also yielded excellent results. Through social media messaging, FB and IG combined reached 513.353 users and a total of 14.877 interactions, confirming extremely compelling engagement. Video content was viewed more than 15.000 times.

Arrivederci at **DaTE 2022!**

Official site: <https://dateyewear.com/>

Instagram: <https://www.instagram.com/dateyewear/>

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