



Shaping avantgarde

DaTE 2022 – Firenze, September 10-12 10 days to go before the avant-garde eyewear show.

From Saturday, September 10th to Monday, September 12th at the Leopolda di Firenze, 100 companies from around the world, and a total of 170 brands, will exhibit their collections, whose lowest common denominator is **creativity**. DaTE is also much more – a not-to-be-missed opportunity for the exchange of ideas and networking among eyewear professionals, a place to talk business and close deals, a precious international resource for those on a quest for inspiration, innovation and the *avant-garde*.

Click on this link for a constantly updated list of exhibitors and brands <https://dateyewear.com/exhibitors/>. Registration is still open for visitors and journalists on the official website <https://dateyewear.com/en/>. Digital passes are delivered via email and can be scanned at the show from a smartphone.

*“The 2022 edition promises to be a one-of-a-kind experience – remarked DaTE President, Giovanni Vitaloni – not only because DaTE is celebrating its 10th anniversary, a milestone for an event that has grown and gained prominence in the panorama of industry events, but also because this year we have planned a sister event in Milano, **MEDD By DaTE: Milano Eyewear Design Day, a special, non-commercial event, one day only, October 17**. MEDD By DaTE, whose format and contents are completely different from the Firenze show, is open to everyone – not only eyewear professionals and the press but also to eyewear enthusiasts, designers and students – a space for creative exchange and reflection on design in its purest state. The focus is on eyewear, with guests and experts from various fields. An opportunity you won’t want to miss!”* The program for the Milano event includes award presentations and an exhibit of history-making eyewear. The eyewear that will compete for the award established by MEDD will be selected during DaTE Firenze and the winner announced on October 17th at the ADI Design Museum.

DaTE will also be center stage at another special event, **“L’arte di fare Moda” [The art of Fashion]**, this one for the press, to be held **Wednesday, September 7th at 6 pm** at the **Biblioteca Pinacoteca Accademia Ambrosiana di Milano** [Pinacoteca Library and Ambrosian Art Gallery in Milano].

“Again, we wanted to be part of this event that celebrates the top Italian fashion shows, where culture is the point of convergence around which the various sectors revolve. Please come discover with us the treasures of history with which we narrate our own, in an entirely different way,” concluded Vitaloni.

At that event, the seven trade show excellences participating in the **#finallytogether**” project (DaTE, HOMI Fashion&Jewels, MICAM Milano, MIPEL, TheOneMilano, Lineapelle and SIMAC) will pay tribute to the quintessence of the entire supply chain through seven representative works designed to convey the expression of the industry through art.

Updates and information about DaTE will be available on the dateyewear.com website and on social channels www.instagram.com/dateyewear/ and <https://it-it.facebook.com/DateEyewearOfficial/>. **Stay tuned!**



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