

DaTE

Shaping avantgarde

Stazione Leopolda, September 10-12, 2022

OPENING TOMORROW IN FIRENZE (ITALY) DaTE, THE AVANT-GARDE EYEWEAR SHOW

Creative experimentation, genderless styles, technological research and sustainability are some of the key words for this 10th edition

Opening at 10am **tomorrow, Saturday, September 10th**, at the Stazione **Leopolda** di Firenze, the 10th edition of **DaTE**, the international avant-garde eyewear show that will continue through Monday, September 12th.

100 companies from around the world, and a total of **170 brands** will exhibit their collections. **Gender-neutral** styles that look beyond traditional definitions, **oversize** and **retro** specs, **technological research** and **design**, **minimalism** and **high-tech**, **new materials**, **sustainability** and **resource-sparing** manufacturing processes. These and many other **trends** will be on display at DaTE, all reflecting the 10 attributes the show is built upon and that have shaped its growth: **creativity, innovation, originality, research, energy, contamination, experimentation, audacity, vitality and flair.**

To celebrate **creative experimentation**, launching this year is the **LYF Zone**, an exclusive space-within-a-space featuring a selection of kindred brands that express the philosophy and the spirit of the magazine – official media partner of the show. Exhibiting in the LYF Zone, along with **cult collections**, will be **new talent** and **non-traditional entrepreneurs**. This new “place in a place” brings together the many fresh design personalities at the crossroads between innovation and aesthetic expression, research and vision, design and poetry.

There will be plenty of opportunities for interaction between industry professionals and moments in which to talk shop and close deals. With this in mind and in response to the exhibitors’ need to expand and popularize their brands overseas, the show’s partnership with **ITA** (Italian Trade Agency) for hosted international buyers continues this year.

DaTE will be open to visitors and accredited press **Saturday and Sunday from 10am to 7pm** and on **Monday from 10am to 5pm**. Information and updates about DaTE can be found at <https://dateeyewear.com/en/> and social www.instagram.com/dateeyewear/ and <https://it-it.facebook.com/DateEyewearOfficial/>.



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