



Shaping avantgarde

DaTE 2022:
browse through the exhibitors list and enjoy the previews
of the special event in Milano

Milano, July 27, 2022 – Opening in less than two months, the 10th edition of **DaTE – Shaping Avantgarde**, the eyewear show focused on state-of-the-art eyewear, set to take place **from Saturday, September 10 to Monday, September 12 at the Leopolda in Firenze.**

To date, **90 exhibitors** have confirmed their participation in the show, representing more than **150 brands (data constantly updated)**. Many international companies will be on hand again this year: from France, Germany, Belgium and Switzerland, just some of the leading countries of origin. **Follow this link for the list: <https://dateyewear.com/en/exhibitors/>**

*“DaTE marked the turning point for eyewear industry events in Italy, it was the first in-person eyewear show in 2020 and in 2021, despite the ongoing health crisis, it hosted **more than 1,500 domestic and international eyewear professionals and 130 brands**. This year, at the 10th edition, **we hope to equal and even exceed this achievement** - remarked DaTE President **Giovanni Vitaloni** – **thanks to our partnership with ITA (Italian Trade Agency)**. We would really like to **increase the number of hosted international buyers, specifically from neighboring countries**”.*

Also in the works is the schedule of the **special event Milano Eyewear Design Day by DaTE**, to be held at the ADI Museum on **Monday, October 17**. In honor of the 10th anniversary of the show, DaTE will celebrate with an event for companies, buyers, journalists, stakeholders, designers, experts, students and eyewear connoisseurs, an occasion to share, build upon and cultivate new ideas for the future of eyewear. The event will also be open to the public, who can choose to attend:

- a design workshop that will host key industry players;
- two ceremonies, one dedicated to the most avant-garde piece of eyewear (selected, by an authoritative jury, from among those displayed at the Firenze show) and the other to the most visionary optician (chosen by exhibitors at DaTE 2022);
- a show where 30 pieces of eyewear that have “designed” the history of our industry are on display.

It will also be an opportunity to conduct business: in a dedicated area, companies that specifically request it can meet privately with buyers to showcase their products, collections and latest innovations.

Information and updates are available on the website at dateyewear.com, and on social media channels www.instagram.com/dateyewear/ and <https://it-it.facebook.com/DateEyewearOfficial/>. **Stay tuned!**

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