

DaTE

DaTE 2023: SATURDAY AND SUNDAY IN FIRENZE A DATE WITH CONTEMPORARY EYEWEAR

Saturday 9th and Sunday 10th September at the Leopolda, the 11th edition of DaTE hosts 100+ brands of Italian and international eyewear

Milano, 7 September 2023 – Countdown to the launch of the 11th edition of **DaTE**, the highly anticipated contemporary eyewear show that will open its doors to industry professionals on **Saturday 9th and Sunday 10th September at the Stazione Leopolda in Firenze.**

More than **100 brands** from **Italy, France, Germany, Belgium, Ireland and Japan**, to name just a few, are exhibiting at this new edition of DaTE, including debut appearances, exclusive previews and eagerly awaited return players. Exhibitors will present their newest **inventions** in **styles, materials and technology**, the product of ongoing **research** aimed at the creation of unique pieces, original, avant-garde creations that blend tradition and innovation while also keeping in mind sustainability.

Among the **latest** fashions on display at DaTE, objects designed for a sophisticated 'gender-free' audience, luxury products, true design pieces and ultra-technological sports eyewear. The complete list of exhibitors is available at this link <https://dateyewear.com/en/exhibitors/> and some new items can also be viewed here <https://dateyewear.com/en/news/>

As in the past, visitors will be welcomed in an **avant-garde exhibit space** embellished with elements from the **new communication campaign**, produced exclusively for DaTE by LYF. Four images, **focused on faces and the eyes**, that have promoted the show during these months of preparation, portraying it in a dreamy but down-to-earth, spellbinding but tangible, visionary but realistic manner.

Admission is free of charge, subject to registration at this link <https://dateyewear.com/en/visitatori/>, reserved for eyewear professionals, opticians, buyers and journalists intent on discovering the most cutting-edge trends in the world of contemporary eyewear.

DaTE 2023 - Saturday 9th and Sunday 10th September
Stazione Leopolda, Firenze
10 am to 6:30 pm
<https://dateyewear.com/en/>
www.instagram.com/dateyewear/
<https://it-it.facebook.com/DateEyewearOfficial/>

Ufficio stampa – Carolina Mailander Comunicazione

Marcella Laterza 3357559154 marcella.laterza@cmailander.it
Chiara Ferraro 3450059935 chiara.ferraro@cmailander.it
Martina Bruno 3286222616 martina.bruno@cmailander.it