

DaTE

DaTE IS A WAY OF BEING: THE CONTEMPORARY EYEWEAR SHOW RETURNS TO FIRENZE WITH MANY INNOVATIONS

Saturday 7 and Sunday 8 September, the 12th edition of the avant-garde eyewear show returns to the Leopolda with changes to its format, installations and visitor options

Milano, 14 May 2024 – A re-imagined version of **DaTE**, the contemporary eyewear show, is set to take place **Saturday 7th and Sunday 8th September** at the **Leopolda** in **Firenze**.

The eyewear sector is constantly evolving – with new technologies, trends inconceivable a few years ago and fairly radical changes in end-consumer needs that arise almost daily. For DaTE to remain relevant, these changes must be taken into consideration, to offer an experience that reflects current market demand and provide visitors with the tools they need to stand out, creating more engaging dialog and buying experiences.

As a key event for a community incredibly on top of the *avant-garde* and innovation – and the first to take place in Italy after the summer break – DaTE must listen to the voices and needs of its participants. Now in its 12th edition, the show changes its **format** – more streamlined and informal; its **installations** – with new, more-welcoming spaces, designed to promote meetings and dialog between industry professionals; and in its **product range**, with an expansion of the sectors to be included in the show. **For the first time, DaTE opens its doors to the manufacturers of lenses and technologies** that enhance and complete the product areas represented. Its communication tools are also being updated, with a **new website** and a **social media activity** that will carry on up to opening day.

“To continue to be a vital resource, it is crucial that we evolve,” remarked **Giovanni Vitaloni**, President of DaTE. *“Reinventing ourselves is an act of courage and a message to our exhibitors and visitors who – in their quest for new inspirations, business opportunities and exchange of ideas – put their trust in us every year at the Firenze event. However, change does not mean canceling our past, but rather learning from the experiences over these 12 years that have made DaTE Italy’s leading autumn eyewear showcase.”*

Admission to DaTE is free of charge, upon registration, and is open only to eyewear industry professionals, opticians, buyers and journalists.

DaTE 2024 - Saturday 7 and Sunday 8 September

Stazione Leopolda, Firenze

<https://dateyewear.com/>

www.instagram.com/dateyewear/

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

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