

DaTE

PRESS RELEASE

DaTE TAKES A BREAK, PROMISING A RETURN IN 2025

Milano, June 10, 2024 - The organizers of DaTE, scheduled for September 7 and 8, 2024, at the Stazione Leopolda in Firenze, with the goal of bringing together the independent eyewear world and Italian opticians and buyers, announce after careful consideration that this year's show will not take place.

"The decision was made with great care and should be seen as an important opportunity to reshape an event that has become a staple in the eyewear sector," the organizers state. *"We are obviously disappointed, but we are already working on the next event to offer a renewed edition in 2025."*

Known for its exclusive and cutting-edge atmosphere, DaTE is a unique opportunity for brands to showcase their latest creations and innovations in the Italian market. Unfortunately, due to non-negotiable dates set by contractual constraints and not favorable to some of the target companies of the event, the exhibition has been postponed to 2025. Despite the rescheduling, DaTE remains committed to providing a platform for avant-garde brands and Italian opticians who want to connect and collaborate in innovative and exciting ways.

"We see this break as an occasion to fine-tune the feedback received from the companies that would have participated in this edition. Always with the constant goal of best meeting the needs of exhibitors and visitors, we aim to present a format with new dates, a new location, and a new exhibition formula," the organizers conclude.

All updates can be found on the official website <https://dateyewear.com/> and on social media channels:

<https://www.instagram.com/dateyewear/>

<https://www.facebook.com/DateEyewearOfficial>

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