



Shaping avantgarde

SPOGHTLIGHTS TRAINED ON NEW EDITION OF DaTE

Top buyers and trade professionals eagerly anticipated through Monday

Florence, September 21, 2019 - The 7th edition of DaTE, the showcase for avant-garde eyewear, opened this morning in Florence. The stands of more than **120 exhibitors**, over 70% of them representing the finest international eyewear, have filled the spaces at the Leopolda.

In the words of DaTE President **Giovanni Vitaloni**, “*DaTE is a dream come true, where the eyewear of the future comes to life. We are expecting the top buyers and eyewear professionals at this edition. They come here to understand the most recent market trends, get a sneak preview of the collections and, above all, to fuel our dreams with a new driving force*”.

And the future is exactly the inspiration behind the graphic symbols chosen to promote the event; that is, the hexagrams from the Chinese “**Ching**” used for centuries to foretell the future. Each Ching is identified with one or more elements that together form a concept – like creativity, union, transformation, attention to detail, enthusiasm, etc. – qualities the DaTE curators and exhibitors have in common.

Asian inspiration is the other theme central to the 7th edition, which offers a journey through 4 exhibit areas borrowing from Eastern philosophy – through the creativity and intuition of **Zen**, the simplicity and strength of the **Tao**, and the energy and balance of **Yin and Yang**.

Access to DaTE is free, but everyone must register in advance by filling out the form on the website <https://dateyewear.com>

The press area is also active on the website where members of the **media** can register, download images, materials and press releases. <https://dateyewear.com/press/>

DaTE is open today and tomorrow from 10am to 7pm and Monday from 10am to 5pm.

DaTE is also on Instagram and Facebook <https://www.instagram.com/dateyewear/> and <https://it-it.facebook.com/DateEyewearOfficial/>

The official hashtags are **#dateyewear2019** and **#shapingavantgarde**