



Shaping avantgarde

AT DaTE IN FLORENCE MORE THAN 120 EXHIBITORS TO UNVEIL FUTURE TRENDS

Yin, Yang, Tao and Zen are the new exhibit areas for the event that opens Saturday September 21st at the Leopolda di Firenze

The 7th edition of DaTE, the avant-garde eyewear showcase, will take place **from Saturday to Monday - September 21st to 23rd** at the **Leopolda di Firenze** exhibition center. The show brings together a select group of **more than 120 exhibitors representing 180+ brands**. Among the most innovative and creative names in eyewear, they are representative of global talent – from the USA to Japan, Austria, Belgium, Denmark, Russia, the UK, Spain, Portugal, France and, naturally, Italy.

The two main themes for this edition – **Asian inspiration** and the **future** – go hand-in-hand. Asian tradition is explicit in the names of the four exhibit areas – **Yin, Yang, Tao and Zen** – that will host the companies debuting their collections to the more than 3,000 buyers and trade professionals expected to attend. Far East and Future are also interwoven in the “I Ching” symbol chosen to promote the event – the hexagrams from the Chinese oracle used for centuries to foresee the future.

Innovations galore will be on display at DaTE, ranging from **recyclable and sustainable eyewear** to Far East tributes incorporating **silk, feathers and precious stones** or, the extreme North with shapes inspired by **polar ice caps**, and those focused on **meticulously researched materials** and the **most tech-forward solutions**. The past has not been forgotten, with hints of **the '80s** and a bow to 100 years of the **Bauhaus** school of design, founded in Weimar by Walter Gropius in 1919 and still considered one of the most influential and important expressions of the modern movement.

Admission to DaTE is free of charge and open only to industry professionals. **Registration** is required. In order to receive accreditation, complete the form on the website at:

<https://dateyewear.com/visitatori/>

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Starting this year, there is a dedicated **press** area on the website where media representatives can **register**, download images, materials and press releases. <https://dateyewear.com/press/>

Also, the new completely revamped and updated DaTE **App** can be downloaded from the home page.

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

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

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

DaTE is open Saturday September 21st and Sunday 22nd from 10am - 7pm; and on Monday September 23rd from 10am - 5pm.

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