



Shaping avantgarde

8TH EDITION OF DaTE, THE AVANT-GARDE EYEWEAR EVENT, CONFIRMED FOR SEPTEMBER 19-21

Milan, July 30, 2020 - DaTE organizers **confirm** the dates for the 'eyewear of the future' event, on the calendar **September 19th to 21st** in **Florence, Italy** in the halls of the Stazione Leopolda.

DaTE, the international show focused on avant-garde eyewear, will be the **first crucial event** for the eyewear sector in the Fall of 2020 and the **first** post-pandemic **opportunity** for industry professionals **to meet in person**. An updated edition, with a full lineup of top-ranking businesses.

"With DaTE, we want to send a strong, positive message to the entire eyewear sector, in Italy and abroad, and to all of our stakeholders," remarked DaTE President, **Giovanni Vitaloni**. *"Together, we can successfully re-start and positively steer the future of our industry. It took a bold leap of courage to produce such an ambitious project under the current uncertain circumstances.*

Believing in us and sharing our common goal, the exhibiting companies enthusiastically and responsibly responded to the call. DaTE will also take the first steps toward a change that is becoming more and more necessary – to offer those engaged in research, experimentation and innovation, those with a small but agile market presence, the opportunity to allow the full weight of their contribution to be felt," he concluded.

The show, which will clearly be smaller than in past years, has received special support from ITA (Italian Trade Agency), specifically focused on a digital launch of the show and on hosted international buyers, as well as online marketing events.

The organizers will be alongside the exhibitors who willingly bet on this opportunity for a relaunch. Additional strategies are in the planning stages. Of course, for the safety of exhibitors, visitors and all staff, everything will be conducted in full compliance with contagion-prevention standards.

Updates and news are always available on the dateyewear.com website and on the social profiles of the event: www.instagram.com/dateyewear/ and <https://it-it.facebook.com/DateEyewearOfficial/> .

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