



Shaping avantgarde

**DaTE, THE INTERNATIONAL DATE WITH AVANT-GARDE EYEWEAR,  
RETURNS TO THE LEOPOLDA DI FIRENZE SEPTEMBER 11-13, 2021**

Milan, June 14, 2021 – **DaTE**, the international trade show featuring **avant-garde eyewear** is set to take place **Saturday September 11th to Monday 13th**.

**The appointment with Fall-Winter 2021-22 avant-garde eyewear returns** to Florence, at the central and strategically located Stazione Leopolda, easily reached by car and train. Starring at the event are the most innovative global players, who all share the **ability to create, experiment, innovate and amaze**.

After the 2020 edition (the only in-person industry event of the year, with outstanding exhibitor and visitor participation), organization of the **ninth edition** is already under way, at the threshold of the recovery from the pandemic. This not-to-be-missed edition has set itself the core aim of heralding – through creativity and innovation – re-opening and progress in the world of eyewear.

It promises to be the pivotal place to conduct business and talk shop, the **center of attraction for companies known for innovation and design** and for **blazing new trails in avant-garde eyewear** on a global scale.

*“We are faced with a new challenge in 2021,” explained **Giovanni Vitaloni**, President of DaTE. “Our aim is to send a strong message to the industry, mobilizing all of the industry movers and shakers who, thanks to their innovative prowess, embody the ability to build the future. For anyone engaged in research, experimentation and innovation,” he added, “this is a custom-made event, an all-important business “runway” to showcase their ideas and products that are an expression of change, the change we need, after the hiatus caused by the pandemic.*

*We need all the strength and determination that our industry has demonstrated throughout this very long and complicated year. Only in tandem with exhibitors, buyers, opticians and the entire eyewear supply chain can we move the market and be the driver of growth in the coming years,” concluded Vitaloni.*

In full compliance with contagion-prevention standards, for the safety of exhibitors, visitors and all staff, **the eyewear of the future is back, in a format like DaTE that places avant-garde design center-stage**.

Updates and information are available at [dateyewear.com](http://dateyewear.com) and on the event’s social media channels: [www.instagram.com/dateyewear/](https://www.instagram.com/dateyewear/) and <https://it-it.facebook.com/DateEyewearOfficial>.