



Shaping avantgarde

Registration is now open for the September 11-13 event at the Leopolda di Firenze

THE AVANT-GARDE TAKES SHAPE WITH DaTE 2021

More than 120 exclusive Italian and international brands that make research and innovation their added value will be in one place, in-person, for the new trade show that takes a good look into the future

Milan, July 28, 2021 – **More than 120 brands** will be on hand for the **9th edition of DaTE, the international trade show featuring avant-garde eyewear**, set to take place at the centrally located Leopolda di Firenze, Saturday September 11 to Monday 13.

The countdown has begun toward what will be the landmark event for the industry in 2021, a crucial opportunity to talk shop, in person, and lay the groundwork for a new future of eyewear.

Shaping the future of eyewear is the claim for this edition, while **exclusivity, transgression, design, sharing, creativity and energy** are some of the event's key concepts – a distillation of what it promises to be – the new beginning of a journey but also another step ahead in launching the future. The show's "tailor made" format, designed to cater to those with a passion for research and experimentation, has been confirmed.

Headliners at the event are the **120 Italian and international brands** known in the industry for their originality, designs and innovative use of materials. *"A welcome, positive surprise," remarked Giovanni Vitaloni, President of DaTE, "that validates the signs of recovery we have already seen in the industry. First of all, a robust view of the future, with products that speak of change; but also the vitality of an industry that builds teamwork among exhibitors, buyers and opticians, strengthening the entire eyewear supply chain. Again this year," added Vitaloni, "those who are on the market with a small, agile company will have a major international showcase. Small and medium-sized artisan businesses, that have made experimentation and research their added value, will be the stars of the show. But there's more: on a broader scale, DaTE is a major moment for the entire eyewear industry which, in Italy, is worth about 4 billion in turnover, has 18,000 employees and is a key driver of Italian exports."*

The list of exhibitors will be available starting tomorrow on the DaTE website <https://dateyewear.com/exhibitors/> and, please note, **registration for the public and journalists is already open**: thanks to on-line registration at <https://dateyewear.com>, digital passes can be received via email and displayed right from a smartphone.

In anticipation of the opening on Saturday September 11th, work is underway to comply with all anti-contagion provisions, in compliance with the standards currently in force.

Information and updates are available on the website dateyewear.com and on the show's social profiles: www.instagram.com/dateyewear/ and <https://it-it.facebook.com/DateEyewearOfficial/>.

Official hashtags: #dateyewear, #shapingavantgarde, #restartTogether