



Shaping avantgarde

DaTE CONFIRMS THREE DAYS IN FLORENCE AND ANNOUNCES THE FIRST MILAN SPECIAL EVENT

Milan, February 4, 2022 – **DaTE – Shaping Avantgarde**, the event that has showcased the eyewear of the future since 2013, will be held in **Florence, at Stazione Leopolda, Saturday September 10 to Monday Sept. 12, 2022**. In a single location, it encapsulates the most captivating collections from companies driven by a common desire: to **create, experiment, innovate and amaze**. Full speed ahead for a winning trade show that – even during the last two years – has allowed industry professionals to gather in person, despite pandemic-related adversities.

*“DaTE has grown incredibly, in number of brands and buyers, and this has been quite rewarding, especially in these last two challenging years – stated **Giovanni Vitaloni, President of DaTE**. Looking ahead to September, we can hardly wait to welcome the top buyers and professionals who contribute to the flow of lifeblood that, in an industry like ours, is crucial; not to mention the personal interactions and exchange of ideas. Of course, all of the safety provisions in effect at that time will be implemented”.*

While the organizers are already partnering with **ITA (Italian Trade Agency)** to **increase the number of hosted international buyers** – an innovation launched in 2020 specifically to address the need of exhibitors to extend and promote their brands internationally – **DaTE** is also working on a new, special meeting opportunity.

The **DaTE Special Event**, set to take place in **Milan the weekend of October 15th**, will expand upon the concepts that have made DaTE a unique occurrence in Italy, the only one that can guide the future of eyewear in the direction of **collective growth**, ensuring the **industry’s exclusivity in the avant-garde**. The DaTE Special Event will turn the spotlights on Milan, the quintessential design capital, and will be a tangible invitation to reflect on the **ten key words** that set DaTE apart and have been pivotal to its growth over the years: **creativity, innovation, originality, research, energy, cross-fertilization, experimentation, audacity, vitality and flair**.

An exploration of these leitmotifs, the Milan Special Event is an opportunity for brands, buyers, journalists, stakeholders, designers and industry experts to **broaden and build together new perspectives on the future of eyewear**. Always in the spirit of cooperation. It will be a new moment to share experiences, perspectives and ways of interpreting eyewear: **the future begins with the present**.

Updates and information will be available in the coming months at dateyewear.com and on the event’s social channels [instagram.com/dateyewear](https://www.instagram.com/dateyewear) and [facebook.com/DateEyewearOfficial](https://www.facebook.com/DateEyewearOfficial). **Stay tuned!**

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