



SILMO

*Paris*

THE OPTICAL FAIR

#silmo50

## SILMO Paris 2017 : A 100% anniversary edition

Serving the needs of brands and companies for the past 50 years and bringing together all international stakeholders in the optics and eyewear sector, Silmo Paris offers a wide array of innovations and focal points to guarantee the best possible welcome to both exhibitors and visitors.

It remains a leading event for all those wishing to explore and gain an overview of upcoming developments in lenses, frames, materials, services and new technologies.

This global offering is enhanced by a consistent package of information that will prove essential reading for developments in the sector such as the Trends Pop-Up Store in association with the digital magazine "TRENDS by SILMO", the Silmo d'Or awards, Low Vision stand, Experience Store etc.

For this landmark "50th anniversary" edition, there are some special not -to-be-missed events planned:

- **XTRASELECTION POP UP GALLERY.** Designed as a giant gallery, XTRASELECTION presents a relevant assortment of all the latest optical and sunglasses collections for men, women and children. This will be enhanced by a selection of 50 iconic frames that embody an individual company's style or are integral to its success.
- **XTRAGAME:** To celebrate its anniversary, Silmo is hosting a prize draw with more than 2,000 prizes to be won! Every visitor will have a chance to win the "Special 50th anniversary jackpot", along with €500 gift vouchers to spend at the Galeries Lafayette department store and trips to Bangkok, Istanbul and Sydney.
- **XTRANNIVERSARY,** a unique way to showcase sector professionals celebrating relevant birthdays. Silmo is inviting anyone born between 6th and 9th October or celebrating their 50th birthday this year to visit the XTRANNIVERSAIRE booth. Here, an array of gifts and surprises will be in store for them (invitations to the Silmo d'Or awards evening, a glass of champagne, gift vouchers etc.).
- **XTRALOOK:** this pop-up e-store is a platform showcasing an amazing assortment of 50 everyday designer items to treat yourself to online. This subjective selection is complemented by eyewear and technical optical equipment presented by exhibitors at this 2017 edition. Discover on [xtralookbysilmo.fr](http://xtralookbysilmo.fr)

- Around 120 exhibitors have submitted entries for the **“50th ANNIVERSARY” SPECIAL AWARD**, nominating a product or collection that has left its mark on their company’s history. Internet users can now vote online (Tuesday 26 September - Friday 6 October) for their favourite iconic product(s) on the Silmo Paris Facebook page. For more information, go to [silmoparis.com](http://silmoparis.com)
- The venue for this year’s **Silmo d’Or Awards ceremony** will be the breathtaking nave of the Grand Palais! This extra special edition will be chaired by designers Livia Stoianova and Yassen Samouilov, who head the On Aura Tout Vu fashion house. With admittance by invitation only, this presentation of Silmo d’Or awards will also be an opportunity to commend the constancy and loyalty of Silmo Paris pioneers, who have been exhibiting at the fair since it first began.
- **SILMO 2017, THE FILM.** An impressive video clip providing a short sequence of carefully chosen images and montages celebrating 50 years of the exhibition along with the entire history of the optics and eyewear industry. An exercise in style that does not dwell on nostalgia but rather is resolutely focused on the future.

Come and join the party – 6th to 9th October 2017...