



CRAVING MIDO, ready to restart and to transform the Wonder into a new beginning

Starting today, Wednesday, October 6th, buyers, designers, entrepreneurs, opticians, ophthalmologists and all eyewear supply chain professionals can reserve their places at the 2022 edition of the most highly anticipated eyewear show

Milan, October 6, 2021 – Starting today, on the **MIDO** website <https://www.mido.com/>, visitors to the international eyewear show – buyers, designers, entrepreneurs, opticians, ophthalmologists and eyewear supply chain professionals – **can register** for the forthcoming edition of the show, set to take place **February 12-14, 2022**.

The premier global B2B eyewear show **is coming back, with in-person participation** in complete safety at **Fiera Milano Rho**, for a not-to-be-missed industry event. New trends, materials, sustainability, innovation and the future will be the foremost topics of interest. MIDO is not just a special platform and international hub for design, fashion, culture and business, it is also a primary resource that narrates an entire industry, a strategic segment for the Italian economy, a place to reflect upon and reconsider eyewear in all its aspects and meanings, a showcase certain to dazzle the end-user audience.

The 2022 edition will be distinctive and unforgettable for everyone who participates in the event. There will be encounters with distinguished guests, awards, honors and previews in the pursuit of “craving a new beginning”. The event will also be complemented by the **MIDO 2022 I DIGITAL EDITION**, the digital platform launched in June 2021 that helps boost a beneficial connection between the physical and digital worlds.

The craving for renewal and creativity begins with the new 2022 campaign – dynamic, interactive and in real time, complete with **augmented reality**, employed for the first time by an eyewear trade show – based on the “**CRAVING MIDO**” claim. It is divided into 4 volumes. Just scan the QR code to view the star players and their stories.

*“We crave a restart and we want to do it looking each other in the eyes,” exclaimed **President Giovanni Vitaloni**. “We want to rebuild, innovate, demonstrate what we are made of – to forge new relationships, strengthen existing ones and get back to making our businesses prosper. First half data on industry performance raised our hopes for the future but we are even more*

impressed by the robust participation in industry trade shows that are finally popping up in various markets, like DaTE, where the spirit of recovery was in the air," he concluded.

In honor of MIDO 2022, WMIDO magazine is already online on the show's website. Redesigned to provide detailed information, it is dense with content that ranges across the universe of eyewear while also taking a closer look, open to the parallel worlds of fashion and design.

All updates will be available on line on the MIDO website www.mido.com and on the official social channels: Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

#MIDO2022 #livethewonder