



MIDO 2023 ANNOUNCES “FRAMES”, ITS NEW COMMUNICATION CAMPAIGN

Milano, September 15, 2022 - **MIDO 2023** gets a fresh, entirely updated look and a new claim, one that embodies the values that have set the show apart for more than 50 years: **innovation and tradition, beauty and transformation, international appeal and memorability, wonder and substance.**

Entitled **FRAMES**, the **new communication campaign** is in the hands of creative director **Max Galli**, designer, artist and, as he likes to define himself, "creative explorer", in partnership with the Mixer Group. Galli has crafted an authentic vision statement with a powerful **intercultural** and inclusive approach, based on **cross-fertilization** and **color**, that serves as a unique frame for the product heroes – spectacles and the entire eyewear universe – that one by one, become **metaphors for style and personality.**

The campaign is built around **four individuals**, who will be revealed each month from today until December 15, and who embody the underlying principles of the MIDO philosophy: **contemporaneity, culture, fashion and beauty.**

To complete the revamp, the new claim: **“The Eyewear State of the Art”**, which reasserts MIDO’s leadership position, the place where it is possible to witness the present and the future of eyewear, thanks to the participation of the entire global supply chain.

The date with **MIDO 2023** is set for **February 4-6, at Fiera Milano Rho**, with the companies and the brands that represent eyewear around the world – from manufacturers of frames, lenses and machinery to designers, from big multinationals to small innovative companies – to chart new trails, strengthen partnerships and sign contracts.

To always be up to date on MIDO news, visit the website <https://www.mido.com/en/> and the official social channels Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Paola Masera +39 335 6643677 paola.masera@cmailander.it

Chiara Ferraro +39 345 0059935 chiara.ferraro@cmailander.it

Stella Casazza +39 349 3579552 stella.casazza@cmailander.it