



MIDO 2023: 1,000 EXHIBITORS FROM AROUND THE WORLD

15 days until the MIDO Eyewear Show and preparations are at fever pitch: business, conferences, events, meetings and, above all, myriad exhibitors representing the entire supply chain

Milan, 19 January 2023 – Over **1,000 exhibitors** are participating in MIDO, set to open **Saturday, February 4**, at Fieramilano Rho. The exhibiting companies (for a complete list go to <https://www.mido.com/en/exhibitor-list?section=Attend>) are arriving from **around the world** and represent the **entire eyewear industry supply chain**. Germany France, Austria, Spain, Denmark, USA, UK, Japan, Hong Kong, India, Saudi Arabia, Oman, Turkey and even Mauritius are all on the roster.

A multitude of activities will animate the three days of the show. Among the guests on the calendar of events **in the OTTICLUB space** in Pavilion 3 (available soon on our website), is **Nick Cerioni**, Creative Director and celebrity stylist behind the image of personalities like Måneskin, Orietta Berti, Gianni Morandi, Jovanotti, Laura Pausini, Pierfrancesco Favino and many others. Cerioni will be the guest speaker at the **How to?** cycle round table entitled “*How to define a look and a personality through eyewear. Styling as an opportunity for opticians*”, taking place Saturday, February 4 at 1 pm in the OTTICLUB space. Other **How to?** topics include the interior design of retail optical shops with architect **Martino Berghinz** (Sunday Feb. 5, at 3 pm at OTTICLUB) and communication and creativity with researcher **Luisa Aschiero** and multi-disciplinary artist **Felice Limosani** (Monday, Feb. 6, at 1 pm at OTTICLUB).

Back to Saturday: on the calendar at 10.30 am, the ANFAO **Empowering Optical Women Leadership** project in support of women on a leadership career path in the eyewear industry. The meeting will be moderated by journalist Barbara Serra, sponsored by Fondazione Bellisario, and produced in partnership with SDA Bocconi [School of Management].

Sunday Feb. 5, at 2 pm in the **Fashion District square** (Pavilion 1), MIDO’s annual **award ceremony** in recognition of outstanding optical shops, exhibitors and, starting this year, industry companies. Alongside the traditional **BeStore Award**, for optical shops that offer an outstanding shopping experience and customer service, and the **Stand Up For Green award**, in its 2nd edition and assigned to the stand most focused on environmental stewardship, this year, for the first time, the **CSE - Certified Sustainable Eyewear award** will be presented. Established by MIDO, in partnership with ANFAO and Certottica, it honors sustainability in the global eyewear industry. Hosting the awards ceremony is fashion and lifestyle journalist, Chiara Tronville.

Finally, Saturday and Sunday, staged in Pavilion 1 near the Press Village, an **augmented reality photo set** will take visitors and exhibitors “inside” the MIDO 2023 Frames communication campaign.

In conjunction with MIDO 2023, at 4:30 pm on Saturday Feb. 4, in the Fieramilano Rho Auditorium, the “**Ophthalmology, optics and optometry: new technologies and the future**” conference will take place, organized in partnership with MIDO by the publisher of b2eyes and EyeSee. Participants include MIDO and ANFAO President, Giovanni Vitaloni, along with representatives of the Italian political arena, industrial and retail eyewear professionals and ophthalmologists.

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MIDO will be open at Fieramilano (Strada Statale del Sempione 28 - Rho), Saturday 4th and Sunday 5th February from 9 am to 7 pm, and Monday, 6th February from 9 am to 6 pm.

To register:

visitors www.mido.com/en/entry-pass

journalist www.mido.com/en/press-registration?section=Attend

A reminder - a full press presentation will take place **Wednesday, February 1st at 11.30 in the Spazio Gessi, Milano (Via A. Manzoni 16a).**

To always be up to date on MIDO news, visit www.mido.com and the official social channels Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn #MIDO2023 #livethewonder

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