



February 8th to 10th at Fiera Milano Rho

## LET THE SHOW BEGIN: CURTAINS RISE ON THE 53RD EDITION OF MIDO

*Business, Made in Italy, innovation, trends and continuing education are the keywords for the eyewear show in Milan*

Milano, 5 February 2025 – On **Saturday 8 February**, the curtains open on **MIDO**, the international eyewear show running through Monday 10 February at Fiera Milano Rho. Stars of the show will be the **1,200+ exhibitors** from **more than 50 countries** and **visitors from 160 nations**, including buyers, opticians, entrepreneurs, journalists and the full spectrum of trade professionals. MIDO is the elite stage for global eyewear that propels the **entire production supply chain** into the spotlight. It is the only eyewear show in the world to do this and shines a spotlight on **a system that, in Italy alone, is worth more than €5 billion, employs 19,000 skilled workers** and celebrates every aspect of eyewear, promoting **business and sales agreements** at the global level.

*“MIDO is just around the corner and this will be my first edition in the role of President; I can’t deny feeling a certain excitement,” explained President **Lorraine Berton**. “Over the years, I have experienced MIDO as an entrepreneur and what always amazed me is its ability to transform and elevate itself, adapting to the times and often anticipating market trends. With this edition, we were passionate about carrying forward this concept of ongoing evolution and improvement, constantly responding to the needs and requirements of the many, many professionals around the world who work in this industry. In historic and economic times of great uncertainty, as we are presently experiencing, it is our duty and a necessity to demonstrate to the world the industrial strength and economic power of a healthy, thriving manufacturing sector like eyewear.”*

In this context, on the eve of its opening, this edition of MIDO is already, in and of itself, a huge success, with massive participation by exhibitors and a trade show that has expanded to meet the needs of the trade. Compared to 2024, there is **1,000 m<sup>2</sup> more exhibit space**, installed in **7 pavilions** and **8 different exhibit areas**, that will host the leading fashion brands and small independent designers, manufacturers of lenses, machinery and accessories, and the effervescent Asian group stands.

From every point of view, MIDO is also a feast for the eyes, not only because its target audience is eyewear and vision professionals, but also because the **layout** and **installations** are updated with each edition, ensuring that exhibitors have a stage which engenders wonder and that visitors

### MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Marcella Laterza	+39 335 7559154	<a href="mailto:marcella.laterza@cmailander.it">marcella.laterza@cmailander.it</a>
Chiara Ferraro	+39 345 0059935	<a href="mailto:chiara.ferraro@cmailander.it">chiara.ferraro@cmailander.it</a>
Stella Casazza	+39 349 3579552	<a href="mailto:stella.casazza@cmailander.it">stella.casazza@cmailander.it</a>
Martina Bruno	+39 346 084 0220	<a href="mailto:martina.bruno@cmailander.it">martina.bruno@cmailander.it</a>

experience the enchantment of a unique, awe-inspiring venue. A number of innovations stand out this year: pavilion 6, inspired by green principles, will have a new piazza that personifies the unmistakable style of typical Italian villages. It hosts the Academy and the Start-up area, both of which have been expanded compared to last year (+13 exhibitors for Academy and +9 for Start-up). Pavilions 2 and 4, home of the Design area, will be reorganized to accommodate a greater number of exhibitors, increase the size of some of the stands and host many new entries. An installation focused on **DaTE**, the contemporary eyewear event taking place September 13-15 in Riccione, is featured in the pavilion 4 piazza. Redesigned for greater functionality and accessibility, the Fashion Square in Pavilion 1 is the hub for luxury and high-fashion brands. On **Saturday at 5 pm**, it will become the stage for the **MIDO Awards** ceremony, featuring the Best Store Award, for optical shops that are shining examples of services and shopping experience; Stand Up For Green, for the most sustainable stand; the Certified Sustainable Eyewear (CSE) Award for sustainability in eyewear at the international level; and the Sergio Cereda Design Award, new this year, that spotlights emerging Italian talent in eyewear design.

MIDO is also **continuing education and information**. There will be workshops, meetings, conferences and round tables in the renovated **The Vision Stage** space in pavilion 1 (former Otticlub area) with Italian and international guests discussing the most current topics of interest to industry professionals.

Saturday's events will open with a focus on **trends** with Alessandra Albarello (at 11) and a meeting on **color** with Francesca Valan (at noon). At 1 pm, **Adolfo Urso**, Minister of Enterprises and Made in Italy, will participate in the press conference presentation of *The Lens of Time* exhibit, an ANFAO project that celebrates the connection between innovation and tradition with an exhibit hosted at Palazzo Flangini in Venice. The event, with its distinguished guests, emphasizes the central role MIDO plays in narrating the Made in Italy story, the country's traditions and cultural excellence, and the power of Italianness in venturing into the world. At MIDO, Italian expertise is center-stage.

On Sunday at 11 am, a conference on the topic of **inclusion** titled *Oops. I said it again*, organized by ANFAO, with **Paolo Ruffini**. At 1 pm, WGSN will present *Future Consumer 2026*, and at 3 pm, the Eyecare Commission introduces *Learn about the importance of proper vision in sports*, with **Alessandro Costacurta**. At 4 pm, unveiling of the *Optical Monitor market* research data developed by GfK for MIDO, and at 5 pm, *Shared visions: projects and perspectives of integration between optical and medical areas*, a meeting organized by Fabiano Gruppo Editoriale in partnership with ANFAO, the ANFAO Lens Group, Federottica and MIDO, to promote **dialog between opticians and the medical-ophthalmological area**. On Monday February 10th, of special interest, the 11 am session curated by ANFAO on **sustainability** and the role of ESG criteria in the eyewear industry; and, at noon, presentation of *STEPIC Innovations 2026* on the **12 trends** that will reshape the world in 2026, developed by WGSN. The complete calendar of events is available on the MIDO website <https://www.mido.com/en/the-vision-stage-2025>.

**MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE**

Marcella Laterza	+39 335 7559154	<a href="mailto:marcella.laterza@cmailander.it">marcella.laterza@cmailander.it</a>
Chiara Ferraro	+39 345 0059935	<a href="mailto:chiara.ferraro@cmailander.it">chiara.ferraro@cmailander.it</a>
Stella Casazza	+39 349 3579552	<a href="mailto:stella.casazza@cmailander.it">stella.casazza@cmailander.it</a>
Martina Bruno	+39 346 084 0220	<a href="mailto:martina.bruno@cmailander.it">martina.bruno@cmailander.it</a>

Alongside the in-person show, MIDO is also digital, with many tools created for visitors and exhibitors. The **App**, for simpler, more efficient management of activities at the show and networking after the show closes; the **website**, complete with reserved areas that offer exclusive content designed for each category; and the **social channels**, filled with content.

MIDO is held at Fiera Milano Rho, Strada Statale del Sempione 28, from Saturday 8th to Monday 10th February with the following hours: Saturday and Sunday 9 am to 7 pm and Monday 9 am to 6 pm. For MIDO accreditation, you must complete the form on the site at this link <https://www.mido.com/en/entry-pass>. Journalists may register here <https://www.mido.com/en/press-registration>.

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, X @MIDOExhibition and LinkedIn <https://www.linkedin.com/company/mido/posts>.



MIDO is a founding member of IT-EX, an association created to represent Italian trade fair organizers of international standing, supporting the promotion of Italian companies in foreign markets. IT-EX provides strategic support for internationalization, with self-generated resources and an organization dedicated to economic growth objectives, export promotion, and support for the development of "Made in Italy" worldwide. The trade fair portfolio of IT-EX members attracts 20,000 exhibitors, about 9,000 of whom are from abroad, and 2.5 million visitors, including 1 million professionals and enthusiasts on dedicated days, of whom 600,000 are international.

**MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE**

Marcella Laterza	+39 335 7559154	<a href="mailto:marcella.laterza@cmailander.it">marcella.laterza@cmailander.it</a>
Chiara Ferraro	+39 345 0059935	<a href="mailto:chiara.ferraro@cmailander.it">chiara.ferraro@cmailander.it</a>
Stella Casazza	+39 349 3579552	<a href="mailto:stella.casazza@cmailander.it">stella.casazza@cmailander.it</a>
Martina Bruno	+39 346 084 0220	<a href="mailto:martina.bruno@cmailander.it">martina.bruno@cmailander.it</a>