



DaTE 2025: EXHIBITOR LIST ONLINE

Just months after launching the new format, the excellent response from companies allowed organizers to announce a sold-out edition

Milano, 21 May – Just four months until the opening of **DaTE 2025**, the much anticipated innovative eyewear event, scheduled from **Saturday 13 to Monday 15 September at the Cocoricò in Riccione**. The exhibitor list is now available on the official website: dateyewear.com/en/exhibitors, clear proof of the enthusiasm and confidence that businesses have invested in this new edition.

In addition to Italian brands, makers from **France, Germany, Belgium, Denmark, Switzerland and the United States** - to name just a few - will be exhibiting. More than **90 brands** have confirmed their participation and will also add to the excitement in the iconic Riccione pyramid on the evening of September 13th, when exhibitors and visitors can enjoy the **DaTE Disco Party** (full details will soon be available on the official website).

Registration for industry professionals opened on February 8th, the day DaTE made its debut at MIDO 2025 with a striking pyramid installation showcasing all the key concepts of the new format - vision, innovation, creativity, technology, and more. Use these link: dateyewear.com/en/visitatori;

*"We are very pleased with these early - and far from guaranteed - results," remarked **DaTE President Davide Degl'Incerti Tocci**. Being able to confirm all the available stand spaces in just a few months is a major milestone of which we are extremely proud. The response from exhibitors and partners shows we are working in the right direction and motivates us to move forward with even greater energy toward the forthcoming edition."*

As already announced, DaTE 2025 will feature a completely reimagined format, designed to reflect the new challenges and developments in an industry that is constantly evolving. It will be a traveling event, to be experienced together in many different Italian cities, like Bologna, Napoli, Roma and Milano.

Admission to DaTE is free of charge, open only to eyewear industry professionals, opticians, buyers and journalists.

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