



Sergio Cereda Eyewear Design Award Announces Top 10 Contenders. Top Three To Be Announced Live At Mido Exhibition.

Milan, Italy / New York, NY — January 19, 2026

As Milan prepares to welcome a defining moment for the future of eyewear design with MIDO 2026 and host the Milano–Cortina 2026 Winter Olympic Games, the Sergio Cereda Eyewear Design Award today announces its Top 10 Contenders, selected from 101 global student submissions, marking a record year of international participation and creative excellence.

Founded by eyewear industry leader Harvey Ross in honor of his longtime friend and business partner, Sergio Cereda. The award is presented by the Viva Ross Family Foundation in partnership with MIDO | Milano Eyewear Show and the Cereda family.

An Olympic-Inspired Design Brief

For the 2026 edition, students were challenged to create Olympic-inspired eyewear and sunglasses concepts, designed for winter sport performance, extreme conditions, and contemporary style—reflecting the rare convergence of the Olympic Games in Italy alongside the world’s largest eyewear exhibition.

Harvey Ross, Founder of the Sergio Cereda Eyewear Design Award, said:

“I am deeply moved by the response from so many young designers—designers who would have made Sergio incredibly proud. Sergio was a true pioneer at a time when eyewear was just beginning to be recognized as a major fashion accessory. He had a rare, complete understanding of eyewear, from raw materials to finished prototypes, and he believed designers needed to experience their work in a real, tangible way. It is the mission of my foundation to ensure that Sergio Cereda’s

legacy lives on and that his name is never forgotten in the world of eyewear design.”

Top 10 Contenders (Unranked)

The following designers have been selected as the Top 10 Contenders for the 2026 Sergio Cereda Eyewear Design Award:

- Elisa Albertini — LABA | Libera Accademia di Belle Arti di Brescia (Italy)
- Connor Bybee — Savannah College of Art and Design (USA)
- Anping Chu — Istituto Marangoni Milano Design School (Italy)
- Gustav Craft — Istituto Marangoni (Italy)
- Camille Ferreira — Istituto Marangoni Milano (Italy)
- Megan Broad Merkel — Savannah College of Art and Design (USA)
- Mahra Mustafa — Istituto Marangoni Milano Design (Italy)
- Alessandro Oberti — LABA (Italy)
- Giada Tosana — LABA | Libera Accademia di Belle Arti di Brescia (Italy)
- Leon Voegtle — Muthesius Kunsthochschule Kiel (Germany)

Awards, Exhibition & Live Ceremony

The Top Three designers will receive monetary awards of \$10,000, \$5,000, and \$2,500, with final placement revealed live during the awards ceremony.

 Awards Ceremony Saturday, January 31, 2026 4:00 PM

The Vision Stage, Hall 1 — MIDO | Milano Eyewear Show

The Top Three designs will also be exhibited in The Vision Stage Lounge at MIDO, alongside original Sergio Cereda prototypes and archival sketches—creating a direct dialogue between legacy and the next generation of eyewear designers.

All students who participated in the competition are invited and encouraged to attend, and to network with jurors, professors, manufacturers, and global leaders from across the eyewear industry.

Lorraine Berton, President of MIDO and ANFAO, added:

“This award reflects the very spirit of MIDO — where heritage, innovation, and future vision meet. In a symbolic year for Milan and for Italy, giving space to young designers who can unite performance, design culture, and storytelling means investing in the future of our industry.”

Stefania Cereda Oppermann, Design Consultant, EssilorLuxottica North America Product Team, said:

“The brief was Olympic-inspired, but at its heart, this competition was about understanding my father — his curiosity, his rigor, and his respect for craftsmanship. The depth of thought shown in the essays and designs this year truly honors his legacy.”

Ketty Cereda, Eyewear Industry / Brand Consultant, commented:

“The strongest projects balanced performance with storytelling. These students demonstrated not only creativity, but a genuine understanding of design with purpose — something my father valued deeply.

International Jury

The Top 10 Contenders were selected by an international jury of eyewear industry leaders:

Harvey Ross — Founder, Viva International Group; CEO, OPTYX New York Retail Group, Founder of HMR Holdings, and creator of award.

Stefania Cereda Oppermann — Design Consultant, EssilorLuxottica North America Product Team

Caterina Cereda — Independent Design & Strategic Consultant

Lorraine Berton — President, MIDO / ANFAO

David Friedfeld — President, ClearVision Optical

Giovanni Vitaloni — Founder & Creative Director, VANNI Eyewear

Bruno Palmegiani — Eyewear Designer


Media & Interview Requests

Media or press interested in interviews or photography with student designers, jurors, or members of the Cereda family may contact:

Ingrid Dodd

Global Director, Sergio Cereda Eyewear Design Award

 sergioceredaaward@gmail.com

 516-503-3971