



MIDO 2026: ALL THE WINNERS OF THE MIDO AWARDS

Eyewear excellence is celebrated in Milan

Milan, 1 February 2026 – The **MIDO Awards 2026** ceremony took place today, one of the most eagerly awaited events of the fair: the moment the eyewear world stops and looks at itself and rewards what is really making a difference. On the stage of the **Fashion Square** in Hall 1, the international eyewear community got together to celebrate the projects capable of combining vision, quality and impact.

Among the **Best Store Award** (XI edition) the recognition was granted to the optical centers that were able to transform retail into an experience: not only aesthetics, but identity, relationship and a sharp eye for detail.

For the *Best Store Design* category, the winner was **AndréOpticas Chiado** by **André Leal** (Lisbon, Portugal), awarded for a concept that reinterprets a vintage luxury railway carriage and takes the visitor on an immersive journey through warm woods, brass details and a refined selection of independent brands and collector's items.

The *Best Store Innovation* award was assigned to **Optocentro** by **Rui Motty** (Lisbon, Portugal), chosen for its "Flight to 2050" vision, an advanced project that integrates sustainability, technology and clinical excellence, building a more accessible, efficient and contemporary customer experience.

Sustainability was also celebrated as a concrete and competitive lever for the sector with the **CSE Award – Certified Sustainable Eyewear**, dedicated to exhibitors who interpret the green commitment in a measurable and concrete way, enhancing materials, processes and supply chains in a structured path.

For the *Frames* category, the prize was awarded to **Marchon Italia** for the **Calvin Klein CK25548 frame**, recognized for the use of Acetate Renew, with bio-based and recycled content and for a completely disassemblable and recyclable design: a concrete example of eco-design applied to the product, from the raw material to the end of life.

In the *Sunglasses* category, the award went to **Silhouette International** for the **Mavillette model - 4089**, made of SPX Green+, an innovative bio-circular material that significantly reduces the carbon footprint, combined with production processes powered by 100% renewable energy.

For the *Cases* category, the award was assigned to **Llexan Italia** for the **02G box**, designed according to the principles of the circular economy, with recycled and biodegradable materials and

MIDO Press Office CAROLINA MAILANDER COMMUNICATION

Marcella Laterza +39 335 7559154 marcella.laterza@cmailander.it

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

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

Martina Bruno +39 346 084 0220 martina.bruno@cmailander.it

a predominantly local production chain, which shows how sustainability and innovation can coexist even in the details.

Finally, a novelty of the 2026 edition was the **CSE Corporate Award**, designed to celebrate the exhibiting company that has integrated ESG principles into its strategy in a more structural way. The award was granted to **Safilo**, chosen for the robust governance, the climate targets validated according to SBTi standards and an advanced reporting system compliant with the ESRS. An industrial model that combines a long-term vision, responsible innovation and measurable impacts on the environment, on people and on the supply chain.

With the MIDO Awards 2026, the event confirms its role as an international platform capable of leveraging not only the product, but the choices that determine its value over time: design, experience, responsibility and vision thus become the true parameters of contemporary eyewear excellence.

To stay up to date on MIDO news, visit the [www.mido.com website](http://www.mido.com) and the official social channels [MIDO Exhibition | Instagram, Facebook, TikTok, LinkedIn, X, YouTube | Linktree](#).

To register for MIDO, you must fill out the form on the website at this link

<https://www.mido.com/pass-ingresso-mido>.

Journalists can register here <https://www.mido.com/accredito-press>.

MIDO awaits you at Fieramilano Rho (Strada Statale del Sempione, 28 Rho - Milan) also on Monday 2 February from 9 am to 6 pm.



MIDO is a constituent member of IT-EX, an association created to represent Italian trade fair organizers at an international level, supporting the promotion of Italian companies on foreign markets. IT-EX provides strategic support to internationalization, with self-generated resources and an organization dedicated to the objectives of economic growth and export promotion and support for the development of "Made in Italy" in the world. The trade fair portfolio of IT-EX members attracts 20 thousand exhibitors, of which about 9,000 are foreign, and 2.5 million visitors, of which 1 million operators and the public of enthusiasts on the days dedicated to them (among these, 600 thousand are foreign).

MIDO Press Office CAROLINA MAILANDER COMMUNICATION

Marcella Laterza +39 335 7559154 marcella.laterza@cmailander.it

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

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

Martina Bruno +39 346 084 0220 martina.bruno@cmailander.it