



REFLECTIONS - ITALIAN EYEWEAR EXHIBITION - DEBUTS IN NEW YORK

Italian eyewear takes center stage at the IAC Building with 16 companies and more than 100 buyers from across the United States.

Resounding success for the first edition of the **Italian Eyewear Exhibition - IEE New York**. Organized by ITA (Italian Trade Agency) in collaboration with ANFAO, Reflections – the name chosen for the U.S. edition – premiered featuring the excellence of Made in Italy eyewear during New York Eyewear Design Week.

The 16 exhibiting companies - **Aerial Vision International, Aru, Atmosphaera, I.o.v.e.s., Italiana Design, L.G.R, La Giardiniera, Lara D, Logoproject Design, Mad in Italy, Manifattura Italiana Occhiali, Marcolin, Nannini Italian Quality, Original Vintage Sunglasses, Stilitaly, and Vanni** – met with **more than 100 buyers** from across the United States, thanks to the hosted buyers program arranged by ITA. **In total**, the event welcomed **around 300 visitors**, including buyers, influencers, journalists, and industry professionals.

The iconic **IAC Building** – a rare all-glass architectural work by renowned architect Frank Gehry – was transformed for the day into a stage where the Made-in-Italy brands presented their latest collections, not as accessories, but as a distillation of art, style, and material-driven design. The exhibition unfolded as an immersive experience, where the concept of “reflection” became a sensory language. Through a masterful interplay of mirrors and transparent surfaces, eyewear entered into dialogue with the surrounding space, turning each stand into a scenographic installation and projecting visitors into a singular visual dimension.

Reflections was organized in two parts: an initial session dedicated exclusively to business meetings, followed by an evening reception featuring artistic performances and institutional remarks celebrating the connection between Italian excellence and New York.

Participants included ANFAO President **Lorraine Berton**, ITA President **Matteo Zoppas**, Consul General of Italy in New York **Giuseppe Pastorelli**, and ITA New York Director **Erica Di Giovancarolo**.

“Bringing the excellence of Italian eyewear to the heart of Manhattan and presenting it to such an authoritative group of industry professionals means not only promoting a product, but also telling our story, our know-how and our ability to innovate. These qualities allow us to remain competitive and attractive despite the many challenges we face, including tariffs and the euro-dollar exchange

rate. In an increasingly competitive global market, the presence of our brands here today strengthens relationships with key partners, highlights the talent of our artisans, and stresses the importance of Italian design culture as a tool of economic diplomacy,” commented Matteo Zoppas, President of the Italian Trade Agency.

“Our sector has deep roots in history, but it also has an extraordinary ability to adapt and look to the future,” said ANFAO President Lorraine Berton, thanking the companies that chose to participate despite current market conditions. “Italian eyewear succeeds because it is an emotion you can wear. Bringing the excellence of our entire supply chain to the heart of Manhattan confirms that originality and craftsmanship remain the foundations of our global leadership,” she concluded.

“This event was a very important first step, made possible thanks to the excellent work of ITA and ANFAO,” added ANFAO Vice President for Internationalization Davide Degl’Incerti Tocci. “Seeing all 16 exhibiting companies so satisfied and enthusiastic is a source of pride and great satisfaction for us. Reflections was a challenge that began in July 2025 and, given the current situation, this result was by no means guaranteed. The strong interest shown by more than 100 buyers, the quality of business generated, and the energy and enthusiasm conveyed throughout the evening confirm that we are moving in the right direction. Our goal is continued growth – both in the number of exhibitors and the number of visitors.

Made in Italy deserves increasingly important showcases, and initiatives like this demonstrate that Italian talent is worthy of this and much more.”

Erica Di Giovancarlo, Director of ITA New York, highlighted how the presence of Italian eyewear companies in New York represents a strategic outpost for Made in Italy and is a sign of continuity in relations with the U.S. market, promoting the industry’s quality, expertise, and tradition. Italian Consul General in New York Giuseppe Pastorelli emphasized the value of eyewear as an expression of the nation’s economic diplomacy – capable of bringing together art, design, and industry while reinforcing Italy’s role as a cultural and manufacturing reference point for the U.S. market.

The eyewear sector remains a cornerstone of the Made in Italy system – an industry that has proven resilient in the face of the many storms faced in recent years. Today, with 90% of production dedicated to exports and more than 80% concentrated in the Belluno district, the sector employs more than 22,000 individuals and exceeds €5.6 billion in value. This heritage, combined with a continuous capacity for innovation, allows Italy to maintain its leadership in the global eyewear market.

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