



PRESS RELEASE

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**20/20 EUROPE AND JOBSON OPTICAL GROUP ANNOUNCE  
LAUNCH OF “MOST INFLUENTIAL WOMEN IN OPTICAL 2026” – EUROPEAN EDITION**

*New York, 23<sup>rd</sup> March 2026* – *20/20 Europe* and Jobson Optical Group, publisher of leading industry titles including *20/20* and *Vision Monday*, are pleased to announce the launch of the “**Most Influential Women in Optical**” initiative for Europe. The selection process and event to honour the finalists will be driven by *20/20 Europe*, published by Matilde Sometti in Italy.

The “Most Influential Women in Optical” initiative in the US was first launched via *Vision Monday* in 2003 with the aim of honouring women in optical who were making a difference. Each year, the US nominees are selected by *Vision Monday’s* editors from optical industry nominations, and bring together a class of leaders, collaborators and trailblazers whose stories of success can inspire us all.

Following the success of the initiative in the US and with a commitment to celebrating women and their ongoing contributions - particularly in the eyewear industry, and as a topic of growing global relevance - Jobson Optical Group has been eager to bring this project to Europe. For years, it has recognized and honoured female excellence, highlighting leadership, talent, and dedication across the sector.

**The first European Edition will be celebrated at SILMO 2026**

For the European Edition, the nominees can include all women touching all areas of the industry: from ECPs and executives to marketing experts, teachers, sales ambassadors and more. They will be honoured in five categories that aim to encompass what they do - across all types of businesses and organisations industry-wide.

The announcement of the finalists in the 1<sup>st</sup> edition of the **Most Influential Women in Optical”- European Edition**, and a special luncheon event – which will pay tribute to the nominees, will take place on 25<sup>th</sup> September at SILMO Paris 2026. *20/20 Europe* will announce details of the shortlisted women and registration information for the lunch event as soon as they become available.

The nominees will be included in a special report in the MAY/JUNE issue of *20/20 Europe*, and online at [www.2020europe.com](http://www.2020europe.com).

## **The European edition: how to nominate a colleague**

20/20 Europe, in collaboration with *Vision Monday*, will seek nominations for the European Edition via an electronic survey form launching **25<sup>th</sup> March 2026**. The deadline for submitting nominations via the survey is **24<sup>th</sup> April 2026**.

This first Edition will honour women who are making a difference in the following five categories:

### **BUSINESS LEADERS**

Candidates are women who hold high level leadership roles (positions such as president, CEO/managing director, CFO/finance director, CMO/marketing director, CIO or COO) that guide their companies forward, inspire leadership among their teams and peers and achieve high performance. They are industry influencers who set the tone for their companies and the industry.

### **MENTORS**

Candidates are women who are team builders, developers of talent, who via example or education and training successfully influence others to learn and to grow in their business or professional acumen, within their organisations or among others in the industry.

### **RISING STARS**

Candidates are women who are “up-and-comers” in their careers and within their companies or arenas within the industry, sharp talents who are on their way toward higher levels of responsibility and influence.

### **FOUNDERS**

Candidates are women who have started their own business in the optical industry and who are having particular success in their specialist field in building and developing their business initiative or creative project. (The category includes co-founders.)

### **INNOVATORS**

Candidates are women who have initiated new product developments or special programmes in the arenas of marketing, technology, retail or patient service/philanthropy and sustainability, who have spearheaded innovative business ideas or enterprises that are achieving marked success and reinventing old ideas.

*For further information, please contact the 20/20 Europe Publisher, Matilde Sometti at [matilde@20event.com](mailto:matilde@20event.com) or via phone +39 045 9232110.*