

New York, May 12 - 15, 2026

THE EXCELLENCE OF ITALIAN EYEWEAR RETURNS TO CENTER STAGE AT *ITALY ON MADISON*

13 brands showcase the best of Made in Italy style and innovation

Milano, May 11, 2026 – Italian eyewear takes center stage once again at *Italy on Madison*, the initiative promoted by ITA (Italian Trade Agency) for the promotion abroad and internationalization of Italian companies, **taking place tomorrow through Friday, May 15th**. It celebrates the lifestyle and excellence of Made in Italy through a rich program of immersive experiences.

The event transforms Madison Avenue into an **exceptional showcase of Italian craftsmanship**, engaging visitors in a multisensory journey through design, fashion, taste, and innovation. It offers an authentic narrative of Italy's distinctive value – where artisanal tradition meets contemporary creativity.

Among the highlights of the initiative is the dedicated **eyewear** space – developed with the support of **ANFAO** - Italian Optical Goods Manufacturers' Association - which celebrates the elegance and quality of Made in Italy eyewear through the presence of 13 brands: **Aru, Dario Martini, Giorgio Nannini, Hj Tech, Io Unconventional, L.G.R., Lara D', Mad In Italy, Original Vintage Sunglasses, Pier Martino, Piero Massaro, Sarno Display and Vanni**.

Guests will be guided through an experiential journey that positions eyewear as a defining symbol of the Italian lifestyle, striking the ideal balance between elegance, creativity, and modernity. By combining centuries-old tradition with contemporary innovation, the experience reflects Italy's continuing leadership in the global eyewear industry. Special attention will be focused on the Urban Beach trend, which blends high-performance design and functionality for both city life and leisure. An interactive digital photo booth will also allow visitors to virtually try on the latest eyewear innovations through a smart mirror experience.

“The United States is a key market, but also a highly demanding stage. Initiatives such as this enable Italian brands not only to showcase their products, but also to tell a story grounded in research, craftsmanship, and a distinctive sense of style. This is not just about visibility – it is an opportunity to affirm the cultural value of Italian eyewear, which today more than ever speaks an international language defined by quality, design, and innovation,” stated **Davide Degl'Incerti Tocci**, Vice President of ANFAO, responsible for internationalization.

“This event is a concrete opportunity to showcase in the United States the quality, creativity, and innovative strength of Made in Italy. In this context, the Italian eyewear industry best



embodies the meeting point of manufacturing excellence, design, and contemporary style,” adds **Erica Di Giovancarlo**, Trade Commissioner and Executive Director of ITA for the United States.

Italy on Madison is an immersive event that brings the best of Made in Italy to New York, transforming Madison Avenue into a curated journey through fashion, design, gastronomy, and craftsmanship. Visitors can enjoy sensory experiences, sample iconic Italian products, and discover excellence up close – including Italian eyewear, featured through interactive activations. It is an opportunity to experience Italian style and quality in an engaging and authentic manner.

Complete schedule: italyonmadison.com/schedule

Link to reserve activations: italyonmadison26.rsvpify.com/italyonmadison

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Italy on Madison

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