

Italian Eyewear Exhibition – IEE Paris 2026

ANFAO showcases Italian eyewear excellence in Paris



Milano, August 26, 2026 – Twenty-six Italian companies will take center stage at **IEE Paris | Italian Eyewear Exhibition**, an initiative organized by the Italian Trade Agency (ITA) with the support of **ANFAO (Italian Optical Goods Manufacturers' Association)**.

Following the success of its inaugural edition, held last year at the George V in Paris, the event returns on September 24 at Pavillon Cambon, reaffirming its role as a key platform for promoting the Italian eyewear industry and fostering international dialogue while creating new business opportunities for the sector.

IEE Paris will showcase the excellence of **Made in Italy** eyewear through its unique ability to combine creativity, artisanal tradition and industrial innovation, highlighting the legacy of expertise and quality that has made Italy a global benchmark for the industry.

Opticians, buyers, distributors, concept stores and industry professionals from across Europe and major international markets will have the opportunity to preview the latest eyewear collections presented by carefully selected Italian companies.

ANFAO: Ambassador of Italian tradition worldwide

Through this initiative, ANFAO renews its commitment to promoting Made in Italy eyewear by providing tangible support to member companies in their growth and internationalization strategies, while spotlighting one of Italy's most emblematic manufacturing districts.

“The Italian Eyewear Exhibition is an important opportunity to illustrate the value, prestige and distinctive quality of Italian eyewear in a strategic market such as France, while creating new opportunities for our companies to connect with international industry professionals,” stated **Lorraine Berton, President of ANFAO**. *“At ANFAO, we continue to invest in initiatives that strengthen the competitiveness of our member firms and highlight the heritage of creativity, quality and innovation that has helped make Made in Italy a global benchmark.”*

Italian eyewear: creativity, innovation and global leadership

For decades, Italy's eyewear industry has been a global point of reference for the sector. Today it comprises approximately 800 companies, employs 22,800 people and generates production valued at €5.64 billion. As the world's leading producer and exporter of high-end frames and sunglasses, Italy exports nearly 90% of its production and manufactures more than half of the licensed collections distributed worldwide.

France is currently the leading European market and the world's second-largest export market for Italian eyewear, confirming the strength of the economic relationship between the two countries and the strategic importance of the French market for the eyewear sector.

An immersive Made in Italy experience

Beginning at 3 pm, buyers will have the opportunity to meet the 26 participating Italian manufacturers and preview their latest optical and sun collections, engaging directly with company owners and management.

From 7 pm, the event will continue with a cocktail dinner in an elegant yet welcoming atmosphere, complemented by networking opportunities and experiences showcasing the latest trends.

The initiative further reinforces the strategic partnership between the ITA and ANFAO, a collaboration that is renewed each year through major industry events, including MIDO | Milano Eyewear Show, set to take place February 6th to 8th, 2027, at Fiera Milano Rho.

Useful information

Thursday 24th September, 2026 from 3 pm.

Pavillon Cambon Capucines
46, rue Cambon, 75001 Paris

The event is not open to the public. Admission is by invitation only and exclusively to guests who have confirmed their participation.

The list of participating manufacturers is attached to this press release.

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Companies	Website
450	https://www.ultralimited.it/

AREA 98	http://www.area98.it
ATMOSPHERA	http://www.atmospheraeyewear.com
CENTRO STYLE	https://www.centrostyle.com/it/
FOVAL	http://www.foval.it/
GOOD'S	https://www.goodseyewear.it/
I.O.V.E.S.	http://ioves.com
ITALIANA DESIGN	https://www.italianadesign.com
KADOR OCCHIALERIA	https://kador.it
L.G.R.	http://www.lgrworld.com
LA GIARDINIERA	http://www.la-giardiniera.it
LOOK OCCHIALI	https://lookocchiali.it/
MAD IN ITALY	http://www.madinitaly.com
MANIFATTURA ITALIANA OCCHIALI	https://www.miogroup.it/
Marcolin	http://www.marcolin.com
MARTINI OCCHIALI	http://www.martinioccchiali.it
MDM OCCHIALI	http://www.lespiecesuniques.com
NANNINI ITALIAN QUALITY	https://www.giorgionannini.com/
OFHK EUROPE	http://www.migaeyewear.com
ORIGINAL VINTAGE SUNGLASSES	http://www.original-vintage.com
REVERT	http://www.polar.it
RUDY PROJECT	http://www.rudyproject.com
TF OCCHIALI	http://www.tfocchiali.com
TRIS OTTICA	https://lamarcaeyewear.com/
VANNI	http://www.vannioccchiali.com
VISION UP & LOGOSERVICE	https://iiieyewear.com/index.php/en/