



**DaTE 2026 WRAPS UP IN NAPOLI AND ALREADY LOOKS AHEAD TO BOLOGNA:
SUCCESS BEYOND EXPECTATIONS AND AN APPOINTMENT AT PALADOZZA
FROM 11 TO 13 SEPTEMBER 2027**

*The Napoli edition confirms the strength of a format that places meetings,
relationships and dialogue at its heart*

Milano, 15 September 2026 – **DaTE 2026** closes its Napoli edition on a high note, exceeding expectations and further confirming the strength of its distinctive format. From 12 to 14 September, the **Salone Margherita in Napoli** brought together **1,000 unique industry professionals**, generating more than **1,080 attendances** over the three-day event.

The figures also highlight significant international growth: **77 international professionals from 18 countries** attended this year's event, more than twice as many as in 2025. International visitors accounted for approximately **8% of total attendance**, compared with 3% last year.

The international dimension was further enhanced by a **delegation of around 20 European buyers**, who travelled to Napoli thanks to the collaboration with **ITA – Italian Trade Agency**. Their presence created additional opportunities for exchange and business for the brands taking part in DaTE.

The success of the Napoli edition confirms the value of DaTE's decision to embrace an **itinerant format**. Moving to Napoli significantly broadened the event's reach across Central and Southern Italy, attracting professionals and retailers from areas that had been less represented at previous editions, while continuing to draw visitors from across the country.

The result is a particularly strong balance between **opening up to new territories and maintaining a genuinely national audience** - one of the defining features of this year's edition.

*"DaTE's added value is that it gives professionals the chance to take their time - says **Davide Degl'Incerti Tocci, President of DaTE**. Time to look closely, to discover a product and understand its story, but above all, time to meet one another. DaTE is not a trade fair in the traditional sense. It is an event, and that distinction is fundamental to us. It creates space for manufacturers and professionals to stop, talk, exchange ideas, opinions and experiences. It is a meeting point for a community that needs to connect and engage in dialogue. The decision to make DaTE itinerant comes precisely from this need: to take the event to different places, continuing to bring professionals together and creating new connections and new forms of cross-pollination at every edition".*

This spirit of movement will continue in **2027**, when DaTE heads to **Bologna**, where it will take place at the iconic **Paladozza from 11 to 13 September**. *"Like sport, eyewear is a team game*

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- says Degl'Incerti Tocci. *Everyone has their own role, and when every member of the team plays well, the team wins. That is why we chose the Paladozza: a venue where great champions have played and which carries a unique energy of its own".*

The choice of Bologna and the Paladozza, however, also responds to very practical needs: a central, easily accessible and well-connected location, with suitable and versatile spaces, perfectly suited to DaTE's format and its informal, contemporary approach to bringing companies and professionals together.

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