



Napoli, 12 -14 September 2026

-4 DAYS TO DaTE 2026: FROM 12 SEPTEMBER NAPOLI TURNS THE SPOTLIGHT ON CONTEMPORARY EYEWEAR

Milano, 8 September 2026 – **DaTE 2026 is just around the corner.** In four days' time, on Saturday 12 September, the world of **contemporary eyewear** will meet in **Napoli** for a new edition of the event dedicated to independent brands and research, which this year chooses the world heritage city of Napoli as the venue for the event for the first time.

From 12 to 14 September, the historic **Salone Margherita** will host **over 130 brands from Italy and abroad**, including Germany, Denmark, the United Kingdom, France, the United States, South Korea, Japan and Tunisia. Opticians, buyers, designers, journalists and industry professionals from all over Italy and abroad will also be arriving, together with a delegation of about **30 European buyers** thanks to the collaboration with **ITA (Italian Trade Agency)**.

A three-day event designed to discover collections, trends and projects in independent eyewear, but above all to create connections and contaminations, meet new interlocutors and generate business opportunities.

«We are finally here. After months of work, it is nice to see that everything is taking shape. We are ready to welcome exhibitors and visitors from all over the world to Napoli and we want DaTE to be first and foremost a pleasant, warm and informal experience, a place to meet, discover, talk and be together. We are very satisfied with the result and the enthusiasm with which eyewear operators have welcomed this new edition from the very start. Now we really can't wait to open the doors and get started: Napoli is waiting for us and we are ready», comments the President of DaTE **Davide Degli'Incerti Tocci**.

SATURDAY EVENING, THE DATE PARTY

The first day of DaTE will end with one of the most anticipated events: the **DaTE Party**, scheduled from 8 pm at the Salone Margherita.

An evening dedicated to exhibitors, designers, opticians, buyers, journalists and professionals, designed to continue networking in a more informal atmosphere, with music, entertainment and friendliness.

There will also be a particularly awaited moment: during the evening **the dates and the city of the next edition of DaTE will be revealed**.

Registration for the DaTE Party is open on the website <https://dateyewear.com/en/party>.

GOOD TO KNOW

DaTE is a free admission event reserved for professionals in the sector. Visitor registrations are open on the website <https://dateyewear.com/en/visitatori>, while journalists can register here <https://dateyewear.com/en/accredito-stampa>.

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For those who reach DaTE by car, there is an agreement with the Gran Garage Incoronata, in Via dell'Incoronata 22, near Piazza Municipio. By presenting the entrance pass to DaTE, it will be possible to take advantage of the discounted rate of 25 euros for a maximum of 12 hours, within the 8.00-20.00 range.

DaTE will be open at the following times: Saturday 12 September from 2 pm to 7 pm, Sunday 13 September from 10 am to 6 pm and Monday 14 September from 10 am to 2 pm.

To follow DaTE on social channels:

www.instagram.com/dateyewear/

<https://it-it.facebook.com/DateEyewearOfficial/>

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