



MIDO AWARDS 2027: APPLICATIONS OPEN FROM 1 OCTOBER

Applications for the CSE Award – Certified Sustainable Eyewear and the CSE Corporate Award are open until 8 January. Applications for the Best Store Award are open until 31 December.

Milano, 1 October 2026 – Applications are now open for the **MIDO AWARDS 2027**, the awards through which MIDO recognises companies, products and players in the optical industry that stand out for their **innovation, sustainability and ability to interpret the evolution of the sector**. The regulations and application forms are available in the *Awards* section of www.mido.com.

CSE Award: sustainability applied to products

Applications for the fifth edition of the **CSE Award – Certified Sustainable Eyewear**, promoted by MIDO together with **ANFAO and Certottica**, are open until **8 January**. The award recognises companies' commitment to developing products according to sustainability criteria.

The award is divided into three categories and assesses **eyewear frames, sunglasses and cases** designed and manufactured using eco-friendly solutions. The evaluation considers a range of aspects, from the use of recycled materials to the reduction of energy consumption in production and distribution processes, from enhancing the value of the supply chain to reducing waste throughout the various stages of production.

CSE Corporate Award: recognising sustainability as a business strategy

Also until **8 January**, companies exhibiting at MIDO 2027 can apply for the second edition of the **CSE Corporate Award**, dedicated to the exhibiting company that demonstrates outstanding commitment to sustainability.

The award broadens its focus from individual products to the corporate dimension, recognising the strategies and policies through which companies integrate **ESG principles** into their operations, from production and management processes to the choice of materials and business models.

Best Store Award: celebrating innovation in optical retail

Applications for the 12th edition of the **Best Store Award** will remain open until **31 December**. The award is dedicated to optical stores worldwide that stand out for the quality and innovation they bring to the in-store experience.

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The award is divided into the **Design** and **Innovation** categories. A jury of experts in retail, design and communication will assess a range of elements, including layout, atmosphere, materials, customer experience, digital communication and the services offered to customers.

The awards ceremony at MIDO

The winners of the **MIDO AWARDS 2027** will be announced during an **official awards ceremony**, taking place during MIDO, from 6 to 8 February 2027 at Fiera Milano Rho.

This year, MIDO will also host the awards ceremony for the **Sergio Cereda Eyewear Design Award**, dedicated to creativity and innovation in eyewear design. Applications are open until 30 November at this link: <https://optyx.com/sergio-cereda-award-application/>.

For the latest MIDO news and updates, visit www.mido.com and follow the official social media channels: Instagram @mido_exhibition, TikTok @mido_exhibition, Facebook @MIDOExhibition, X @MIDOExhibition and LinkedIn www.linkedin.com/company/mido/posts/.



MIDO is a founding member of IT-EX, an association created to represent Italian trade fair organizers of international standing, supporting the promotion of Italian companies in foreign markets. IT-EX provides strategic support for internationalization, with self-generated resources and an organization dedicated to economic growth objectives, export promotion, and support for the development of "Made in Italy" worldwide. The trade fair portfolio of IT-EX members attracts 20,000 exhibitors, about 9,000 of whom are from abroad, and 2.5 million visitors, including 1 million professionals and enthusiasts on dedicated days, of whom 600,000 are international.

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