



## MIDO Milan Eyewear Show 2017

Fiera Milano Rho February 25 – 27, 2017

[#livethewonder](#)

*Milan, September 6, 2016* – MIDO is revving up its engines getting ready to amaze yet again. After a record edition last year, with over 1200 exhibitors and 52,000 professional operators from all over the world, the most important professional event dedicated to eyewear at international level is preparing to shine the spotlights on Wonder. From February 25 through 27, 2017, companies, buyers, journalists and the sector's leading trendsetters will be in Milan to meet, do business and be inspired by a magical, engaging atmosphere.

### **The new campaign**

Harmonious spaces, balanced shapes, the virtuous flowing together of everything beautiful and useful: the new face of MIDO will be lit up by Italian excellence. With 3 new subjects - 4 in a few weeks from now - the 2017 campaign encompasses #livethewonder, a combination of art, architecture, tradition and modernity just like Made in Italy. For edition 47, the MIDO communication focuses on "great beauty" that is all Italian. Evoking De Chirico, spatial geometries and light are made even more precious by elements that symbolize Italian design. Fashion and Italian style are linked to a message that extols the ability and creativity of the *Bel Paese* seen through lenses at MIDO. An appointment that enhances the excellences of the eyewear sector in a global context, where the spotlights shine on the professionalism and taste of a world for which Italy is, without a doubt, a global reference point. In the highly evocative images of Italian art and architecture, superb eyewear stars alongside the face of Lidia Comini, the charming young Italian model who is already known at international level and has been referred to by many observers as one of the emerging icons of Italian beauty.

### **MIDO: a more social show**

Last year MIDO doubled, with 100% more social media contents and interactions during the show, over 10,000 posts on Instagram and Twitter, and 2000 new fans on Facebook. But the numbers have continued to grow exponentially because MIDO is active throughout the year and interaction

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with its followers and friends is constant. The Instagram profile alone has grown tenfold, from 400 followers at end February 2016 to 4,400 as of today. The website, [www.mido.com](http://www.mido.com), has also been totally renewed and made more effective, simple and interactive with cleaner graphics.

### **Theme areas**

While waiting for probable surprises and new additions, the theme areas that characterized the last edition of MIDO have been reconfirmed; **Fashion District**, where a large and very dynamic piazza hosts the best players in the world and the small- and medium-sized companies that are inspired by the world of fashion; **Design Lab**, the unquestionable realm of the most visionary creatives, where they have the luxury of experimenting and being “daring”; **Lab Academy** reserved for young start-ups with **MORE!** the absolutely new addition in 2016; **Lenses**, for the leaders of the lens sector; **Tech**, the world’s largest exhibition area dedicated to machinery, raw materials and components; and the **FAiR East Pavilion**, the exclusive area dedicated to the most important companies in Asia.

Naturally, there will also be the prestigious and coveted **BESTORE** and **BESTAND AWARDS** for originality, innovation and creativity.

[www.mido.com](http://www.mido.com) has all the new additions and updates associated with the show, exhibitors and events. Visitor registration will open on October 1, 2016.

Come and live the Wonder! [#livethewonder](https://twitter.com/livethewonder)

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