



*The 2019 edition of the MIDO Eyewear Show closes*

## **IF RECORDS ARE MADE TO BE BROKEN... MIDO DOES IT WITH EASE, CONFIRMING ITS GLOBAL LEADERSHIP**

Milan, 26 February 2019 – The 49<sup>th</sup> MIDO, the largest eyewear fair in the world, ended yesterday in a display of continuity. It matched last year's results but with a slight uptick that brought the number of visits over the 3 days of industry professionals from 159 countries to approx. 59,500.

*"The extremely high quality of the products on display in all the pavilions was the thread that ran through MIDO 2019. Many exhibitors expressed their delight with the outcome of the fair, confirming that MIDO is still business-driven: effective for extending one's network of contacts, making deals and talking trade",* remarked Giovanni Vitaloni, President of MIDO.

The significance of this edition was also apparent in the caliber of visiting officials. Filled with amazement and admiration, one after another, the Minister of Cultural Heritage and Activities, **Alberto Bonisoli**; Vice Minister of Economic Development, **Dario Galli**; Councilor for Digital Transformation and Citizen Services for the City of Milan, **Roberta Cocco**; and Councilor for Tourism, Regional Marketing and Fashion for the Lombardy Region, **Lara Magoni**, toured the pavilions during the three days of the show.

Many sports and entertainment celebrities were spotted in the halls, proving that MIDO also spells glamor and fashion – a must-attend on the calendars of those who want to rock the latest trends.

Digital media never slept: the wonder of MIDO was broadcast live on MIDOTV, which produced 130 videos this year, transmitted live on YouTube, garnering 100,000+ views just during the 3 days of the fair. Instagram and Facebook posts reached a million impressions as the excitement of exhibitors, visitors, bloggers and VIPs was captured with the hashtag #MIDO2019.

With MIDO 2019 over, work is already under way on the next edition, marking MIDO's milestone 50<sup>th</sup> anniversary. *"A packed calendar of events is in the works for 2020, designed to involve the entire industry – companies, opticians, buyers, the media and institutions – for a proper celebration of the Gold Edition",* concludes Vitaloni.

See you next year: February 29 - March 2, 2020!

The wonder continues ... #Livethewonder

**MIDO PRESS OFFICE - Mailander srl – Via Cavour 21, Torino; Via Monte di Pietà 21, Milano +39 011 5527311**

Marcella Laterza [m.laterza@mailander.it](mailto:m.laterza@mailander.it)

Damir Biuklic [d.biuklic@mailander.it](mailto:d.biuklic@mailander.it)

Chiara Ferraro [c.ferraro@mailander.it](mailto:c.ferraro@mailander.it)

Pietro Martinetti [p.martinetti@mailander.it](mailto:p.martinetti@mailander.it)