



**Rho Fiera Milano February 29, March 1 and 2, 2020**

## **THE MIDO EYEWEAR SHOW “GOLDEN EDITION”: 50 YEARS OF EYEWEAR AND FASHION HISTORY**

*The MIDO4U.com digital platform is available to Asian exhibitors to present new products and get in touch with visitors and buyers.*

*Starting next year, MIDO will be held at the beginning of February to better meet the needs of exhibitors and sales campaigns.*

Everything is just about ready at Rho Fiera Milano for the **50<sup>th</sup> edition of MIDO**, the “**Golden Edition**”, scheduled for **Saturday, February 29<sup>th</sup> through Monday March 2<sup>nd</sup>**. This truly unique event is focused on sustainability, and full of appointments with special guests, awards, accolades and previews that will make 2020 singular indeed.

*“This special edition gives us the opportunity to recount the extraordinary story of eyewear, an item that has become an integral part of our lives, fashion and the global economy, through 50 years of MIDO – stated **Giovanni Vitaloni**, President of MIDO and ANFAO – from the roaring 1960s and 1970s to the opulent 1980s, when fashion and design entered the world of eyewear, until the last few decades, when increasingly advanced and cutting-edge technologies have made it imperative to select products based on quality, beauty and brand, while remaining keenly aware of the prevailing esthetic and functional criteria.”*

The 2020 edition will also be special due to its focus on **environmental sustainability**. The most sustainable stand will receive the *Stand Up for Green* award. The judging panel will evaluate the candidates based on several parameters, such as overall sustainability of the stand, level of innovation, originality, and its ability to convey a positive message regarding the importance of making green choices for the future of all people and our planet. However, MIDO's commitment to the environment goes even further. Its Code of Ethics and Code of Conduct have already been approved and shared with exhibitors, visitors, suppliers and partners. Within the next two years, MIDO also plans to obtain ISO 20121 certification, which sets the requirements for organizing sustainable events. To that effect, MIDO's campaign next year will focus on sustainability, and bear a new tagline: “**Save the Wonder**”.

The *Stand up for green* award presentation will further enrich MIDO'S 50<sup>th</sup> anniversary celebration “**From Sight to Vision**” scheduled to start at 6:30 PM on Saturday, February 20<sup>th</sup> in the Rho Fairgrounds Auditorium. It will be a moment of celebration, commemoration and remembrance of all people, companies and events that marked 50 years of MIDO and fashion in Italy and around the globe. The events schedule includes the presentation of sociologist **Francesco Morace's**

### **MIDO Press Office**

Marcella Laterza +39 335 7559154 [marcella.laterza@cmailander.it](mailto:marcella.laterza@cmailander.it)

Stella Casazza +39 349 3579552 [stella.casazza@cmailander.it](mailto:stella.casazza@cmailander.it)

Chiara Ferraro +39 345 0059935 [chiara.ferraro@cmailander.it](mailto:chiara.ferraro@cmailander.it)

Noemi Penna +39 320 8644358 [noemi.penna@cmailander.it](mailto:noemi.penna@cmailander.it)



research on the history of eyewear and its likely evolution over the next few years, the awarding of prizes to **companies** that participated in all 50 events, and to **Past Presidents** who contributed to MIDO's on-going success.

The latest announcements also include the decision to **hold MIDO earlier in the year**, specifically **the first two weeks in February**, starting with the next event. In Vitaloni's words, *"The decision was made to better meet the needs of exhibitors world-wide as well as their sales campaigns, the media and visitors. At least until 2026, MIDO will be held in the first or second week of February, ahead of other major fashion-related events that customarily take place at the end of February"*. The next MIDO trade shows will take place on: **February 6/7/8, 2021, February 12/13/14, 2022, February 4/5/6, 2023, February 3/4/5 2024, February 8/9/10, 2025 and February 7/8/9, 2026.**

The last weeks of preparation for MIDO 2020 undeniably took place within a complex international scenario, dominated by the Coronavirus pandemic, which led the organization to implement all provisions and recommendations from Italian and international public health authorities.

*"We resolved to go ahead with the 50<sup>th</sup> MIDO event, and dutifully implemented all the necessary measures knowing that, regardless of our actions, many Asian exhibitors would not attend – said President Giovanni Vitaloni. Hence, we created a digital platform that will allow Asian companies to present their products online, and let registered visitors contact them directly. It's a small but tangible way to show solidarity, concern and our desire to support our Asian associates, who have graced MIDO with their presence for several years now. In the digital era – Vitaloni concluded – we have to find ideas, opportunities and solutions that benefit the industry, and we did so with our online platform"*.

The online B2B platform created by MIDO is named **MIDO4U.com** [www.mido4u.com](http://www.mido4u.com) and allows all registered visitors to contact interested buyers at the show or elsewhere, thereby promoting their online business growth.

All expo pavilions have been confirmed: **Fashion District, Lenses, Design Lab, More!, Lab Academy and Tech.**

MIDO also confirms its commitment as a venue for sharing and reflection for industry insiders through conferences and seminars in the **OttiClub** space. Among these is "The barometer of eye health", a research project conducted by MIDO and Silmo, which will be presented on Sunday March 1<sup>st</sup> at 10 am. Starting at noon on Saturday February 20, WGSN will guide us through the trends and consumer profiles, including the underestimated potential of "Generation X". And at 4 pm on Saturday, WGSN will present a fashion industry and retail market sustainability study. On Sunday March 1<sup>st</sup> at 11 am it will present eyewear market trends for the forthcoming season.

Last but not least, MIDO's **digital** reach has also been expanded to ensure its constant presence on social media platforms such as Instagram (@mido\_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition), and LinkedIn, as well as through the #MIDO2020

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#anniversaryofwonder and #livethewonder hashtags. A new version of the MIDO APP is available to help everyone prepare for and experience to the fullest the largest international eyewear expo. The wonder of MIDO will also be broadcast live on MIDO TV, the expo video channel, which will provide continuous coverage for all 3 days of the event, and feature interviews with celebrities, exhibitors, opticians and eyewear enthusiasts. The TV content will be available immediately on a live streaming channel, and accessible through 3 special booths at the fair, on the MIDO YouTube channel, and of course, on the MIDO APP.

#### **MIDO Eyewear Show**

Milan, 29 February – 2 March 2020 at Rho Fiera Milano

Online info: [www.mido.com](http://www.mido.com)

Press coverage: <https://www.mido.com/accredito-stampa-blogger-mido>

#MIDO2020 #livethewonder #anniversaryofwonder

#midoforgreen #standupforgreen

The MIDO APP can be downloaded from Google Play and the App Store <https://rdly.it/midoapp2020>

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