



MIDO 2023: VISITORS REGISTRATION NOW OPEN. THE WORLD OF EYEWEAR MEETS IN MILANO FEBRUARY 4-6

Starting today, buyers, designers, opticians, ophthalmologists, entrepreneurs, journalists, students and all supply chain professionals can reserve their spot at the 2023 edition of the most-anticipated eyewear show

Milano, 22nd September 2022 – Starting today, visitors can **register** on the **MIDO** website <https://www.mido.com/en/entry-pass> for the forthcoming edition of the most international eyewear show.

February 4-6, the world of optics will meet at **MIDO 2023**, where the best the industry has to offer in terms of **trends, innovation, design, sustainability and creativity** will be on display, in a setting where **deals are made and sales closed**.

MIDO 2023 opens with a fresh look and a new claim: “The Eyewear State of the Art”. Both epitomize the values that, for more than 50 years, have set this show apart – **contemporaneity, culture, fashion and beauty**. The new **FRAMES communication campaign** designed by Max Galli in partnership with the Mixer Group, comprises four subjects that will accompany the sector all the way to showtime.

*“We are hard at work on the 2023 show, after the April 2022 edition (the first post-pandemic show) exceeded all expectations, drawing the participation of 22,000 professionals and 670 exhibiting companies. MIDO continues to be the **hub around which relationships between industry professionals from around the world revolve**,” noted President Giovanni Vitaloni. “We are aware that these are precarious, problematic times, further aggravated by the international situation. Our challenge is not only to engage the entire world of eyewear – in person – but also to guide and shape our show based on the circumstances and changes we need to consider in order to have an increasingly international, future-oriented perspective. This means we must be even more tuned-in to the needs of our exhibitors and visitors, who envision MIDO as an opportunity to finalize sales, prompted by the presence of high-profile international buyers.”*

Data confirm that, thanks to its strong international orientation, eyewear is **among the sectors most successful in responding to recent adversities**. In the first quarter of 2022, exports from January to March surged by 32.3% compared to the same period in 2019, and **grew 35.3% over 2021**. Based on ANFAO estimates, expectations for the coming months are for continued growth in terms of exports, manufacturing, the domestic market and industry workforce.

MIDO will take place at Fiera Milano (Strada Statale del Sempione 28 - Rho), Saturday 4th and Sunday 5th February from 9 am to 7 pm, and Monday, February 6th from 9 am to 6 pm.

All updates are available online on the event website <https://www.mido.com/en/> and on the official social channels: Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

#MIDO2023 #livethewonder

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