



*54th Edition of the International Eyewear Show Comes to a Close*

## **MIDO 2026: trends, technology and relationships driving the market**

*Between business, innovation, culture and training,  
MIDO's lively energy keeps exhibitors and visitors engaged*

Milano, 4 February 2026 – Despite the complexity of the current economic, historical and geopolitical context, as well as factors surrounding the upcoming Winter Games, **MIDO 2026** matched the figures of the previous edition in terms of both exhibitors and visitors, reaffirming its central role to the international eyewear scene.

*“Again this year, MIDO powerfully expressed the industry’s vitality,” declared **Lorraine Berton**, President of MIDO and ANFAO. “From the early hours of the morning, unbridled energy coursed through the aisles, piazzas, and booths, while events, live presentations and meetings offered opportunities for dialogue and inspiration – and, most importantly, driving significant, concrete business results.*

*MIDO continues to demonstrate its ability to maintain and strengthen its two defining identities: on one hand, an **essential industry event** for professionals from all over the world – a place to do business, discover new products and build strategic relationships throughout the year; on the other, a **cultural and educational event** capable of offering cross-sector content, encouraging reflection on how the world is evolving, connecting these changes to the eyewear industry, and inspiring ideas to address and overcome market challenges.”*

Alongside these dimensions, MIDO also reflects a growing focus on marketing and communication, now crucial to both visitors and exhibitors – from strengthening brand and corporate identity to reaching new audiences, from visibility strategies to the creation of effective narratives that accompany products long after they leave the stand.

*“It is precisely this combination of pragmatism and vision that makes MIDO a unique international point of reference,” concluded Berton.*

### **2026 numbers**

Approximately **42,000 attendees**, from more than **160 countries**, and **1,200 exhibitors**, of which approximately 930 international, in 7 halls, across 8 exhibit areas.

Similar to last year, **Europe** – with strong representation from **Germany, France, and Spain** – proved its significance. Particularly noteworthy were attendance numbers from **Africa (Tunisia, Algeria, South Africa)**, the **Middle East (Syria, Oman, Saudi Arabia)**, and **Asia (South Korea, Singapore, Indonesia, India, China)**, confirming these emerging markets as an important, growing area for commercial development. Participation from **North America** remained stable, a positive signal given the current economic climate and ongoing tariff-related tensions. In contrast, attendance from **Italy** showed a slight decline, reflecting the impact of the current economic context on investment decisions by industry professionals in the domestic market.

### **MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE**

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

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

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

Martina Bruno +39 328 6222616 [martina.bruno@cmailander.it](mailto:martina.bruno@cmailander.it)

In addition to visitors, MIDO 2026 recorded more than **16,000 exhibitor attendees**. This figure reflects the event's ability to comprehensively represent the entire eyewear supply chain – from manufacturing and materials to technologies, components, and accessories. This integrated approach confirms MIDO as a unique event and key industry hub where business develops across the full value chain, and as a reference point for innovation and sourcing within the sector (data certified by **ISF Cert** in accordance with ISO 25639 standards for the certification of statistical data for trade shows).

MIDO 2026 was widely covered by newspapers, television and radio, and across social media channels in Italy and abroad. More than **400** Italian and international **journalists** were accredited, and the 2026 edition marked a new milestone for digital communication – also driven by the launch of MIDO's TikTok account, which significantly boosted the event's online visibility. Over the three exhibition days, **more than 3.5 million people were reached** across all platforms, representing an overall **increase** of approximately **35% compared to the previous edition**.

The [mido.com](http://mido.com) website recorded around **35,000 users**, while the most used feature on the App was the **interactive map**, followed by the exhibitor search function.

A total of **40 The Vision Stage events** were streamed over the three days, in both English and Italian (available in the reserved area of the website and the App).

## **Government and industrial system support**

The Italian Government and the industrial community further confirmed the strategic importance of MIDO, not only among sector trade shows but also as a key hub for Italy's industrial system and the international positioning of the entire eyewear industry. Underscoring the strategic role played by MIDO was the presence at the opening ceremony of the following institutional-industrial dignitaries: **Adolfo Urso**, Minister of Enterprises and Made in Italy; **Emanuele Orsini**, President of Confindustria; **Elena Buscemi**, President of the Milan City Council; and **Giovanni Bozzetti**, President of Fondazione Fiera Milano.

Also inaugurated at the show was the **“Casa del Made in Italy”**, an institutional hub and connection space dedicated to companies, investors, international buyers and the Confindustria system, created to maximize projects, nurture new development opportunities and provide concrete tools for growth and internationalization. This initiative is both a symbolic and an operational debut, aimed at strengthening MIDO's role as a strategic platform serving Italian companies and production supply chains.

## **Innovation and trends**

At MIDO 2026, eyewear showcased its latest evolution, combining technological innovation with renewed stylistic expression. The collections highlighted increasingly lightweight and high-performance frames, state-of-the-art and sustainable materials, and the integration of artificial intelligence-based solutions for design, customization and vision comfort. Eyewear continues to establish itself firmly as both a technological platform and an aesthetic object.

From a stylistic perspective, eyewear emerges as a form of identity language, balancing minimalism and experimentation, heritage and contemporaneity. Trends range from luminous transparencies and interplays of light, to intense, organic textures derived from urban and international

## **MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE**

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

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

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

Martina Bruno +39 328 6222616 [martina.bruno@cmailander.it](mailto:martina.bruno@cmailander.it)

inspirations. Bio-acetates, recycled materials and lightweight metals take center stage alongside reinterpreted timeless icons – aviator, cat-eye, panto and navigator – in sophisticated color palettes that encompass everything from natural and crystal-clear shades to bolder accents.

MIDO upholds its reputation as the place where innovations take shape and trends begin to define the face of eyewear for the seasons ahead.

## The Vision Stage

### An informed lens on the global context

MIDO once again demonstrated its ability to read the current historical moment – defined by constantly evolving markets and production chains. Each year, **The Vision Stage** hosts sessions dedicated to sharing views, reflection and debate on the major themes reshaping the international context – not strictly linked to eyewear – such as economics, geopolitics and the future.

Key speakers at this edition included **Monica Maggioni**, **Alec Ross** and **Dario Fabbri**. Significant space was also devoted to **industry trends, new consumer behaviors, sustainability, inclusion and eye health**.

### Sports and culture

The close timing of the Milan–Cortina 2026 Winter Olympics also influenced MIDO's cultural programming. The exhibition welcomed **Daniele Cassioli**, Paralympic champion; **Pasquale Gravina**, former volleyball competitor; **Ferdinando De Giorgi**, Head Coach of the Italian Men's National Volleyball Team; and athletes **Filippo Magnini**, world swimming champion, and **Manuela Nicolosi**, international referee since 2010, for the opening of "*The Lens of Time*" exhibition. The exhibition will be hosted in Rome in the fall at Palazzo Piacentini, headquarters of the Ministry of Enterprises and Made in Italy. And, through February 15, 2026, a dedicated section of the exhibition can also be visited at M9 – Museo del Novecento in Mestre, as part of the *Identitalia – The Iconic Italian Brands* exhibition.

## MIDO Awards

The show also celebrated industry excellence with the **MIDO Awards**, recognizing young designers, optical shops, exhibitors and trade professionals who work every day to improve themselves and their profession, to the benefit of the entire supply chain. All award winners can be found on the official website [www.mido.com](http://www.mido.com) in the Awards section.

## MIDO 2027

The success of this edition provides a strong foundation for the future: MIDO is already at work on 2027, with the goal of offering even more opportunities for business, innovation and international connections.

### Welcome to Eyewearland

Launched immediately after the close of the 2026 edition, MIDO's new communication campaign reveals the creation of **Eyewearland** – a surreal world suspended between reality and imagination.

### MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

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

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

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

Martina Bruno +39 328 6222616 [martina.bruno@cmailander.it](mailto:martina.bruno@cmailander.it)

A visual narrative that transforms the universe of eyewear into an extraordinary land, where vision is not merely a tool for observation, but a gateway to infinite possibilities.

Eyewearland is MIDO: the only place in the world where, for three days, the entire supply chain and all the different industry players come together in a single physical, cultural space. A “land” where design, technology, fashion, sustainability and business all speak the same language. **Welcome to Eyewearland** is therefore not just an invitation to visit a trade show, but a doorway into an immersive universe dedicated to eyewear – a place where trends are discovered, relationships are built and the future of the industry takes shape.

Eyewearland is inhabited by enigmatic figures bearing natural elements on their faces – delicate, unexpected presences that conjure eyewear in a poetic and unconventional way, without ever representing it literally. Eyewearland is an open concept, designed to transform itself over time. A narrative territory that can evolve, year after year, into new stories and imaginary worlds, generating endless landscapes to explore.

The images were created by digital artist **Stella Stolkert**, creative direction by **Max Galli**, in collaboration with **Mixer Group**.

MIDO 2027 is already preparing to once again be the global platform where the world of eyewear connects, inspires one another and imagines the future – a future that begins with vision.

**The next edition of MIDO will take place from February 6 to 8, 2027, at Fiera Milano Rho.**

Stay up to date on the latest MIDO news:

[www.mido.com](http://www.mido.com), [MIDO Exhibition](#) | [Instagram](#), [Facebook](#), [TikTok](#), [LinkedIn](#), [X](#), [YouTube](#) | [Linktree](#).

#### **Credits: Welcome to Eyewearland**

Agency: Mixer Group

Creative Direction: Max Galli

Digital Artist: Stella Stolkert

Copy: Sara Lometti

Account Director: Martina Vailati



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.

#### **MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE**

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

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

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

Martina Bruno +39 328 6222616 [martina.bruno@cmailander.it](mailto:martina.bruno@cmailander.it)