



Fiera Milano Rho, February 6–8, 2027

MIDO 2027 PRESENTS EYEWEARLAND MILANO: THE NEW IDENTITY OF THE SHOW IS NOW COMPLETE

Milano, September 1, 2026 – Following the launch of the *Welcome to Eyewearland* communication campaign, MIDO takes another step forward in the evolution of its identity, introducing a new element that will define the show in the years to come: the **Eyewearland Milano** payoff.

This marks a major image evolution after many years and further strengthens MIDO's positioning as an **ecosystem**, rather than simply a trade show. **Eyewearland Milano** captures the idea of a place where business, innovation, creativity, research, manufacturing, distribution and education come together, creating the most comprehensive representation of the entire eyewear supply chain. MIDO is, in fact, the only event in the world that brings together all the key players in the industry: from frame and lens manufacturers to machinery and raw materials; from major multinationals to small, innovative companies; from established and emerging designers to start-ups and accessories.

From February 6 to 8, 2027, at **Fiera Milano Rho**, Eyewearland will once again take shape at the event that attracts 1,200 exhibitors every year and welcomes visitors from more than 160 countries, continuing to serve as the world's leading meeting point for buyers, opticians, manufacturers, designers, distributors and retailers. The experience is further enhanced by **8 exhibition areas across 7 halls**, each dedicated to a specific segment of the supply chain. Every year, the exhibition layouts are redesigned to improve the functionality of the spaces and surprise visitors with new and innovative display solutions.

The 2027 edition will also coincide with the beginning of **Chinese New Year**, which officially starts on **February 6**, the opening day of the show. To celebrate the occasion, MIDO has arranged special **travel deals** for visitors and exhibitors coming from China, specifically from the cities of Wenzhou, Shenzhen and Shanghai. These will complement the travel deals offered every year to attendees travelling from the United States, Canada and Latin America. Further news and initiatives will be unveiled over the coming months.

Online registration for visitors and journalists will also open on the official MIDO website from September 25.

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To stay up to date with the latest MIDO news, visit www.mido.com and follow the official social media channels: Instagram @mido_exhibition, TikTok @mido_exhibition, Facebook @MIDOExhibition, X @MIDOExhibition and [LinkedIn](#).



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.

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