



## Press Release

### **MIDO 2021 | DIGITAL EDITION KICKS OFF:**

### **A NEW CONCEPT, AVAILABLE WORLDWIDE**

*From 5 to 7 June, the leading international eyewear event will be online with a new b2b experience through an innovative digital platform.*

*Milan, 19 May 2021. MIDO 2021 | Digital Edition will take place from **Saturday 5 to Monday 7 June**. After the delay due to the sanitary emergency, the international eyewear event goes on stage with an **exceptional edition**: a June appointment instead of the usual February dates and a virtual first, with a new 360° format that will guarantee an **innovative experience**, thanks to the **new platform** debuting on 28 May. All in anticipation of the face-to-face edition, **bringing the wonder back to Rho Fiera from 12 to 14 February 2022**.*

This marks the opening of the press conference launching MIDO 2021 | Digital Edition, through an exchange between the **President of MIDO and ANFAO, Giovanni Vitaloni**, and **sociologist Francesco Morace, founder of Future Concept Lab**, with an overview of the state of the Italian economy, the scenario of the eyewear sector, and the post-pandemic prospects of the national and international social situation.

What is the goal of MIDO 2021 | Digital Edition? Reconfirm the presence of exhibitors and visitors and, thanks to the online formula, expand the pool of participants beyond the 160 countries from around the world, which were present at the previous edition of MIDO.

*“We wanted to amaze you with a new record-breaking edition in terms of attendance – explains MIDO President, **Giovanni Vitaloni** - instead, we will surprise you with an extraordinary new format, an immersive “widespread experience”. If the whole world cannot be in Milan, then MIDO is going all over the world. A formula that allows everyone to participate and to safeguard two of our fundamental qualities: internationality and concrete business opportunities”.*

*“We have conceived the virtual MIDO and the platform as key hubs to maintain and develop, at such a complex time, one of the most strategic sectors for the global economy”. Vitaloni adds.*

The **international scope** of the eyewear tradeshow and **the focus on the market** are at the core of MIDO’s new initiative: starting on 28 May, the **platform for the newly created b2b experience will make it possible to put buyers and exhibitors in contact**.

**MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE**

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)

MIDO 2021 | Digital Edition has several opportunities and initiatives in store: a special show with a high emotional impact, **“A new way of seeing”**, will open **the event** on June 5 with a special guest; the photographer **Albert Watson** who, from his point of view, will narrate the transformative moment the world is going through and the new ways of seeing everything that surrounds us: beauty, living together, nature, technology, and the future. The event scheduled for **June 6** goes straight to the heart of MIDO, addressing two fundamental aspects of the eyewear industry: **fashion and design** through the encounter of 5 talents from different worlds, 4 successful representatives of the fashion world and 4 promising designers in the sector.

Once again, this year sees plenty of appointments with **WGSN: Future Consumer 2022, Millennial and Genx Priorities, The Future Shopper e Eyewear Trends**. A particular emphasis will be placed on innovative and eco-sustainable materials thanks to the contribution of **Materially** and the 3 events scheduled during the tradeshow: *Biomaterially, Transformed Waste, Perfect beauty*.

**Stands, lounges and rooms** become virtual, 7 days a week, 24 hours a day: spaces for public engagement that, until 31 December, will offer events, meetings, and genuine business opportunities, with the exhibition of products and the possibility of online trading. An ongoing commitment to develop the business and prepare for the highly anticipated edition scheduled for February 2022.

The Digital Edition of MIDO 2021 will be packed with news for everyone: the BeStore Award will also be enriched with a new category. This year, in addition to the Design and Innovation prizes awarded by an international panel of experts, the Your BeStore award will also be presented, giving all visitors the chance to vote for their favourite optical centre through the platform.

*“We wanted to maximise international business opportunities by offering a solution that would bypass the constraints of the health emergency - adds Vitaloni. We were inspired by the challenge posed by many operators to look to the future by innovating, to create concrete opportunities and business space to relaunch the sector. The b2b platform may become the global trading marketplace of the sector: the “place to be” to give meaning to one’s existence on the market and the meeting point for supply and demand, where to develop the positioning of the sector’s best players. And MIDO will prove to be the undisputed driving force of the worldwide eyewear sector”.*

The event is about to kick off, and everything is ready to welcome the public into an exciting narrative that will develop the topics of the future and highlight the importance of keeping relationships and exchanges active in a globally strategic sector.

A significant effort reaffirming the DNA of MIDO, whose mission and objective have always been to stimulate and keep the entire eyewear sector in constant evolution across the world.

All updates on the event will be available online on the website [www.mido.com](http://www.mido.com) and the official social media channels: Instagram (@mido\_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn and through the official APP.

#MIDO2021 #livethewonder

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