



## MIDO - Milan's Eyewear Show

Fiera Milano Rho, February 23-25, 2019

### MIDO'S 49<sup>TH</sup> EDITION OPENS: THE FUTURE OF EYEWEAR IS HERE

*Record-setting number of exhibitors for the international eyewear show – focus on continuity pays dividends*

Milan, February 22, 2019. A record-setting MIDO, the 49<sup>th</sup> edition of the world's leading eyewear show, opens tomorrow in Milan with **1,323 exhibitors**, **110 of them first-timers**, occupying **52,000+ m2** of net exhibit space. Saturday to Monday, the 7 completely sold-out pavilions of Rho Fiera will host the top Italian and international players, manufacturers and buyers, designers, entrepreneurs, opticians, ophthalmologists and the entire global eyewear supply chain, keen to meet in Milan every year. The unpredictable but fantastic numbers, mirroring last year's record, reflect enormous confidence in the trade show tool, the best way to begin the journey toward **MIDO's 50<sup>th</sup> anniversary**, coming in 2020.

*"The industry is vital and conveys confidence – remarks MIDO President **Giovanni Vitaloni**. MIDO is approaching its historic half-century milestone in a climate that, despite international economic uncertainties, is still encouraging for our industry. This is reflected in record levels of participation by exhibitors who eagerly bring their A-game to the leading industry trade event, full of energy and determined to pave the way to future success. For them, and for the droves of visitors we expect to see, we have prepared a MIDO filled with creative insights."*

The **Ministry of Economic Development** actively supports MIDO, which it sees as a pivotal event in promoting the growth of the country's economic system. This is why 150 top buyers and international journalists (in addition to the tens of thousands of pre-registered visitors), have been invited to attend MIDO. Thanks to the hosted buyers program orchestrated by the Italian Trade Agency (ITA), they will have the opportunity to visit the show and experience the industry's best first-hand.

MIDO's gaze is focused on the future of eyewear. Proof of the rapid developments occurring in Italy and abroad is the expansion of the **MORE! pavilion** and **Lab Academy**, the incubator of ideas, where companies that craft the most innovative products and apply cutting-edge business formulas are invited to display.



MIDO also offers unique insights to where global eyewear **styles and trends** are headed. Thanks to its partnership with authoritative trend forecaster, **WSGN**, projections of the most contemporary and future-forward influences in product and lifestyle evolution will be revealed at the show.

*“Not just about business – continues Vitaloni – MIDO is a true design show with the spotlight on eyewear. A walk through its pavilions offers a full-immersion experience of futuristic sitting rooms, LED floors and gigantic lenses: a journey that sparks emotions and offers unrivaled opportunities for deepening insights.”*

MIDO 2019 is fully invested in professional training and information at **Otticlub**, where the latest market data and product trends will be unveiled. These include presentation of optical-industry studies and research on Sunday, beginning with the semi-annual **Optical Monitor**, developed by GFK for MIDO and SILMO, a survey of eyewear purchase and use patterns of consumers in China, Russia, the USA and Japan; and the 3<sup>rd</sup> edition of MIDO Outlook, the eyewear industry barometer.

The show will again honor the leading global optical shops. This year, **BESTORE** received entries from more than 35 countries for the **Bestore Design** and **Bestore Innovation awards**. The former focuses on stores whose outstanding layout, materials, design and furnishings contribute to creating an unforgettable shopping experience; while the Bestore Innovation rewards the most outstanding shop in terms of new ways of engaging in customer service, interacting with suppliers, communication, store history and professional, human and emotional aspects. The awards ceremony takes place Sunday, February 26, in the Fashion District plaza.

The wonder of MIDO will be broadcast live on **MIDO TV** featuring celebrities, exhibitors, opticians and eyewear devotees in non-stop programming all 3 days of the show. Thanks to a live streaming channel, TV content can be viewed immediately at 3 dedicated locations, on the MIDO YouTube channel and, of course, on the MIDO APP.

For real-time updates on all the events and to ‘live the wonder’ in all its dimensions, the new **MIDO APP** can be downloaded from Google Play and App Stores. The #MIDO2019 app was completely redesigned to ensure a unique experience for visitors and exhibitors at the leading international eyewear show. A new tool that strengthens the dialog between exhibitors, buyers and visitors, the app makes it possible to get your entry pass, browse the catalog and contact optical companies, follow events like the 2019 Bestore Awards, watch MIDO TV and, with the “myCard” function, create your own digital business card to easily share with other #MIDO2019 participants.

Maintaining its **clear focus on social media**, the show will offer custom content on its official channels, especially on Instagram (@mido\_exhibition), as well as posts through Stories, Facebook



(@MIDOExhibition), live broadcasts, and live tweets on Twitter (@MIDOExhibition). **Hashtags for the 49<sup>th</sup> edition are: #MIDO2019 and #Livethewonder.**

Let the Wonder Begin!

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

**MIDO PRESS OFFICE** - Mailander srl – Via Cavour 21, Torino; Via Monte di Pietà 21, Milano +39 011 5527311

Marcella Laterza [m.laterza@mailander.it](mailto:m.laterza@mailander.it)

Damir Biuklic [d.biuklic@mailander.it](mailto:d.biuklic@mailander.it)

Chiara Ferraro [c.ferraro@mailander.it](mailto:c.ferraro@mailander.it)

Pietro Martinetti [p.martinetti@mailander.it](mailto:p.martinetti@mailander.it)

Simone Berruto [s.berruto@mailander.it](mailto:s.berruto@mailander.it)