



The event will take place from February 24 to 26 at Fiera Milano Rho

MIDO 2018 will be another wonder

Key word: "innovation". The world's most important professional event dedicated to eyewear will present the new entries of this continuously-evolving sector.

With just 3 months to go, the eyewear world is eagerly awaiting **MIDO, Milano Eyewear Show**, that will take place at Fieramilano from February 24 to 26, 2018. After the last record-breaking editions, MIDO has consolidated its leadership - it has sold out all its exhibition spaces and is preparing to welcome tens of thousands of professional visitors from across the globe.

The **48th edition** of the most important event in the world, in terms of size and representation of all the souls of the eyewear world, will host large multinational industrial groups producing frames, lenses and sunglasses, small-medium enterprises which are most dedicated to experimentation and creative avant-garde, the ever-increasing start-ups involved in this fascinating industry, producers of equipment, machines and components and the collective participation of the most interesting Asian manufacturers.

*"This edition will embody the enthusiasm, ideas, projects and drive towards innovation in a constantly-evolving sector, where companies which are avant-garde in terms of research and development seek to reinvent, in an audacious and creative manner, an item which for centuries, perched on our faces, has characterised our identity like no other - explains **Giovanni Vitaloni**, president of MIDO - We are eagerly awaiting the new items which will be presented at the fair, in terms of production processes, style, design and technology, because the present and the past of eyewear is outlined at MIDO. Here, new collections will be revealed which will become consumer and eyewear lover must-haves across the world."*

The **new entry** is our focus on **innovation** that **also involves consumption and consumers**: a new edition of OMO-Optical Monitor will be presented. This research carried out by GFK investigates the eyewear buying and use habits of consumers in the most important economies. The data from last half-yearly update of the study presented in September outlined several tendencies: sunglasses are increasingly a "must" for Europeans. We are increasingly buying online, via smartphone and much quicker than last year, in particular as regards sunglasses and due to price. However, the investigation also says that for the consumer, the in-store experience still makes the difference. Experts are integrating all these considerations into their own contexts in order to understand how to deal with the market of the future. In the same area, however, from a sociological and cultural point of view, Francesco Morace from Future Concept Lab will present future consumer types and the main conceptual and value references to help creatives and companies intercept their fantasies and desires.

As regards MIDO's exhibition areas: the **MORE!** pavilion is getting bigger - first opened in 2016, its increasing character and identity will welcome the **area dedicated to innovation** and in particular: the **MIDO TECH** where companies producing tools and machines for the optical industry will exhibit - this is one of the sectors where technology makes the difference in terms of allowing for the creation of

innovative, unique products - along with the **Lab Academy** with new designers and start-ups debuting on the sector's international stage. Two intrinsically-connected souls: if a product is revolutionary, the merit is both of the designer, who was capable of creating it, and the sophisticated technology that made it possible.

More news this year comes in the form of **BESTORE**, the competition that selects the best optics centres in the world, which is doubling up with two prize categories: the **BESTORE DESIGN**, that is directed at the shops which are characterised by the way in which the lay-out, materials, design, furnishings and general atmosphere contribute to creating a fundamental shopping experience and the **BESTORE INNOVATION** that will assess all the aspects linked to the evolution of customer service, customer and supplier interaction, communications management, the history of the store and its professional, human and emotional aspects.

The wonder awaits [#livethewonder](#)

MIDO PRESS OFFICE Mailander srl –
Via Cavour 21, Turin; Via Monte di Pietà 21, Milan +39 011 5527311
Marcella Laterza m.laterza@mailander.it
Chiara Ferraro c.ferraro@mailander.it
Viviana Corigliano v.corigliano@mailander.it