

EVERY LINE TELLS A STORY

13 - 15 SEPTEMBER 2025
COCORICÒ RICCIONE

DATE
REDEFINING BOUNDARIES





DaTE REDEFINES BOUNDARIES

From September 13th to 15th, 2025, the iconic **Cocoricò Pyramid in Riccione** will host exhibitors and visitors in a one-of-a-kind atmosphere, perfect for celebrating innovation and avant-garde in the eyewear world.

A laboratory of continuous renewal, where the boundaries between art, fashion, technology, and design are pushed to create something bold and new. It's a reimagining of limits, challenging traditional design.

Get ready to experience an immersive journey through creativity, technology, and design, where eyewear takes centre stage and Riccione becomes the stage to celebrate the fusion of tradition and experimentation.

WHAT'S NEW

DaTE 2025 introduces a completely revamped format designed to address the evolving challenges of a constantly transforming industry and meet the needs of exhibitors and visitors alike. Highlights of this edition include:

- **Unique setting:** The **Cocoricò** nightclub will provide a bold and vibrant backdrop for the three-day exhibition.
- **New hours:** Saturday, September 13th: 12:00 PM – 7:00 PM, Sunday, September 14th: 10:00 AM – 6:00 PM, Monday, September 15th: 10:00 AM – 2:00 PM (flexible based on operational needs).
- **DaTE Party:** On Saturday, September 13th, exhibitors and buyers will be invited to an exclusive party featuring music and entertainment curated by Cocoricò's DJs.

THE AUDIENCE


Visionaries, innovators, curious minds, and sophisticated professionals—DaTE visitors are 95% Italian opticians, constantly on the lookout for inspiration and new ideas. Driven by keywords like "innovation" and "avant-garde," these outstanding professionals have attended DaTE for 12 years, with up to 3,000 attendees per edition.

BENEFITS FOR EXHIBITORS

- Meet a highly qualified and engaged audience.
- Conduct business in an original and stimulating environment.
- Expand your network, thanks to the DaTE Party, offering opportunities to build connections in a dynamic, informal, and engaging atmosphere.
- Offer your guests a distinctive and unique experience.
- Stand out in an increasingly competitive and demanding market.
- Be part of an exceptional setting that enhances your brand.
- Join an active community operating across all communication channels.

PARTICIPATION FEE

For more information, contact date@dateyewear.com.





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