

## **SILMO and copenhagen specs join forces to promote Independent Eyewear**

Silmo Association President, Amélie Morel, Eric Lenoir Silmo director at Comexposium and Morten Gammelmark, founder/CEO of the copenhagen specs fair concept have announced on February 23rd 2019 the arrival of two new fairs within the Silmo family.

Launched in 2014 in the Danish capital, copenhagen specs' goal is to highlight independent eyewear to independent opticians looking forward to offer their customers different products and therefore distinguish themselves from mainstream and mass produced eyewear.

6th edition of copenhagen specs in Denmark just ended with good results: 77 exhibitors, 1076 visitors from 18 different countries...

From October 5th to 6th, Berlin will welcome the very promising second edition of Copenhagen Specs in the German capital.

"We share the same vision on independent eyewear and business development" stated both parties and "working together for the benefit of the community seemed quite obvious."

Together with Silmo network, copenhagen specs, while its successful concept and unique atmosphere will remain as it is actually, will benefit from an enhanced visibility among eyewear trade fairs but more important, will be able to develop other destinations in Europe and around the world at a quicker pace.

<http://copenhagenspecs.dk/gallery-2019/>

**About the organizers:**

**SILMOINTERNATIONAL**

Founded in 1967, the Silmo Association, which brings together French optics and eyewear manufacturers, is the owner of the Silmo Paris exhibition. His long lasting partner Comexposium is a world leader in event organization, with a total of 114 public and trade events covering 17 business sectors.

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The independent eyewear trade fair concept, copenhagen specs, was founded in 2014, with the ambition of creating an environment and a place where opticians go to be inspired and updated on the international independent eyewear industry.

In 2018, copenhagen specs in Berlin became a member of the family, with the exact same ambition and concept as copenhagen specs.

Both fairs is created and managed by Founder and CEO, Morten Gammelmark.

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