



PARIS, October 3rd and 4th
COPENHAGEN, October 3rd and 4th
BORDEAUX, October 12th
RENNES, October 19th
LYON, October 26th

HORS LES MURS



An “Outside the Walls” edition at the heart of creation and innovation

Accompanying the industry’s recovery by coordinating a series of local professional events with a format suited to the current sanitary and economic limitations: such is the objective of Silmo Hors Les Murs.

The spirit of **Silmo Paris** will make the scene in **Paris, Bordeaux, Rennes and Lyon** – as well as in **Copenhagen*** –, not only through its image and the quality of its participating companies, but also through its extensive features (**Silmo d’Or, Silmo Next, Trends by Silmo**) and **distinctively friendly atmosphere**.

For its first Hors Les Murs event, to be held in **Paris on 3 and 4 October**, 2020, Silmo will take to Le Jardin des Tuileries during Paris Fashion Week.

One week later, on **October 12th**, the event will take place in the centre of **Bordeaux**, on the banks of the Garonne at Hangar 14, where the exhibitors of Silmo Hors les Murs will gather with the opticians of Nouvelle-Aquitaine.

On **October 19th**, Silmo welcomes the professionals of the Grand-Ouest at Le Château des Pères, a historical estate and centre for artistic creation just a few miles from the centre of **Rennes**.

Silmo Hors Les Murs will conclude its tour on **October 26th** in Lyon, at an original 1930s industrial building called La Sucrière located among the docks of **Lyon-Confluence**.

The optical and eyewear industry joins forces with fashion to make a professional event comeback tour.

An exceptional situation calls for an exceptional partnership: Silmo reinforces its cooperation with Who’s Next / Première Classe through the co-location of their respective events. For fashion as for eyewear, Fashion Week is a key time for the two communities to gather.

“A positive consequence of this unprecedented crisis is the Silmo Hors Les Murs event in Paris, presented in collaboration with Who’s Next, the fashion trade fair of reference. This marks an important step in the partnership with Première Classe that we began five years ago,” explains Amélie Morel, Chairwoman of Silmo. For fashion as for eyewear, Fashion Week is a key time for the two communities to gather. Stronger together, these complementary worlds will bring a new experience to visitors, who are seeking out solutions for 2021 now more than ever.

“During this exceedingly difficult period for the business of our respective industries, we can draw on strength in numbers. We are proud to welcome Silmo Hors Les Murs alongside our events at Le Jardin des Tuileries,” explains Frédéric Maus, CEO of WSN.

At each regional happening, Who’s Next and Première Classe will exhibit a selection from fashion and accessory brands alongside the latest creations and innovations of the optical and eyewear industry. Of course, professionals from both spheres will enjoy access to the full events.

*On October 3rd and 4th at the Scandic Kodbyen hotel in Copenhagen, Denmark.