



## Where the future of optics takes shape! Highlights revealed

From 20 to 23 September, inspired by the Olympic values of performance, innovation and talent, SILMO Paris opens its doors to all industry professionals. With more than 900 exhibitors and 1,500 brands spread over 75,000m<sup>2</sup> in Halls 6 and 7 of the Paris-Nord Villepinte exhibition centre, this year's event promises to be an experience where the exchange of ideas, the discovery of the latest trends, forecasts, training and information are at the heart of the interactions.

### SILMO NEXT AREA

#### FUTUROLOGY: THE FUTURE OF POSSIBILITIES

SILMO NEXT – Futurology invites you to immerse yourself in the future of optics and explore fascinating prospects for the years 2025 to 2035. Professionals will discover a [space](#) divided into several distinct zones where technological innovations, personalized solutions, and interactive experiences, including augmented and virtual reality, converge.

**The SILMO NEXT expert committee** - Who are these specialists and professionals? What topics were discussed, and what conclusions were drawn? [Discover](#) the Expert Committee's report.

#### CSR: AT THE HEART OF OPTICS

SILMO is actively committed to supporting the optical industry in adopting sustainable and ethical practices. In partnership with the agency Hyssop, SILMO provides practical [guides](#) that decode essential issues such as sourcing, packaging, and transportation to help companies integrate social responsibility into their core activities. These guides offer concrete advice on reducing ecological footprints, promoting diversity, and improving supply chain transparency. By combining innovation with responsibility, SILMO supports industry professionals in their transition toward a more sustainable future.

### INSPIRATIONS & TRENDS

#### TRENDS FORUM

Visitors will enjoy a visual snapshot of the shapes, colors, and materials of eyewear, offering a comprehensive overview that highlights the best optical and sunglasses frames from the exhibitors at the show. [Here](#) are the four trends to watch that will shape the successes of tomorrow.

The magazine [Trends by SILMO](#), crafted like a true trend book, complements this scenography.

## **PODCASTS: RIGHT OPTICS BY SILMO**

"[The Right Optics](#)" is designed to support professionals throughout the year, beyond the borders of the show. These engaging conversations with experts and special guests, all hosted by Nick Coffey, delve deeply into the captivating world of eyewear. The episodes reveal success stories, spotlight exceptional craftsmanship, and share inspiring visions for the future of the industry.

## **SILMO TV & SILMO NEWS, THE PROGRAMME**

During the four days of the show, SILMO TV journalists will be on-site to provide live coverage of all the latest industry developments, ensuring visitors don't miss any key moments of the event. With expert analysis, testimonials, and reports, professionals will stay connected to the latest news from SILMO Paris and can also follow [SILMO News](#) throughout the year to stay informed about the latest trends and innovations in optics.

## **DISCOVERING CRAFTSMANSHIP**

### **BEST CRAFTSMEN OF FRANCE**

Visitors can explore the must-see workshops of the Best Craftsmen of France (MOFs), where masters of French craftsmanship showcase their exceptional skills. Attendees can witness live demonstrations, including custom frame design, hand shaping, welding, and more.

### **DESIGN CHALLENGE EXHIBITION**

The "Design Challenge" was conceived as a team-based competition, pairing design students with interns from the École de Lunetterie de Morez. The result? A collection of highly eclectic frames, diverse in both form and inspiration. These different visions of eyewear, focused on the theme of plant-based materials, highlight inspiring stories of knowledge-sharing and collaboration.

### **FRENCH EYEWEAR CRAFTSMANSHIP**

The French Eyewear Makers will take visitors on a journey to the Jura Mountains to discover the unique expertise of local companies and meet their artisans through captivating demonstrations. This showcase highlights the talent and tradition of eyewear artisans who continue to uphold centuries-old craftsmanship, crucial to the global reputation of "Made in France."

### **OYONNAX-MOREZ MUSEUM**

This museum, a showcase of French eyewear heritage, presents a fascinating collection of historical objects and innovations that have shaped the optical industry. Visitors can explore this unique exhibition to discover the evolution of frame-making techniques and designs while immersing themselves in the rich history and legacy of the iconic towns of Oyonnax and Morez. It's an opportunity to get up close to the craftsmanship that has marked the history of eyewear and to immerse yourself in two centuries of eyewear history.

## **THE SILMO D'OR AWARDS: 30TH ANNIVERSARY**

The SILMO d'Or Awards honor technical excellence, creativity, and innovation—key qualities that drive the optical industry into the future. Each year, this event garners attention from professionals and media worldwide, underscoring its significance and impact on the global market.

The 2024 edition of the [SILMO d'Or](#) is particularly special as it marks the 30th anniversary of this prestigious event. This milestone celebration not only highlights current innovations but also pays tribute to the progress made over the years.

This anniversary reflects the enduring influence and legacy of this award in the eyewear industry and promises a memorable 2024 SILMO d'Or, emphasizing the importance of craftsmanship in this ever-evolving field.

## SILMO ACADEMY CONFERENCES

**New Format:** This year, the SILMO Talks space will also host SILMO Academy, where internationally renowned specialists will reveal the latest research advancements. Program details will be available on [silmoparis.com](https://silmoparis.com).

## OPTICAL DESIGN CONTEST

Promoting craftsmanship, supporting the industry, and stimulating innovation : SILMO Paris also champions future talent with the Optical Design Contest. The third edition of this competition, open to design students from around the world, focuses on eyewear accessories that go beyond vision correction and protection, exploring new functionalities and uses.

[Discover](#) the biography of the President, Olivier Jault, as well as the projects of the 2024 nominees.

## RESPONSIBLE COMPANY PRIZE

In today's context, adopting a comprehensive CSR strategy is essential to meet stakeholder expectations while enhancing the resilience and competitiveness of companies in the optical sector. To encourage these sustainable and responsible practices, SILMO, in collaboration with the agency HYSSOP, has established the [Responsible Company Award](#). This distinction recognizes companies that take a holistic approach, addressing ethical, environmental, and social issues, and actively commit to a more responsible future.

## INTERNATIONAL OPTICIAN OF THE YEAR AWARD

This award, presented by the IOA (International Opticians Association) in partnership with SILMO Paris, recognizes and honors an optician for their vision and commitment to promoting the values of their profession, both to their colleagues and clients.

[Discover](#) the 2024 nominees.

## THE OPTYMPICS

A fun and engaging competition, the OPTYMPICS celebrate the intersection of sportsmanship and the fascinating world of optics. Just as athletes push their limits, opticians continuously hone their skills with passion, creativity, and expertise.

In collaboration with Radiottica, Nico Caradonna & Behind My Glasses.

## SILMO JOB

As a key partner to the optical industry, SILMO Paris supports professionals in addressing crucial sector challenges, including talent recruitment with SILMO JOB. Whether recruiter or candidate, professionals can benefit from a dynamic space offering exclusive opportunities and direct networking to build the teams of tomorrow. Opticians and companies can [sign up now](#) to discover job offers, schedule meetings, and maximize connections during the event.

## **DRINK CORNERS**

During their visit, attendees can take a refreshing break at the water bar, Cockorico cocktail bar, or Lillet wine bar. These drink corners offer a chance to relax and recharge before continuing their exploration and networking in the exhibition halls.

## **INTER-SCHOOL CHALLENGE**

Every Monday at SILMO Paris, School Day provides students and teachers with a unique opportunity to immerse themselves in the heart of the optical industry. Through interactions with professionals, exposure to expertise, technologies, and products, they can explore the entire sector, a constantly evolving environment, in a dynamic and collaborative atmosphere. A special inter-school challenge, a fun contest in partnership with OPTIC 2000, will also take place during this day, dedicated to second-year BTS students. The top five students will win a trip to a European optical trade show.

**SILMO Paris, the optical industry's major event, combining innovation, reflection and exchange to anticipate future challenges.**

**[See you](#) from September 20 to 23 at Paris Nord Villepinte!**

**SILMO PARIS IN [PICTURES](#)**