



## SILMO PARIS 2024, the international showcase for the optics sector!

SILMO Paris 2024 once again established itself as the key event for the optical industry, offering a rich panorama of emerging trends and immersive experiences. For four intense days, the show was the focal point for inspiring encounters, cutting-edge innovations and enriching exchanges, captivating industry professionals.

This year, **32,125 professionals (up 2.6% on 2023)**, **52% of them international** and **48% French**, came to discover the new products presented by more than 900 companies spread over 75,000 m<sup>2</sup> in Halls 6 and 7 at Paris Nord Villepinte. This dynamism fostered an environment conducive to discoveries and collaborations, paving the way for new prospects and projects for the market.

SILMO Paris 2024 thus continues to consolidate its role as an essential crossroads in the evolution of the industry, where innovative ideas and promising concepts come to life, shaping the future of the sector.



## HIGHLIGHTS OF SILMO PARIS 2024

### EXCELLENCE REWARDED & AWARDS PRESENTED

#### THE SILMO D'OR, 30 YEARS ON

The [SILMO d'Or](#) awards recognise technical excellence, creativity and innovation, essential qualities that drive the optical industry into the future. Each year, this event attracts the attention of professionals and the media from all over the world, underlining its importance and impact on the global market.

The 2024 edition will mark the 30th anniversary of the SILMO d'Or, a testament to its enduring influence and the importance of know-how in the ever-evolving optical industry. [Discover the winners of the 2024 SILMO d'Or.](#)

#### OPTICAL DESIGN CONTEST

SILMO Paris also encourages the talents of tomorrow through the Optical Design Contest, which aims to promote expertise, defend the industry and stimulate innovation. Open to design students from all over the world, the third edition of this competition focused on eyewear accessories that not only correct and protect vision, but also explore new functions and uses. [Discover the 2024 winner: DISTROAL by Thomas DENEUFBOURG & Adrien GALLOIS - École de Design Nantes Atlantique](#)

#### COMMITTED COMPANY PRIZE

Adopting a comprehensive CSR strategy is essential to meet stakeholder expectations while strengthening the resilience and competitiveness of companies in the optical sector. To encourage these sustainable and responsible practices, SILMO, in collaboration with the HYSSOP agency, has launched the [Committed Company Prize](#). This award recognises companies that take a holistic approach to ethical, environmental and social issues and are actively committed to a more responsible future. [Discover the 2024 winners: Vanni & Skans](#)

#### INTERNATIONAL OPTICIAN OF THE YEAR AWARD

This award, presented by the IOA (International Opticians Association) in partnership with SILMO Paris, encourages and rewards an optician for his or her vision and commitment to promoting the values of the profession to both staff and customers. [Discover the 2024 winner: Vitor Martins \(Portugal\)](#)

#### INTER-SCHOOL CHALLENGE

Every Monday during SILMO Paris, Schools Day offers students and teachers a unique opportunity to immerse themselves in the heart of the optical industry. This day also included the Inter-School Challenge, a fun competition organised in partnership with OPTIC 2000 and dedicated to 2nd year BTS students. This year, ESSO ANGERS won the competition, with the top 5 students winning a trip to a European optics exhibition.



## } ANIMATIONS

### **SILMO NEXT - FUTUROLOGY: THE FUTURE OF POSSIBILITIES**

Immerse yourself in the future of optics and explore the fascinating prospects for the years 2025 to 2035. Professionals discovered a [space](#), divided into several distinct zones, where technological innovations, personalised solutions, interactive experiences, augmented and virtual reality all come together.

The SILMO NEXT Experts Committee - Who are these specialists and professionals? What themes were discussed? And what conclusions were drawn? Discover the [latest report from the Committee of Experts](#).

### **THE TRENDS FORUM**

A freeze frame on the shapes, colours and materials of eyewear, a complete overview that shed light on the best optical and sunwear frames from exhibitors at the show. Here are the [four trends](#) highlighted at the show that will be tomorrow's success stories.

### **MEETING THE KNOW-HOW**

#### **MEILLEURS OUVRIERS DE FRANCE**

An exploration of the MOFs' key workshops, where masters of the French craft revealed their exceptional craftsmanship and offered demonstrations: design of made-to-measure frames, hand shaping, welding, etc. And, as every year, visitors were able to discover the 'Design Challenge' exhibition, which brought together the creations of design students and trainees from the Ecole de Lunetterie de Morez, eclectic frames inspired by plant materials, offering a wonderful story of transmission and sharing.

#### **THE EXPERTISE OF FRENCH EYEWEAR MANUFACTURERS**

Plunge into the heart of the Jura mountains to discover the unique expertise of these companies and meet their craftsmen during captivating events. A showcase for the talent and tradition of artisan eyewear manufacturers who perpetuate a centuries-old know-how that is essential to the worldwide reputation of « Made in France ».

#### **OYONNAX - MOREZ MUSEUM**

A fascinating collection of historical objects and innovations that have shaped two centuries of eyewear history. This showcase of French eyewear heritage is an opportunity to explore the evolution of techniques and frame designs, while discovering the rich history and heritage of the two iconic towns of Oyonnax and Morez.

### **SILMO TALKS & THE SILMO ACADEMY CONFERENCES**

An even more immersive and interactive experience, with a series of inspiring conferences offering insights and analysis from leading specialists. At the same time, the new SILMO Academy format enabled visitors to attend engaging talks from leading international researchers and experts. **Find out more about the exhibition [programme](#).**



### THE OPTYMPICS

A fun and engaging competition, the OPTympics celebrated the intersection between sportsmanship and the fascinating world of optics. Like athletes pushing their limits, opticians were given the opportunity to play the game and test their skills with passion, creativity and expertise. + Over 800 people took part! Click [here](#) to see the results.

In collaboration with Radiottica, Nico Caradonna & Behind My Glass

## ◇ THE SILMO TOUCH, a year-round commitment ◇

### RSE: AT THE HEART OF OPTICS

SILMO is actively committed to supporting the optical industry in adopting sustainable and ethical practices. In partnership with the Hysop agency, it is making available practical fact sheets that decipher key issues such as sourcing, packaging and transport, in order to guide companies in integrating social responsibility at the heart of their activities. The [factsheets](#) offer practical advice on how to reduce the ecological footprint, encourage diversity and improve the transparency of supply chains. By combining innovation and responsibility, the SILMO supports industry professionals in their transition to a more sustainable future.

### « THE RIGHT OPTICS » PODCASTS BY SILMO

« [The Right Optics](#) » is designed to accompany professionals throughout the year, beyond the borders of the show. These lively conversations with experts and special guests, all orchestrated by Nick Coffey, explore in depth the captivating world of eyewear. The episodes reveal success stories, highlight exceptional expertise and share inspiring visions for the future of the sector.

### SILMO TV & SILMO NEWS, the broadcast

Throughout the four days of the show, SILMO TV journalists were on hand to report live on all the latest developments in the sector and to ensure that visitors did not miss any of the key moments of the event. Thanks to expert analysis, personal accounts and reports, professionals were able to keep abreast of the latest developments at SILMO Paris and will be able to follow the SILMO news broadcasts throughout the year to keep abreast of the latest trends and innovations in the optical sector. All SILMO Paris 2024 programmes and interviews are available [here](#).

### SILMO JOB

SILMO Paris, a key partner of the optics industry, supports professionals in meeting the key challenges of the sector, in particular talent recruitment. Throughout the year, recruiters and candidates benefit from a dynamic [space](#) beyond the exhibition walls, offering exclusive opportunities to build the teams of tomorrow.

# SILMO Paris.2024

20>23 SEPT



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

**[See you next year](#), from 26 to 29 September at Paris Nord Villepinte!**

**And don't miss the next event of the SILMO Family,  
SILMO Istanbul, which will take place from 20 to 23 November  
at the Istanbul Expo Center / Yeşilköy.**

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