

# DaTE

## DaTE 2025: THE NEXT EDITION WILL BE IN RICCIONE

*September 13 to 15, DaTE will bring eyewear avant-garde and innovation to this city on the Adriatic Riviera. Future destinations also announced*

Milano, 23 October 2024 – Having announced the dates, finally the location of the next DaTE event is revealed. Set to take place in **Riccione, September 13th to 15th, 2025**, with, as noted earlier, a new format, updated to meet the latest needs of this challenging sector.

*“We chose Riccione for several reasons: first, because it is a city perfectly aligned with the concept of our exhibition,” explained **DaTE President, Davide Degl’Incerti Tocci**, along with **founding partners Cristina Frasca and Dante Caretti**. “Given its historic ties to design, its passion for innovation and its sophisticated and, at the same time, provocative lifestyle, Riccione has long been a magnet for creatives, trendsetters and experimenters, just like our exhibitors and buyers.”*

Riccione can easily be reached by train and car and the Rimini International Airport is just a few kilometers away, making it accessible for international participants. The mild mid-September climate, along with an extraordinary, comprehensive array of available accommodations, create the perfect conditions to facilitate business meetings and networking opportunities.

*“There’s still a bit of suspense surrounding the exact location in Riccione,” the President teased. Meanwhile, we are planning the forthcoming editions and can already reveal that DaTE events will be held in Naples, Rome, Milano and Bologna. To discover the future dates and all the latest news, I invite you to follow us on our official website and social channels!”*

Admission to DaTE is free of charge, open only to eyewear industry professionals, opticians, buyers and journalists.

<https://dateyewear.com/>

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