

ANFAO IN BRAZIL TO PROMOTE ITALIAN EYEWEAR EXCELLENCE

FROM “EXPORTING LA DOLCE VITA” TO EXHIBITIONS, FROM GLOBAL ITALIAN FASHION DAY TO THE GRAND FINALE IN RIO: ITALIAN EYEWEAR WAS AT THE HEART OF BUSINESS AND CREATIVITY

Milano, 27 October 2025 – Brazil, all eyes on **Made in Italy**: from sportswear design to beach fashions, up to and including major cultural and business events. **ANFAO (Italian Optical Goods Manufacturers’ Association)** was the star player in a tour that carried **Italian eyewear** excellence abroad, organized by ITA (Italian Trade Agency) for overseas promotion and internationalization of Italian enterprise – with support from the Ministry of Foreign Affairs and International Cooperation (MAECI), and in collaboration with the leading fashion industry trade associations.

Among the main fashion-industry associations participating in the program (in addition to ANFAO) were: Camera Nazionale della Moda Italiana (National Chamber for Italian Fashion); Confapi Uniontessile (Italian federation of private-sector textile SMEs); Confartigianato Moda (association representing Italian craft and SME fashion industries); Confartigianato Orafi (goldsmith division); CNA Federmoda (Union of Fashion System Enterprises of the National Confederation of Craftsmen and SMEs); CNA Orafi (Goldsmith & Jewelry Federation); Confindustria Accessori Moda (Leather Fashion Accessories Federation); Confindustria Federorafici (National Federation of Gold, Silverware & Jewelry Manufacturers); Confindustria Moda – Federazione Tessile e Moda; Fondazione Altagamma (Altagamma Foundation); and Cosmetica Italia (the national association of cosmetic companies).

A journey that, one leg after another, portrayed the strengths of **Italy’s fashion system**, able to blend creativity, innovation and cultural identity, cross-contaminating international lifestyles and markets.

From sports to lifestyles: Belo Horizonte leads the way

On **October 15th**, **Belo Horizonte** hosted the inauguration of **“Italian Sport Shoes Design and more...”**, an exhibition developed by Fondazione Sportsystem in collaboration with the Minister of Foreign Affairs and International Cooperation. dedicated to sports footwear and eyewear, as symbols of Italian excellence.

Alongside legendary brands, eyewear took center stage with four ANFAO member companies – **Danor, Kask, Nannini and Rudy Project** – that introduced to Brazil models designed for cycling, trekking and motorcycling. A showcase that celebrated technology, innovation, and style, in the spirit of Italian performance.

In attendance at the opening were the **Ambassador of Italy to Brazil, Alessandro Cortese**, and the **Consul General of Italy in Belo Horizonte, Nicoletta Gomiero**. The exhibition will remain open until November 16 at the Minas Gerais School of Design.

São Paulo: La Dolce Vita meets fashion

On **October 18th in São Paulo**, at the prestigious Iguatemi Shopping Center, the spotlight was on the presentation of the Confindustria Study Center's Report *"Exporting La Dolce Vita: Beautiful and Well-Made, the Potential of High-Quality Products in the International Arena"*. In a talk-show format, leading stakeholders in the Italian Fashion System exchanged ideas on the growth potential of Made in Italy in Latin America – a market ready to appreciate the value of "beautiful and well-made" products.

Speaking on behalf of ANFAO, Vice President Davide Degl'Incerti Tocci contributed to a debate that brought together institutions, businesses, and the market. The session also featured contributions from representatives of Confindustria Moda - Federazione Tessile e Moda (Italian Federation of Textile and Fashion Accessories Industry), Federalimentare (food and beverage industry), FederlegnoArredo, Confindustria Accessori Moda (Leather Fashion Accessories Federation), and Confindustria Nautica (pleasure boating industries).

On the same evening, at the European Institute of Design (IED) in **São Paulo**, Italy was the protagonist of the international ***Italy is Fashion / Italia è Moda*** exhibition, promoted by the Consulate General of Italy, in collaboration with the Minister of Foreign Affairs and International Cooperation. Curated by **Clara Tosi Pamphili**, fashion and costume historian, the exhibition celebrated contemporary Italian fashion in its entirety: from the big industry brands to artisan workshops, and even the young creative talents who represent its future.

Representing the excellence of Italian eyewear, **ANFAO** showcased an installation that presented eyewear as far more than an accessory – an everyday object transformed into a symbol of style, innovation and artisan identity, an authentic ambassador of Made in Italy.

The journey led visitors along a path of historical memory and contemporary research – starting with vintage eyewear from the Eyewear Museum of Pieve di Cadore-Italy, to a selection of innovative materials like titanium, acetate and Grilamid TR90. Alongside semi-finished components and prototypes that tell the story of craftsmanship, original sketches by Sergio Cereda and latest-generation technical drawings were also on display, testifying to the sector's creativity and precision engineering capabilities.

Completing the narrative, historical photographs of the artisans of Cadore, the earliest editions of the **MIDO | Milano Eyewear Show** and advertising campaigns that testify to the evolution of Italian style. Credits - exhibition materials: **Sergio Cereda Historical Archives, Blackfin, Mirage Occhiali, Mazzucchelli 1849, Eyewear Museum Onlus, and Nannini**.

Rio de Janeiro: when inspiration begins with eyewear

On **October 22nd**, the tour arrived at **Palácio da Cidade (historic seat of the City Hall)** in **Rio de Janeiro** — the second stop on the *Exporting La Dolce Vita* report itinerary, following the São Paulo event. Here too, institutions and business leaders discussed the value of Made in Italy and the opportunities offered by the Latin American market, with another contribution by **ANFAO Vice President Davide Degl'Incerti Tocci**.

That evening, at the **ItaliaNoRio Cultural Center** and in the new **Piazza Italia – Casa d'Italia**, the **Moda da Praia** event took place, organized by the European Institute of Design (IED) in Rio, in collaboration with the **Consulate General of Italy in Rio de Janeiro**.

In this case, it was not the clothes seeking accessories, **but Italian eyewear that set the creative direction, becoming the very origin of the beachwear collections**.

Fifteen ANFAO member companies – **4G, 450, Area 98, Aru, Atmosphera, De Rigo, Di Esse, Lara D, Luxol, Marcolin, Mad in Italy, Martini Occhiali, Nannini, Rudy Project and Vanni** – provided the styles that inspired the choice of outfits, transforming eyewear from detail to show-stopper.

On the runway and in the parallel exhibition, Made in Italy was portrayed not as an accessory but as the **lifeblood of style**, capable of shaping cultural aesthetics and influencing global trends.

A rare experience that consecrated eyewear as a symbol of creativity and innovation, an authentic ambassador of the Italian lifestyle under the Rio sky.

From Italy to South America: new directions for Made in Italy eyewear

On the economic front, Brazil remains the benchmark for the Italian eyewear industry in South America, despite a slowdown in the first half of 2025, when total exports of frames and sunglasses stood at approximately **€23.6 million**, down 14.5% compared to the same period in 2024. However, the broader Central and South American region maintained a lively momentum. With a total value of **€176 million in the first half (+23.3%)**, driven by sunglasses (66% of the total), it is positioned among the emerging markets with the highest potential for Italian **“Beautiful and Well-Made”** products. A context with a strong receptivity to imports, a population with a cultural affinity to Italian tastes, and development prospects further strengthened by the **EU-Mercosur** agreement, which could free up about €4 billion per year in duties for European companies.

“Brazil remains a central but increasingly competitive market – it calls for targeted pricing strategies, clear positioning, and a strong focus on demand. The issue of customs duties continues to pose a challenge for our SMEs, which therefore need solid partnerships to compete effectively. The EU-Mercosur agreement could make a difference. While it does not solve the operational complexity, it lowers the entry threshold with local partners.

Demand for premium Made in Italy products is strong, yet it requires an understanding of the context and the ability to craft a tailored offer – one that can enhance our identity while also

engaging with local market nuances and distinctiveness,” remarked **Davide Degl’Incerti Tocci**, Vice President of ANFAO.

From sports to fashion, from business to culture, the Brazilian tour conveyed a clear message: Italian eyewear is not just an industrial sector, but a language of style and innovation capable of engaging with the world. An authentic ambassador of Made in Italy, ready to embrace new challenges overseas.

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