

PRESS RELEASE



Italian Eyewear Exhibition – IEE Paris: ANFAO showcases Italian eyewear excellence at Ville Lumière

Paris, 23 September 2025 – Thursday, September 25th at the Four Seasons Hotel George V, Paris, almost 30 Italian companies will be in the spotlight at **IEE Paris | Italian Eyewear Exhibition**, with the support of **ANFAO** (National Association of Optical Goods Manufacturers) and **ITA** (Italian Trade Agency).

The event is a key international showcase for Italian eyewear. It will narrate the creative spirit, artisan tradition and industrial innovation that distinguish Made in Italy products, with the aim of promoting the industry's excellence and facilitating conversations with buyers, industry professionals and the press.

An all-encompassing experience of design, performance and *haute cuisine*

During the evening, iconic eyewear from the participating companies will take center stage in an impressive exhibition and dynamic performances, designed specifically to accentuate each company's personality and style. Actress **Adriana Karembou** will introduce the event. An exclusive cooking show by Michelin star-rated Italian chef **Simone Zanoni**, ambassador of Italian cuisine in France, will make the experience even more memorable.

ANFAO: promoter of Italian manufacturing quality and identity

With this initiative, ANFAO once again confirms its commitment to promoting Italian eyewear worldwide, concretely supporting its member companies on their journey of internationalization.

“IEE Paris | Italian Eyewear Exhibition is a strategic opportunity to strengthen the presence of Italian eyewear in international markets and to consolidate ANFAO's role as a hub for development of the sector. Our goal has always been to optimize the identity, style, and commercial strength of Italian companies. This is why ANFAO has made dedicated resources available to support its members, thus reaffirming its mission to celebrate the excellence, style and quality of Made in Italy on an international scale,” remarked ANFAO President Lorraine Berton.

The eyewear sector, crown jewel of Made in Italy, with its powerful export propensity

Approximately 90% of the Italian eyewear sector's production is earmarked for **international markets. More than 50% of the world's licensed brands** are also produced in Italy. In **2024**, the total value of Italian-made eyewear exports was **5.09 billion euro**. Second only to the United States, **Europe** is a leading market for Italian eyewear exports, with a value of **2.26 billion euro** in 2024 (**44.6% of total exports**).

In the first 6 months of 2025, Italian eyewear (sun+optical) exports decreased 3.9% in value compared to the same period in 2024, largely due to difficulties in the US market (-34.5%). In this scenario, **France** performed positively (+2.5%), **confirming its position as the top European destination** for Made in Italy eyewear exports and the **second global destination** with a nearly 12% share of Italian eyewear exports (ANFAO calculations based on Coeweb Istat data).

IEE Paris | Italian Eyewear Exhibition thus aims to strengthen commercial ties between Italian manufacturers and French and international trade professionals, reinforcing the longstanding partnership between ITA and ANFAO, that is renewed each year at MIDO | Milano Eyewear Show set to take place in 2026 from January 31st to February 2nd.

The event is not open to the public. Admission is by invitation only and allowed only to guests who have confirmed their participation by September 22nd.

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Participating Italian companies:

450 Srl	www.ultralimited.it
Area 98	https://area98.it
Atmosfera	www.piermartino.it
Bdo Italia	www.bdoeyewear.it
Centro Style	www.centrostyle.it
Danor	https://www.danor.it
Di Esse	www.diesse.com
Go Eyewear Italy	https://goeyeweargroup.com/
Ioves	https://www.ioves.com
Italart Occhiali	www.italarteyewear.com
Koo Eyewear	https://www.kask.com/it-it/koo
L.G.R	www.lgrworld.com
La Giardiniera	www.heavenmilano.it / www.la-giardiniera.it
Lio'	www.lio-occhiali.it / www.filos-occhiali.it
Logoproject Design	https://logoprojecteyewear.com
Luxol	www.luxol.it
Mad In Italy	www.madinitaly.com
Manifattura Italiana Occhiali	https://www.miogroup.it
Marchon Eyewear Inc.	https://marchon.com
Marcolin	https://www.marcolin.com
Martini Occhiali	https://martiniocchiali.it/en/home-eng/
Nannini Eyewear Group	https://www.giorgionnini.com
Original Vintage Sunglasses	www.original-vintage.com
Revert	www.polar.it
Tbd Eyewear	https://www.tbdeyewear.com
Towa	www.spectaful.com
Trevi Coliseum	www.trevicoliseum.it
Tris Ottica	https://trisottica.com
Vanni	www.vanniocchiali.com

The event catalog is available online at [\(link\)](#)