

AFTER PANAMA, PARIS, AND MILANO, IEE – ITALIAN EYEWEAR EXHIBITION ARRIVES IN NEW YORK

**16 ITALIAN COMPANIES TO EXHIBIT
MARCH 4TH DURING EYEWEAR DESIGN WEEK**

Milano, 25 February 2026 – The inaugural edition of **IEE – Italian Eyewear Exhibition New York** will take place **March 4**, organized by **ITA – Italian Trade Agency** in collaboration with **ANFAO – Italian Optical Goods Manufacturers’ Association**, reaffirming their ongoing commitment to support the internationalization of Italian eyewear businesses.

Branded in the U.S. as **Reflections**, this edition of IEE will be held on the ground floor of the IAC Building on March 4 **from 2 to 9 pm**. The event will offer buyers, opticians, media, and industry professionals an exclusive preview of Italian brands during Eyewear Design Week. Designed by Frank Gehry, the **IAC Building** is one of the few all-glass buildings created by the architect in New York. Its sweeping, sail-like facade overlooking the Hudson River stands as an icon of contemporary architecture. The building’s luminous interiors amplify the exhibition’s core themes – reflection, transparency, and innovation – placing eyewear within a broader context that bridges aesthetics, architecture, and a tradition of material-driven design. The exhibition staging and performances will also echo the concept of “Reflections”: mirrored installations and transparent surfaces will create dynamic visual perspectives, encouraging observation and interaction while allowing eyewear to engage with the space in an immersive and conceptually cohesive way.

Although the United States remains the **leading market for Italy’s eyewear sector**, recent tariff measures and evolving market conditions have seriously impacted Italian exports. In this context, **IEE New York carries heightened strategic significance**. Establishing a direct in-market presence enables Italian manufacturers to strengthen commercial relationships, support local partners, and mitigate tariff pressures through active, qualified, in-person engagement. As part of a broader initiative – promoted by ITA and ANFAO – to reinforce commercial ties between Italian producers and American retailers and buyers by consolidating relationships within the premium segment of Made in Italy eyewear, the event aims to enhance brand visibility and foster high-level networking at a time when export contraction makes positioning even more critical.

Sixteen companies are participating in the event: **Aerial Vision International, Aru, Atmosphaera, I.o.v.e.s., Italiana Design, L.G.R, La Giardiniera, Lara D, Logoproject Design, Mad in Italy, Manifattura Italiana Occhiali, Marcolin, Nannini Italian Quality, Original Vintage Sunglasses, Stilitaly and Vanni**. Buyers are expected not only from the greater New York area – including New York, New Jersey, and Connecticut – but from across the United States, supported by a hosted buyers program that will ensure the presence of at least 50 expert retail partners.

“In a market saturated by volume, 'Reflections' showcases the Italian alternative: a triumph of quality over mass production,” remarked Erica Di Giovancarlo, Director of ITA New York. “We are offering American retailers more than just products; we are providing a partnership rooted in a transparent, vertically integrated supply chain that ensures superior durability and precision – the utmost assets for discerning U.S. consumers.”

“Italy is the birthplace of eyewear, having invented the craft more than seven centuries ago,” stated Lorraine Berton, President of ANFAO. “While others focus on imitation and scale, Italian manufacturers leverage this long-standing expertise to blend heritage with sustainable, high-tech innovation. For the U.S. buyer, 'Made in Italy' is a strategic investment in authentic design that distinguishes their inventory from the landscape of generic, mass-produced goods. Furthermore, in an environment marked by uncertainty surrounding U.S. trade policy – particularly in light of the most recent developments – building direct relationships grounded in quality and transparency becomes even more essential to safeguarding the competitiveness and reliability of Italian eyewear in the American market,” concluded the President.

Reflections – IEE Italian Eyewear Exhibition New York
March 4th from 2 pm to 9 pm – cocktail reception 6.30 pm
IAC Building, ground floor, 555 W 18th Street
Registration luma.com/avvwnkcf and <https://luma.com/ab3tuish>

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