

New York, May 12 - 15, 2026

## THE EXCELLENCE OF ITALIAN EYEWEAR RETURNS TO CENTER STAGE AT *ITALY ON MADISON*

*13 brands showcase the best of Made in Italy style and innovation*

Milano, May 11, 2026 – Italian eyewear takes center stage once again at *Italy on Madison*, the initiative promoted by ITA (Italian Trade Agency) for the promotion abroad and internationalization of Italian companies, **taking place tomorrow through Friday, May 15th**. It celebrates the lifestyle and excellence of Made in Italy through a rich program of immersive experiences.

The event transforms Madison Avenue into an **exceptional showcase of Italian craftsmanship**, engaging visitors in a multisensory journey through design, fashion, taste, and innovation. It offers an authentic narrative of Italy's distinctive value – where artisanal tradition meets contemporary creativity.

Among the highlights of the initiative is the dedicated **eyewear** space – developed with the support of **ANFAO** - Italian Optical Goods Manufacturers' Association - which celebrates the elegance and quality of Made in Italy eyewear through the presence of 13 brands: **Aru, Dario Martini, Giorgio Nannini, Hj Tech, Io Unconventional, L.G.R., Lara D', Mad In Italy, Original Vintage Sunglasses, Pier Martino, Piero Massaro, Sarno Display and Vanni**.

Guests will be guided through an experiential journey that positions eyewear as a defining symbol of the Italian lifestyle, striking the ideal balance between elegance, creativity, and modernity. By combining centuries-old tradition with contemporary innovation, the experience reflects Italy's continuing leadership in the global eyewear industry. Special attention will be focused on the Urban Beach trend, which blends high-performance design and functionality for both city life and leisure. An interactive digital photo booth will also allow visitors to virtually try on the latest eyewear innovations through a smart mirror experience.

*“The United States is a key market, but also a highly demanding stage. Initiatives such as this enable Italian brands not only to showcase their products, but also to tell a story grounded in research, craftsmanship, and a distinctive sense of style. This is not just about visibility – it is an opportunity to affirm the cultural value of Italian eyewear, which today more than ever speaks an international language defined by quality, design, and innovation,”* stated **Davide Degl'Incerti Tocci**, Vice President of ANFAO, responsible for internationalization.

*“This event is a concrete opportunity to showcase in the United States the quality, creativity, and innovative strength of Made in Italy. In this context, the Italian eyewear*



*industry best embodies the meeting point of manufacturing excellence, design, and contemporary style,”* adds **Erica Di Giovancarlo**, Trade Commissioner and Executive Director of ITA for the United States.

**Italy on Madison** is an immersive event that brings the best of Made in Italy to New York, transforming Madison Avenue into a curated journey through fashion, design, gastronomy, and craftsmanship. Visitors can enjoy sensory experiences, sample iconic Italian products, and discover excellence up close – including Italian eyewear, featured through interactive activations. It is an opportunity to experience Italian style and quality in an engaging and authentic manner.

**Complete schedule:** [italyonmadison.com/schedule](https://italyonmadison.com/schedule)

**Link to reserve activations:** [italyonmadison26.rsvpify.com/italyonmadison](https://italyonmadison26.rsvpify.com/italyonmadison)

**May 12 – 15, 2026**

**Italy on Madison**

**33 East 67th Street, New York**

**ANFAO Press Office CAROLINA MAILANDER COMUNICAZIONE**

Stella Casazza  
Paola Masera

+39 349 3579552  
+39 335 6643677

[stella.casazza@cmailander.it](mailto:stella.casazza@cmailander.it)  
[paola.masera@camailander.it](mailto:paola.masera@camailander.it)