



See *Extraordinary* Eyewear

THE EVENT 'OUT OF MIDO' IS BACK AT THE *FUORISALONE*

Unusual materials and revisited shapes generate masterpieces of craftsmanship that feature creative flair and innovation

**On 14-19 April visit Showroom 31
– at Opificio 31 in Tortona –
to explore the ultimate collections of leading designers in this field**

Milan, March 2015 – For the third consecutive year **spectacles** will play the protagonists at the **Fuorisalone** held in Milan during the International Furniture Fair week. The new **SEE with MIDO - See Extraordinary Eyewear** format will make its debut at the event. The exceptional location has been confirmed. It is **Showroom 31** situated in the Courtyard of Opificio 31, in Via Tortona, the pulsating heart of the Tortona Design Week.

SEE with MIDO is a unique experience, an original approach conceived by **Mido, the leading international trade fair dedicated to eyewear**, that was held in Milan early in March, and which recorded a remarkable number of visitors. It is a satellite event, a genuine *fuorisalone* where spectacles – a *fashion accessory par excellence* – leaves the typical boundaries of a trade fair to relate with an ever demanding public focused on details.

In April, the **Milan Design Week**, which anticipates Expo 2015, will record the participation of thousands of people from more than 160 countries. Experts in the sector, design-addicted visitors and those who are driven by mere curiosity will enliven the city, seeking new proposals and ideas. What could be a better stage for trendy eyewear? A choice of manufacturing firms will offer the opportunity to personally touch and experience their masterpieces, which are unique in terms of quality, creative insight and exceptional experimentation. Small but essential accessories that offer the best of Made in Italy craftsmanship.

*Highlight the event on your memo on **14 - 19 April, from 10.00 am to 09.00 pm** in Showroom 31 at Opificio 31 in Via Tortona.*

The preview will be held for the press on 13 April.

SEE WITH MIDO IS A MIDO INITIATIVE, THE INTERNATIONAL TRADE FAIR FOR EYEWEAR, OPTOMETRY AND OPHTHALMOLOGY. THE 46TH EDITION OF THE LEADING INTERNATIONAL TRADE FAIR DEDICATED TO THE WORLD OF EYEWEAR IS SCHEDULED TO BE HELD IN MILAN, IN THE PAVILIONS OF FIERAMILANO RHO-PERO, ON 27-29 FEBRUARY.
www.mido.com

PRESS OFFICE

Fast-Com - Via dei Gracchi, 26 - Milano - +39.02.87280950

Paolo Santagostino +39.349.3856585 paolo.fastcom@grupposantagostino.com

Simonetta Gerra +39.340.2147734 simonetta.fastcom@grupposantagostino.com