



2019

PRESS RELEASE

SILMO PARIS, an inexhaustible resource

The visitor traffic throughout the SILMO Paris 2019 event demonstrated the power of this trade fair, which stands as a beacon in time for the whole optics-and-eyewear industry. No fewer than 35,888 professionals* (+2.5 / 2018), including 56% from abroad and 44% from France, made the trip to discover the products and services of the 970 exhibitors present. This edition revealed a sunny business climate, with many stands taken by storm on the part of visitors seeking innovation.



Buoyed by this welcome attitude, SILMO Paris is one of the most important events of the industry. It constitutes a stepping stone for the launches of new brands, the discovery of new collections, and the exploration of international trends at the crossroads of innovations in design, technology and retail techniques. SILMO Paris is in step with contemporary life, in a state of combined anticipation and reactivity.

While the initial function of the trade fair is – and remains – to provide a place for an offer to meet a demand at a moment in time, SILMO Paris is distinctive for its unfurling of very rich content and for its ecosystem of unique activities that inspire professionalism and curiosity in both visitors and exhibitors.

In anticipation of the next edition, to be held from 2 to 5 October 2020, feel free to relive SILMO Paris 2019 and all the high points that structured the event, offering a wealth of information and shining a spotlight on the optics-and-eyewear industry!

** Summary figures attached*



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SILMO Next, the future at the heart of SILMO Paris

The [SILMO Next](#) space investigates the future through interactive spaces and talks designed to reveal, explain and explore the technological challenges of the optics field. The major focal points this year were the digitalisation of the point of sale, augmented vision, connected glasses and 3D printing.

While some have predicted the disappearance of physical points of sale following the rise of online commerce, the current situation proves quite to the contrary. The physical point of sale is still the preferred option, since it offers an experience that online business cannot provide: seeing the product in real life, immediately being able to reach the product, trying on the product, touching it, feeling it, benefiting from the advice of a sales representative, and so on.

However, although consumers remain very attached to the “brick” version of eyewear points of sale today, their behaviour has changed. They are more connected, better informed and more mobile, blurring the boundaries between the physical point of sale and online commerce. By consequence, introducing digital tools and technologies into the physical point of sale provides it with improved retail effectiveness and renewed enchantment thanks to the development of a better client experience.

Behind this digitalisation, the points of view of various speakers who were invited to share their experience brought to light the need for professionals to claim future technologies for themselves – augmented vision, connected glasses, 3D-printed tailor-made frames – to bring these new practices a high added value.

As this new world takes shape, and to define the profile of the optician of the future, SILMO Paris innovated once again with a world première in the optics field: the [HACKATHON](#) adventure. Five international teams from diverse horizons got all their energy involved for 24 hours in order to pass along their retail vision of the future. With full-blown ideas, models and concepts, they provided answers on various social themes. These projects will surely enrich the SILMO Paris 2020 event and will be highlighted throughout the year.



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This year, SILMO Next addressed a major subject for the industry: [CSR](#), the famous Corporate Social Responsibility, which poses questions and leads to innovations and investments in every area, from environmental to social to societal.

With the pragmatism and collaborative spirit that characterises it, SILMO Paris invites the entire industry (industry, distribution, retail, events) to collectively consider the CSR challenges of the future. Work groups made up of contributors from every horizon (among those who volunteered last September) will be established in the beginning of 2020. The fruits of their labours will be shared with all the professionals attending the next edition of SILMO Paris.

THE TREND FORUM, an exceptional showcase

In design terms, one trend follows another, and each one is different... From the wildest to the most conservative, from the most innovative to the most vintage, the eyewear sector reflects the major stylistic currents of the moment. These pieces are showcased in vivo as part of LA SELECTION, the best of new creative designs. The selection is also featured in the TRENDS by SILMO digital magazine. For each edition, SILMO Paris attempts to decode the trends (in terms of shapes, colours, materials and styles), detect the weak signals, and summarise them in the pages of this magazine, made accessible to all professionals.

[Feel free to discover or rediscover the 2020 trends!](#)

SILMO D'OR

For a company to remain on the cutting edge of trends or further develop, it must create value and innovate in all the creative aspects of its products and services. Innovation is a concrete process that must be planned, carried out and adapted to the needs of consumers and markets. Innovation is a way of attaining strategic objectives and of improving a company's competitiveness, distinctiveness and added value.

All these points are taken into account by the panel of the [SILMO d'OR](#) awards, which has been crowning creation and innovation for 25 years.



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2019 award winners

TECHNOLOGICAL INNOVATION FRAMES
FREISICHT with "AVANTGARDE"

CHILDREN'S
OPAL with "TARTINE & CHOCOLAT TC AA353"

TRENDY FASHION OPTICAL FRAMES
MARNI with "ME2632" MARCHON

TRENDY FASHION SUNGLASSES
SONIA RYKIEL with "ENDLESS SUMMER" L'AMY

DESIGNER OPTICAL FRAMES
TARIAN with "GRAPHIC"

DESIGNER SUNGLASSES FRAMES
CAROLINE ABRAM with "DIVINE"

SPORT
SAFILO with "ATTACKMAGMTB" SMITH

CONTACT LENS VISION
JOHNSON & JOHNSON VISION with "OASYS with TRANSITIONS"

LENS VISION
NOVACEL with "VARIOVID VOLTERRA"

MATERIAL / EQUIPMENT
BBGR with "LUMIZ 100"

LOW VISION
VOXIWEB with "VOXIONE"

JURY'S SPECIAL AWARD
JACQUES MARIE MAGE with "Loewy"

FIRST CLASS PRIZE
LIGHTBIRD with "PLANET"

VISUAL HEALTH SPECIAL PRIZE
ABEYE with "LEXILENS"



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International Prize for Optician of the Year 2019

[The International Opticians Association](#) (IOA) is an international organisation whose actions aim to showcase and develop the profession throughout the world.

The IOA/SILMO prize for Optician of the Year also recognises the importance of the optician in distributing high-quality products and in helping to improve people's visual health.

For the SILMO Paris 2019 event, the representatives of national opticians' associations that are members of the IOA nominated five exceptional professionals, and the winner was announced during the prestigious SILMO d'Or ceremony held in Paris: Andrew Keirl, a British optician.

"I'll never forget the tears of joy that one of my young patients cried when she discovered her new glasses. She had always worn 'bottle bottom' glasses and couldn't stand wearing contact lenses. So while the impact and scope of our work can be underestimated, we must defend our own profession, and recognize just how much we can change people's lives. For me, that is the most important defining factor of our profession."

Moreover, the IOA made a point to salute the professionalism of Alessandro Spiezia and his career of more than 50 years.

SILMO Academy

This year, the scientific conference looked into the subject of "refraction": its disorders, physiology and solutions. For more information, you'll find the abstract of the event [here](#). For the fourth year, SILMO ACADEMY is supporting a scientific project in the vision and optics field with a grant of 10,000 euros.

Selected by the Scientific Council, Laure Pichereau, optometrist and co-founder of SIVIEW, is the winner of this 2019 edition. The start-up SIVIEW has developed a solution that makes it possible to automatise the search for the best visual prescription by connecting to the practitioner's instruments, whatever the brand, enabling even an inexperienced person to perform a complete, rapid vision exam at the highest level of precision.



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Taking second place is Maria Pia Bucci, a researcher at the French National Center for Scientific Research (CNRS), UMR 1141-INSERM Université de Paris, Hôpital Robert Debré. She managed to interest the Scientific Council through her study on the impact of visual re-education on the reading performance of dyslexic children.

Entertainment & Discovery

SILMO Paris has created and produced several concepts to entertain and inform its community.

First of all there is "[Nos Chers Opticiens" season 2](#)", the delightful fictional series that shows opticians in their daily lives who share with us their day-to-day adventures and anecdotes.

There is also "[Discover the French know-how](#)", a documentary series that immerses the spectator in what makes the "French Touch" so special. Next destination: Japan and its expertise!

And to finish, the enthusiasts and nostalgics of the great retro gaming classics got a chance to challenge each other and enjoy themselves with [SILMO Gaming](#). See-Tris, Eye'Man, Glasses Invaders: professionals saw themselves absorbed in three totally offbeat video games on the SILMO Gaming application and at the SILMO Paris fair arcade.

SILMO Paris, so much more than just a fair!

At SILMO Paris, opticians find themselves at the heart of a dual reactor, offering "reception and conviviality" and "expertise and sharing" through a complete array of services that facilitate and enrich their professional lives.

Thus, the renowned "welcome attitude" of SILMO Paris is translated and reflected through special recognition. Whether it's the visitors' loyalty program, spots at the heart of the trade fair specially designed for convivial breaks where you can relax and engage in discussions – such as the Water Bar or the Champagne Bar –, or VIP services, every possible comfort is provided to the professionals of the field.

In the same objective of sharing, [SILMO Emploi](#) has been created, offering employer and employee workshops. Through expert guidance and advice, these interactive workshops provide participants with all the keys to effectively develop their companies or their careers.



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And to go further in discovery, the professionals got a chance, like they do every edition, to discover the [MOFs](#). With demonstrations of tailor-made frames, manual crafting or colour fusion, they pass along both their taste for professional excellence and their recognised expert advice.

Don't miss the next edition, from 2 to 5 October 2020, and take part in FUTURISSILMO!
In the meantime, feel free to join us at the upcoming events of the [SILMO FAMILY](#), an extended family is committed to combining health & fashion, technical achievement & retail success, anticipation & pragmatism, inspiration & exactingness, business & a festive spirit.

SILMO
ISTANBUL
OPTICAL FAIR
NOVEMBER, 21-24 2019

SILMO
BANGKOK
ASEAN OPTICAL FAIR
JUNE 10-12, 2020

SILMO
Paris
THE OPTICAL FAIR
OCTOBER, 2-5 2020

OUR NEXT SHOWS

SILMO
showroom
THE ONE DAY EXPERIENCE
BEIRUT
LISBOA
PRAGUE
2020

COPENHAGEN SPECS
MARCH, 7-8 2020

COPENHAGEN SPECS
IN BERLIN
OCTOBER, 5-6 2019

More events
to come.
Follow the news.

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