

SILMO

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Press release



SILMO Paris 2022

The not-to-be-missed event!

After the successful 2021 reunion, the upcoming edition heralds a return to normalcy and – even better – the famous and much-awaited SILMO Paris. This is an invitation to plunge back into the frenzied pace of the optical and eyewear industry, to inspire its present and shape its future.

Four months from the opening, they are raring to go. Loyal, historical, new, corporate, or start-up, the exhibitors all share a single ambition: to surf on the dynamic of this upcoming edition, which promises to be one-of-a-kind.

An international business hub and a platform for the launches of new collections and brands, SILMO Paris is, now more than ever, THE not-to-be-missed event. For 89% of exhibitors and 93% of visitors*, this event is essential to the sector for so many reasons: the irresistible conviviality of the trade fair, its extensive choice of brands and products, and the way it combines information with training, innovation, futurology and creativity.

*See their reactions [here](#)

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Indeed, creativity is at the heart of the optical and eyewear industry, and SILMO Paris is its reflection and source of unconditional support. In this approach, and for the next edition, the trade fair will be launching a **new Optical Design Contest 2022**, of which the jury will be presided by the designer and artistic director **Emmanuel Gallina**. That challenge will showcase the work of up-and-coming creative minds and tomorrow's talents!

SILMO Paris, ever committed to keeping track of the industry's businesses throughout the year, created **SILMO news**.

SILMO news is a monthly show that sheds light on the sector in an original way and that explores the extensiveness of the trade fair, which lives in the present and looks to the future.

The next show, to be broadcast on **May 24th at 2 p.m.** on the SILMO Paris social media accounts, will feature the captologist Dominique Cuvillier, who will unveil the trends to come.



Join us from 23 to 26 September 2022 at Paris Nord Villepinte. Welcoming visionaries !