

CORPORATE NEWS

DE RIGO AT MIDO 2024



MIDO, the most important international eyewear fair, was back on stage from the 3rd to the 5th of February in Milan. This 52nd edition was a success both for number of attendees and business volume. De Rigo on this occasion displayed an impressive booth with a brand-new design and mega screens. Side events were set up during the fair, like the personal appearance of the designer Philipp Plein for the launch of the Plein Sport collection as well as the Porsche Design event.

DE RIGO REM AT VISION EXPO EAST



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PORSCHE DESIGN EYEWEAR EVENT



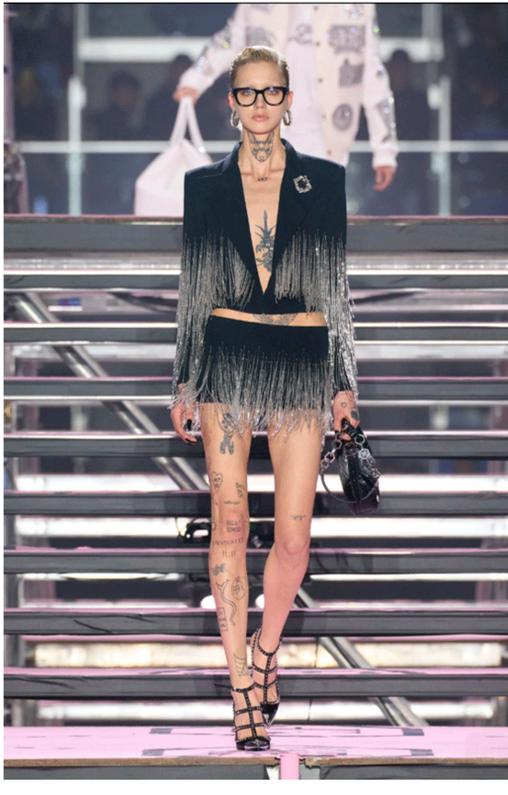
During Mido, to celebrate the launch of the first Porsche Design collection licensed to De Rigo, a special evening was held for clients, partners, and industry press. The event took place at the spectacular DAZI Milano space, an immersive location in the heart of the city where almost 300 guests from around the world could enjoy and experience the spirit of the brand. As a final surprise, a live video connection was organized with the brand ambassador Patrick Dempsey, who, along with Barbara De Rigo and the journalist Martino Carrera from WWD, was able to share his passion for motorsports, Porsche cars and, of course, the partnership with Porsche Design Eyewear.

Fashion swept away Milan from the 20th to the 26th of February. Prestigious Maisons have disclosed their new collections to buyer and journalists from all over the world. De Rigo could not miss this exclusive event and produced some special styles that will be inserted in the next collections.

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DE RIGO'S EYEWEAR AT THE MILAN FASHION WEEK

PHILIPP PLEIN



ROBERTO CAVALLI



CELEBRITY PLACEMENT & SOCIAL MEDIA

ADRIANE GALISTEU IN PHILIPP PLEIN



The Brazilian model and actress Adriane Galisteu wears the Philipp Plein style SPP136 col. 6K6. [Click in her Instagram account](#) of 5.3M followers to see the post.

ARTEM TKACHUK IN ROBERTO CAVALLI



The Italian actor Artem Tkachuk, known for his role in the TV series "Mare Fuori", wears the Roberto Cavalli style SRC036V col. 400P. [Click in his Instagram account](#) of 780K followers to see the post.

KYLE RICHARDS IN POLICE EYEWEAR



The realty star, Kyle Richards, known for her appearances in the Real Housewives of Beverly Hills, wears the Police Eyewear style SPL19 col. 0722.

