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DIE BRILLENMESSE – the small but smart table fair in Cologne

It is no secret that when Cologne trade fairs (Messe Köln) decided in 2002 to stop the OPTICA fair, it was a great disappointment to visitors and exhibitors alike. But since last year, opticians in the Cologne area have had something else to look forward to. For two days a year at the end of April, DIE BRILLENMESSE opens its doors.

Showcasing around 70 top brands, DIE BRILLENMESSE in Cologne is the perfect platform for premium eyewear design in Europe. The second edition of the fair takes place on **Saturday and Sunday 23-24 April 2016** and is an unmissable event for **boutique opticians and eyewear lovers** from Germany, Benelux and Switzerland.

‘DIE BRILLENMESSE’ (meaning the spectacles fair) is a straight-talking title for a straight-talking, no-frills concept. It’s a simple fair whose aim is to present **designer frames from around the world**. The organisers of the fair, Nathanaël Wenger and Dirk Geissmann, started with the format ten years ago in Switzerland and exported the show firstly to Stuttgart and now to Cologne. Both Wenger and Geissmann are passionate about eyewear and their aim is to give independent eyewear designers a smart, simple platform where they can exhibit their frames.

By discarding anything that distracts from glasses (namely expensive booths and advertising material), the **frames remain the centre of attention**. As a classic table-top fair, every exhibitor has the same amount of space available. Only the frames are on show - nothing else. This also means that there are no booths to transport around Europe which makes the concept eco-friendly. What's more, the relatively moderate price is an advantage for young brands who often can't afford to participate in the big fairs. In fact, the organizers actively encourage new designers to exhibit, as it is exactly these brands who bring new ideas and innovation to the industry.

The fair takes place at **DOCK.ONE, one of the most beautiful and impressive event halls in Cologne**. DOCK.ONE is perfectly located less than a mile away from ‘Messe Köln’ - Cologne’s big exhibition centre - and is right on the banks of the Rhine. Built in 1851, this charming place used to be a paint factory. Since November 2011, when the location was totally rebuilt and renovated, the place has flourished into a hotspot for events. The DOCK.ONE offers classic industrial architecture - the ideal surroundings in which to present high-class eyewear design.

The date for 'DIE BRILLENMESSE' is well chosen - there is no other major spectacle show at this time of the year. Quite some time has passed since the OPTI Munich and the MIDO Milan have closed their doors. And there is still a whole summer to go before SILMO Paris.

All in all, DIE BRILLENMESSE is a must for anyone in the eyewear business in and around Cologne. See you there!

www.diebrillenmesse.de