

May 9<sup>th</sup>, 2005

**THE INTERNATIONAL SUNGLASS INDUSTRY MEETS FOR A VIBRANT FASHION  
DINNER AT HOTEL PRINCIPE DI SAVOIA DURING MIDO IN MILAN**

The European Sunglass Association ESA and SAA, the Sunglass Association of America were welcoming more than 140 decision makers within the Sunglass Industry to a successful event on May 7 in Milan.

Deborah Forstenzer`s fashion presentation on sunglasses trends for summer 2006 was one of the highlights of the evening. The presentation is available for ESA members on [www.esa-sunglasses.com](http://www.esa-sunglasses.com).

Driven by fashion, technical innovations and by an increasing awareness for UV and general health aspects – sunglasses are one of the most exiting and fastest growing product groups within the optical industry. An increasing demand for technical, statistical, marketing and training support within the world of sunglasses is the result. ESA complies with a wide range of services to these needs. An impressive proof therefore – ESA has a continuous increase of members within the whole supply chain: producers, distributors and retailers are represented in the organisation.

The next ESA event 2005 will take place at Camogli/ Portofino Coast-Italy, where the sunglass industry and top-class speakers such as Alain Mikli will join for the Yearly Conference. The event takes place from June 9 to 11. Agenda and subscription can be found under [www.esa-sunglasses.com](http://www.esa-sunglasses.com) in the area events.

ESA Press Office