

# SILMO PARIS 2025

## Where Tomorrow Takes Shape

Each year, **SILMO Paris** establishes itself as the vibrant stage for the future of optics. It is where new collections are unveiled, ideas take form, innovations come to life, and professionals from around the world gather to shape tomorrow. **The place to be, to see, to foresee!**

In 2025, the show welcomed **33,358 professionals**, with **52% international visitors and 48% French attendees, representing a net increase of 6.5% in visitors**. More than **900 companies** showcased their expertise and innovations across **75,000 m<sup>2</sup> of exhibition space**.

More than just a meeting point, **SILMO Paris** confirmed its role as a catalyst for opportunities, where creative visions, cutting-edge technologies and lasting synergies converge to drive the industry forward.

## Highlights Of SILMO Paris 2025!

### ➤ **SILMO NEXT – FUTUROLOGY & VILLAGE TECH**

#### Exploring the Future, Understanding the Present

This year, Artificial Intelligence was the central theme of **Futurology** and the **Village Tech**. Whether generative, contextual or descriptive, AI is already transforming the optical sector: connected eyewear, automated examinations, virtual reality, intelligent store management... More than an exhibition space, **Futurology** embodied the bridge between research, technology and professional practice, inviting visitors to envision the future of optics.

### ➤ **THE TRENDS FORUM – An Immersive Dive Into Style**

As the show's true style compass, the **Trends Forum** offered an immersive experience of striking visual intensity. Through refined scenography, it revealed the shapes, colors and materials shaping contemporary eyewear.

This edition highlighted:

- **The return of reinvented icons**
- **The quest for lightness and serenity**
- **A charismatic and assertive allure**
- **The energy of exploratory graphics**

A curated selection of optical and sunglass frames from exhibitors' collections illustrated these stylistic directions, confirming the Forum's role as an essential space to capture the spirit of the times and anticipate tomorrow's aesthetics.

## ➤ THE SILMO D'OR AWARDS – 32ND EDITION

Chaired by **Olivier Lapidus**, visionary designer, the **SILMO d'Or Awards** once again celebrated excellence, creativity and innovation.

A **jury of passionate and dedicated experts**, made up of professionals and personalities from diverse backgrounds, rewarded the most outstanding achievements, reflecting the vitality of a constantly evolving industry.

Beyond the trophy, the **SILMO d'Or** has become an international label of recognition, proudly displayed by laureates on their booths and communications, highlighting their expertise and long-lasting influence.

[Discover the 2025 winners.](#)

## ➤ RSE FOCUS – GOOD EYE ON THE PLANET

Because the optics of tomorrow must be both **innovative and responsible**, SILMO Paris, in partnership with **Hyssop**, inaugurated a new area dedicated to CSR initiatives.

The program featured:

- **Start-up pitches**
- **Exhibitions of eco-responsible materials**
- **Best practice sharing** through the **Committed Company Award**
- **Conferences and workshops** led by experts

## ➤ COMMITTED COMPANY AWARD

Created by SILMO Paris in collaboration with **Hyssop**, this award recognizes companies with ambitious and concrete CSR strategies.

It highlights actors who successfully combine ethics, economic performance and social and environmental responsibility.

The 2025 winner: **Friendly Frenchy**

## ➤ OPTICAL DESIGN CONTEST

Supporting emerging talent is one of SILMO Paris' key missions. For its 4th edition, chaired by **Michel Penneman**, the contest invited design students to imagine **“super-hero” eyewear**: bold, visionary and innovative.

Winner 2025: **GAIA**, by **Hélène Caffin-Pinon** (École Design Saint-Étienne), a children's frame integrating plant recognition via augmented reality.

➤ **INTERNATIONAL OPTICIAN OF THE YEAR AWARD**

Presented by the **International Opticians Association (IOA)** in collaboration with SILMO Paris, this award honors the commitment and vision of opticians who advance the profession.

2025 Winner: **Blair Wong (USA)**

➤ **SILMO TALKS & SILMO ACADEMY CONFERENCES**

Researchers, experts and professionals shared their knowledge through inspiring and forward-looking conferences. A program designed to broaden skills, challenge practices, and open new horizons.

As part of the **SILMO Academy**, a **€10,000 grant** was awarded to **Andronikos Chrysanthopoulos** for his research project: *"Accommodation Function in a Healthy Caucasian Population Aged 18–28 Years"*.

➤ **OYONNAX – MOREZ MUSEUMS**

A **heritage-focused exhibition** showcased a rare collection tracing two centuries of eyewear evolution. A journey through techniques, styles, and the legacy of the two emblematic cities of **Oyonnax** and **Morez**.

➤ **MOI AUSSI EXHIBITION – WHERE ART MEETS OPTICS**

With **Moi Aussi**, SILMO Paris unveiled an unprecedented artistic experience where eyewear became a canvas for expression. **90 artists** were invited to reinvent the eyewear object: unconventional supports, repurposed materials, reimagined functions... Each creation transcended its traditional use to become a unique work of art.

Conceived and supported by **Etnia Barcelona**, this exhibition reflected the brand's deep commitment to **art, color, and quality**. Through this bold initiative, the company reaffirmed its ambition to draw on art as a pure source of inspiration and to leave its creative, forward-looking mark on the industry.

**See you next year, from September 25 to 28, 2026**

**at Paris Nord Villepinte!**

And don't miss the next SILMO Family event:

**SILMO Istanbul**, which will take place from November 19 to 22, 2025, at the Istanbul Expo Center / Yeşilköy.

**SILMO PARIS IN PICTURES**