

**PRESS RELEASE 2025/26**

**PIERO MASSARO EYEWEAR**

**Couture Visiva**

*MIDO Milano 2026*

---

### **Piero Massaro Eyewear presents “Couture Visiva” at MIDO 2026**

At MIDO Milano 2026, Piero Massaro Eyewear unveiled *Couture Visiva*, the latest couture collection by Italian designer Piero Massaro. The presentation drew strong interest from international buyers and press, supported by a stand appreciated for its clarity, architectural coherence, and refined visual identity.

Trained in the Milan fashion environment before founding his independent atelier in 2002, Piero Massaro naturally transferred a couture mindset from fashion to eyewear. Proportion, colour balance, material depth, and sartorial discipline remain central to his design philosophy. Each frame is conceived not as an accessory, but as a wearable design object.

---

### **Couture Visiva**

*Couture Visiva* explores eyewear as sculptural form. Geometry, chromatic layering, and acetate textures operate as a unified language.

All frames are:

- handcrafted in Italy
- produced in limited, numbered editions
- developed from carefully selected Mazzucchelli acetate
- finished through time intensive artisanal processes

The collection reflects Massaro’s long standing belief that eyewear should return to its original context: that of tailoring, craftsmanship, and cultural gesture.

---

### **The Brand**

Founded in 2002, Piero Massaro Eyewear has developed a distinctive independent identity rooted in Italian design culture and influenced by Mediterranean light and Sicilian landscapes.

The brand has received multiple nominations and awards at the SILMO d’Or and other leading international platforms, confirming its position within the high end independent eyewear segment.

Today, Piero Massaro Eyewear is distributed through a selected network of premium optical boutiques worldwide.

---

### **Press Contact**

Piero Massaro Eyewear

Mirano, Venice – Italy

Email: [ufficiostampa@italianadesign.com](mailto:ufficiostampa@italianadesign.com)

Website: [www.pieromassaro.it](http://www.pieromassaro.it)

LinkedIn: [linkedin.com/in/piero-massaro](https://www.linkedin.com/in/piero-massaro)

Instagram: [pieromassaroeyewear](https://www.instagram.com/pieromassaroeyewear)