

SILMO ISTANBUL



19>22 2025
NOVEMBER

ISTANBUL EXPO CENTER | 5-6-7 HALL



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SILMO

ISTANBUL

OPTICAL FAIR

SILMO ISTANBUL 2025

ARE YOU READY TO DISCOVER THE FUTURE'S OPTICAL INDUSTRY?

The International Silmo Istanbul Optical Fair, the meeting point of the optical industry, will once again bring together all professionals of the sector between 19–22 November 2025 at Istanbul Expo Center (IFM), Halls 5-6-7.

Uniting continents, cultures, and innovations, Silmo Istanbul continues to serve as one of the largest optical platforms in the MENA and EMEA regions—remaining at the center of innovation and collaboration. With its visionary outlook and pioneering brands, it carries the optical industry of both Turkey and the region into the future. As one of the world's most prestigious optical fairs, Silmo Istanbul offers participants the opportunity to build international business partnerships, expand into global markets, and

present the latest technologies to the right buyers. In addition to meeting Turkey's leading optical brands and innovative start-ups, visitors will have the chance to explore the newest designs and solutions in the industry.

Thanks to Turkey's strategic location, Silmo Istanbul facilitates strong business collaborations across a vast geography that includes Eastern Europe, Central Asia, the Middle East, and North Africa. Standing out as a global platform shaping the future of the optical industry, Silmo Istanbul invites you to be part of this unique experience from 19 to 22 November—an event where you can catch the latest developments in the sector, establish new business connections, and broaden your vision for the future.



Become the Star of New Season

Be the first to see and stock the 2026 collections before anyone else.



Be a Trendsetter, Not a Follower

Discover brands and designs that define global optical fashion.



Expand Your Strategic Supplier Network

Strengthen existing partnerships and establish brand-new connections.



See Not Only Eyewear, But Also Opportunities

Boost your purchasing power with exclusive fair prices and special offers.



Stand Out Through Technology

Discover next-generation measuring devices, digital solutions, and smart systems.



Knowledge is Power: Gain Industry Insights

Stay up to date and foresee the future through Silmo Istanbul Akademik trainings, seminars, and workshops.



Stay One Step Ahead of Your Competitors

Gain on-site insights into consumer behavior, product trends, and market dynamics.



Bring Inspiration to Your Store

Return with fresh ideas—from window design to customer experience.



Keep Local and Global Brands on Your Radar

Meet emerging brands that will make a difference and enrich your portfolio.



Read the Market, Shape the Future

Witness the industry's transformation firsthand and redefine your position in it.



Experience “More Than a Fair”

Silmo Istanbul is not just a product showcase—it is a meeting point that shapes the future of the industry. Vision, collaboration, and growth begin here.



WHAT AWAITS YOU?

A Thematic Selection of Optical Frames and Sunglasses: Trend Forum

At Silmo Istanbul, the industry's most innovative brands and manufacturers come together. A wide range of products is displayed—from optical frames, lens technologies, and contact lenses to optical instruments, accessories, and digital optical solutions. It offers visitors a chance to explore the latest trends and product innovations from both local and international brands.

Professional Speakers, Sectoral Topics, and Educational Sessions: Silmo Istanbul Akademik

Bringing together the academic world, industry professionals, and opticianry students, the program shares the latest trends, knowledge and experiences in the sector with both exhibitors and visitors.

Smart Products, Virtual Reality, Innovations, Discoveries, and Sustainable Production: Futurology

This area will provide visitors with an extraordinary experience, allowing them to test smart products, explore new innovations in virtual reality, and experience groundbreaking approaches to sustainable production.

Honoring Production, Innovation, Creativity, and Representation: Silmo Award Istanbul

Among the exhibiting companies at the Silmo Istanbul Optical Fair, the Silmo Award Istanbul celebrates local production and strengthens the international competitiveness of local brands through 5 main categories and 8 different awards in total.

Scan the QR code To get your Visitor Badge



You can obtain your visitor badge for the International Silmo Istanbul 2025 Optical Fair, which will take place between 19–22 November 2025 at Istanbul Expo Center, Halls 5-6-7, via www.silmoistanbul.com





SILMO AWARD ISTANBUL 2025

YOU ARE INVITED TO THE BRIGHTEST NIGHT OF THE INDUSTRY!

Created to honor the creative power and innovative vision of the optical industry, Silmo Award Istanbul is getting ready to celebrate its winners for the third time this year. However, this edition will be more visible and more inclusive than ever before.

In the past two years, this special award ceremony was held with a limited number of invited guests. Now, it will take place on a much bigger stage—right in the Main Foyer of the Fairgrounds, in front of the entire industry. Because this award no longer belongs only to the exhibitors of the fair, but to the whole optical community.

Silmo Award Istanbul is not just an award ceremony; it is a platform where design, innovation, quality, and vision are celebrated, and where the brands and ideas shaping the future of the industry are applauded. In each category, the carefully evaluated finalists represent projects that have added value to different areas of the sector and raised the standards even higher.

This grand gathering will take place on the second day of the fair, 20 November 2025, with a spectacular ceremony that visitors will also have the chance to witness. On that night, we will not only announce winners but also celebrate the inspiring success stories that will set an example for the entire industry. Silmo Award Istanbul continues to bring together everyone under one roof—from local manufacturers to international brands—working to ensure that Turkey's Optical industry earns the global recognition it deserves.

2024 Winners

The Brand That Makes a Difference Franco Vital - Ayka Optik 	Local Production - Sunglasses Qzen - Efor Optik 
Brand Representation Tom Ford - Turkuaz Optik TOM FORD EYEWEAR	Local Production - Optical Frames Mooshu - Gülce Optik MOOSHU
Best Stand Lens Medikal LENS MEDİKAL	Local Production - Lenses Transitions Gen S - EssilorLuxottica Transitions Gen S
Best Optical Store 40 Million Optik - Ankara 	Local Production - Children's Eyewear Safirex Kids - Safira Gözlük  "I enjoy your childhood!"

**Take your place at this
unforgettable night.
Because this year, the spotlight
might be on you.**

Venue: IFM – Main Foyer
(Halls 5 – 6 – 7)

Date: Thursday,
20 November 2025

Time: 18:00 p.m

SILMO
Award

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You are All Invited This Year!





SILMO ISTANBUL AKADEMİK 2025

FUTURE OPTICAL PROFESSIONALS ARE GROWING HERE

Silmo Istanbul Akademik sees the sharing of sectoral knowledge not merely as an educational experience but as a tool for transformation. This year, it once again prepares to guide the intellectual development of the optical world by bringing together the most current topics of the industry with the most competent experts. Held as part of the International Silmo Istanbul Optical Fair between 19–22 November 2025, Silmo Istanbul Akademik returns with broader participation, deeper content, and a more visionary approach than ever before.

The program gathers together internationally recognized academicians in the fields of optics and optometry, industry professionals, and innovative thought leaders. From artificial intelligence applications to digital transformation, from customer experience to sustainability, many current topics will be discussed in the light of global examples. This year, there is also a special focus area:

“Next-Generation Store Management”

These sessions are designed especially for young opticians preparing to enter the industry and for entrepreneurs dreaming of opening their own stores. Key topics include choosing the right location, analyzing target customer profiles, maintaining cash flow through effective stock management, and ensuring financial sustainability.

The aim is to guide young professionals and help them step into the industry with stronger and more conscious foundations.



Silmo Istanbul Akademik 2025 is not merely a platform for knowledge transfer; it is a meeting point where we build the future of the industry together. It is a space where professional relationships are strengthened, a shared vision is developed, and—above all—a great opportunity for anyone who wants to keep up with the speed of change in the optical world.

Date / Hour	:	19.11.2025 Wednesday / 13:00 - 14:00
Subject	:	Career Paths and Employment Opportunities for Opticianry Graduates
Speakers	:	Acıbadem University Opticianry Program MYO Expert Instructor Turgut Çakar Acıbadem University Opticianry Program MYO 2nd Year Student Hazal Büşra Işık
Date / Hour	:	19.11.2025 Wednesday / 14:30 - 15:30
Subject	:	Effective Retailing and Store Utilization Inventory Management, Purchasing, Window Display and Product Selection
Speakers	:	Selin Olmsted - Selin Olmsted Studio's Founder & Creative Director Daniel Feldman / The Optical Journal
Date / Hour	:	20.11.2025 Thursday / 11:00 - 12:00
Subject	:	What Is the Development of Myopia in Children?The Impact of Myopia Management Lenses; How Does Mycon HAPD Technology Differ from Others?
Speakers	:	Mr. Thomas Reiter / Optometrist-Educator Rodenstock International Distribution Partner Sales Product Manager
Date / Hour	:	20.11.2025 Thursday / 13:00 - 14:00
Subject	:	2026 Eyewear Trends
Speakers	:	Selin Olmsted - Selin Olmsted Studio's Founder & Creative Director Selen Meçoğlu - Fashion Director, ODDA Korea
Date / Hour	:	20.11.2025 Thursday / 14:30 - 15:30
Subject	:	Opticianry Practices and Education in the World
Speakers	:	Iwan Zanchetta MSc Clinical Optometry Vice President of the Swiss Society of Optics and Optometry SBAO
Date / Hour	:	21.11.2025 Friday / 11:00 - 12:00
Subject	:	What impact do Biometric Eye Measurements have on lens design? What benefits do Big Vision Lenses offer to patients?
Speakers	:	Mr. Thomas Reiter / Optometrist-Educator Rodenstock International Distribution Partner Sales Product Manager
Date / Hour	:	21.11.2025 Friday / 14:00 - 15:00
Subject	:	Prismatic Lens Refraction in Turkey: What Causes Double Vision? Prescription and Lens Selection Practices
Speakers	:	Eye. Dr. Murat Moray
Tarih/Saat	:	21.11.2025 Friday / 15:30 - 16:30
Subject	:	Academic Contribution to Vision Health
Speakers	:	İstanbul Gedik University Opticianry Program Faculty Member Dr. Güler Karapınar
Date / Hour	:	22.11.2025 Saturday / 11:00 - 12:00
Subject	:	Current Status of The Contact Lens Users in Turkey; 7 Geographical Region Assessment; Determination of Problems Related to Eyeglass Use of Multifocal Optical Lens Users; A Qualitative Research
Speakers	:	İstanbul Atlas University MYO Opticianry Program Faculty Member İlkay Altunsoy Student Zehra Nurşah Kenarçı / Academic Advisor Student Emirhan Avcı / Academic Advisor
Date / Hour	:	22.11.2025 Saturday / 13:00 - 14:00
Subject	:	2026 Eyewear Trends
Speakers	:	Selin Olmsted - Selin Olmsted Studio's Founder & Creative Director Selen Meçoğlu - Fashion Director, ODDA Korea
Date / Hour	:	22.11.2025 Saturday / 15:00 - 16:00
Subject	:	IOGO Regional Representatives Evaluation Meeting
Speakers	:	Board of Directors of the Istanbul Chamber of Opticians President Ayhan Demircan



SILMO NEXT 2025

SPACE WHERE YOU CAN EXPERIENCE THE FUTURE

This year, Silmo Istanbul 2025 is not just a trade fair—it also offers a unique opportunity to see the future of the optical world today. And at the heart of this vision lies Silmo Next. Originally launched as a trend exhibition, this special area has now evolved into something far greater. This year, it presents itself as a comprehensive discovery platform where trends, technology, and awards converge. Here, fashion, innovation, and interaction come together under one roof.

Silmo Futurology: Experience the Future...

Discover the technologies that will shape the future of the industry. From AI-supported production processes and sustainable materials to innovative designs and the year's most exciting feature—virtual reality eyewear technology—this space allows visitors to directly test and experience the cutting edge of frame design and user interaction. This is not just a place to watch innovation—it's a place to live it.

Silmo Trend: Style Codes of the Season

Metal Touches: Light yet strong... Elegant designs where materials such as titanium and aluminum meet high engineering precision.

Classic Looks: Timeless collections that blend the aesthetics of the past with contemporary lines.

Colorful and Playful: Bold color palettes, dynamic details, and styles where creativity meets fashion.

The trend area serves as a laboratory of ideas, not only on style but also on design language and customer expectation

Silmo Award Istanbul Finalists Exhibition

Within Silmo Next, visitors can also explore the most powerful designs and innovative products competing in Silmo Award Istanbul 2025. Here, attendees get the chance to examine these exclusive products up close while gaining a deeper understanding of the criteria that define excellence in the industry.

The standout eyewear
of the upcoming
season awaits you at
the **Silmo Trend Area!**

Explore *the latest* technological
advancements in *the optical world*.

Step into the future
through an immersive virtual
reality experience...

In every corner of the Trend Area,
inspiration is waiting for you.

The meeting point of innovation
and design.



Come to the Fair

Join The Raffle!

ARE YOU READY FOR A MAGICAL WORLD FULL OF GIFTS?

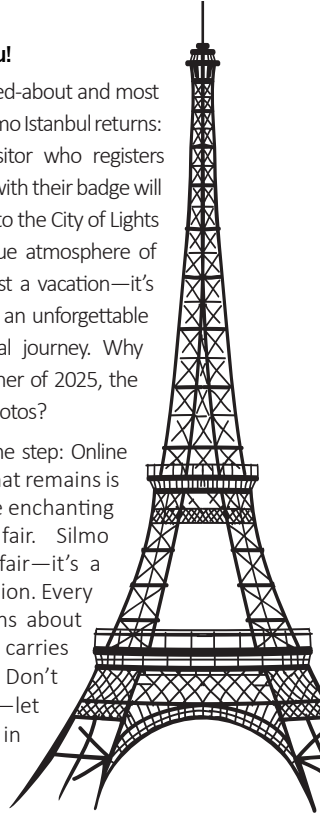
As every year, Silmo Istanbul once again offers not just a trade fair, but an experience—a tradition—and a wave of excitement. This massive organization, where the heart of the optical world beats, gives visitors the opportunity not only to discover the latest trends in the industry but also to create unforgettable memories. This year, what awaits you is not only innovation... Because, as always, the fairground will be filled with surprises and exciting prizes!

The Silmo Istanbul Gift Raffles, long awaited every year and now considered a beloved tradition of the industry, will continue in 2025 as well. Everyone who registers online and steps through those fair gates will have a chance to win special prizes. This raffle has become an integral part of the Silmo Istanbul spirit. Every year, thousands of visitors leave the fair not only with valuable knowledge but also with delightful surprises. From eyewear and digital equipment to sector-specific products and mystery gift packs, these prizes are small yet meaningful tokens that capture the fair's dynamic energy.

Paris is Waiting for You!

Once again, the most talked-about and most dreamed-of surprise of Silmo Istanbul returns: a trip to Paris! Every visitor who registers online and enters the fair with their badge will have the chance to travel to the City of Lights and experience the unique atmosphere of Silmo Paris. This is not just a vacation—it's a reward, a memory, and an unforgettable stop on your professional journey. Why shouldn't you be the winner of 2025, the one sharing those Paris photos?

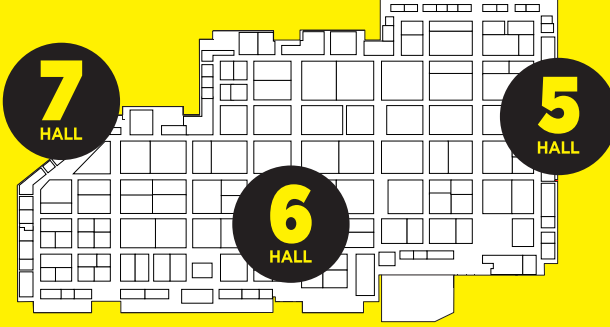
Everything begins with one step: Online Registration. Then, all that remains is to take your place in the enchanting atmosphere of the fair. Silmo Istanbul is not just a fair—it's a stage of prestige and vision. Every corner hides innovations about the industry; every hall carries a different excitement. Don't miss this experience—let your name be written in this year's story.



If you'd like to take part in the annual **"Visit the Fair, Join the Draw, Win Your Gift"** and **"Paris Trip"** raffles of the Silmo Istanbul Optical Fair, which will be held from November 19 to 22, 2025, don't forget to get your visitor badge at www.silmoistanbul.com

- This campaign is open exclusively to optical stores operating in Turkey.

TRANSPORTATION INFORMATION



Istanbul Expo Center (IFM) is located in a central area of Istanbul, providing excellent accessibility for both exhibitors and visitors. The venue offers very convenient transportation options with various public transport connections.



HOW TO REACH THE FAIRGROUND?

There are several alternatives to reach Istanbul Expo Center from Istanbul Airport. You can take HAVAİST shuttle buses, a taxi, or rent a car from the airport.

SABİHA GÖKÇEN AIRPORT

From Sabiha Gökçen Airport, you can reach the fairground by road, sea, or rail. Take the Havabus shuttles to Kadıköy or Taksim from Sabiha Gökçen Airport. At European side transfer to the metro system toward the Istanbul Expo Center.

HAVAİST SHUTTLES

From Istanbul Airport, take the Havaist bus and get off at Şirinevler stop. From there, use the M1A Yenikapı–Atatürk Airport metro line to reach Istanbul Expo Center.

INTERCITY BUS ARRIVALS

For those arriving in Istanbul by intercity buses, Esenler Bus Terminal is the most convenient point to reach the fairground. From the metro station inside the terminal, take the metro toward Atatürk Airport and get off at Istanbul Expo Center.

Transportation Options from Other Parts of Istanbul

From Istanbul Airport: Havaist shuttles to Şirinevler – Metro to IFM

From Avcılar: Metrobus to Şirinevler – Metro to IFM

From Bostancı: Sea bus to Bakırköy / Şirinevler – Metro to IFM

From Eminönü: Tram to Aksaray – Şirinevler Metro – Metro to IFM

From Kabataş: Tram to Aksaray – Şirinevler Metro – Metro to IFM

From Kadıköy: Sea bus to Bakırköy / Şirinevler – Metro to IFM

From Mecidiyeköy: Metrobus to Şirinevler – Metro to IFM

From Sabiha Gökçen Airport: Havataş to Taksim – İETT Bus 96T to Istanbul Expo Center

From Sultanahmet: Tram line T1 to Zeytinburnu – Metrobus to Şirinevler – Metro to IFM

From Taksim: İETT Bus 96T to Istanbul Expo Center

From Zincirlikuyu: Metrobus to Şirinevler – Metro to IFM



LAYOUT PLAN

HALL 5-6-7 SALON

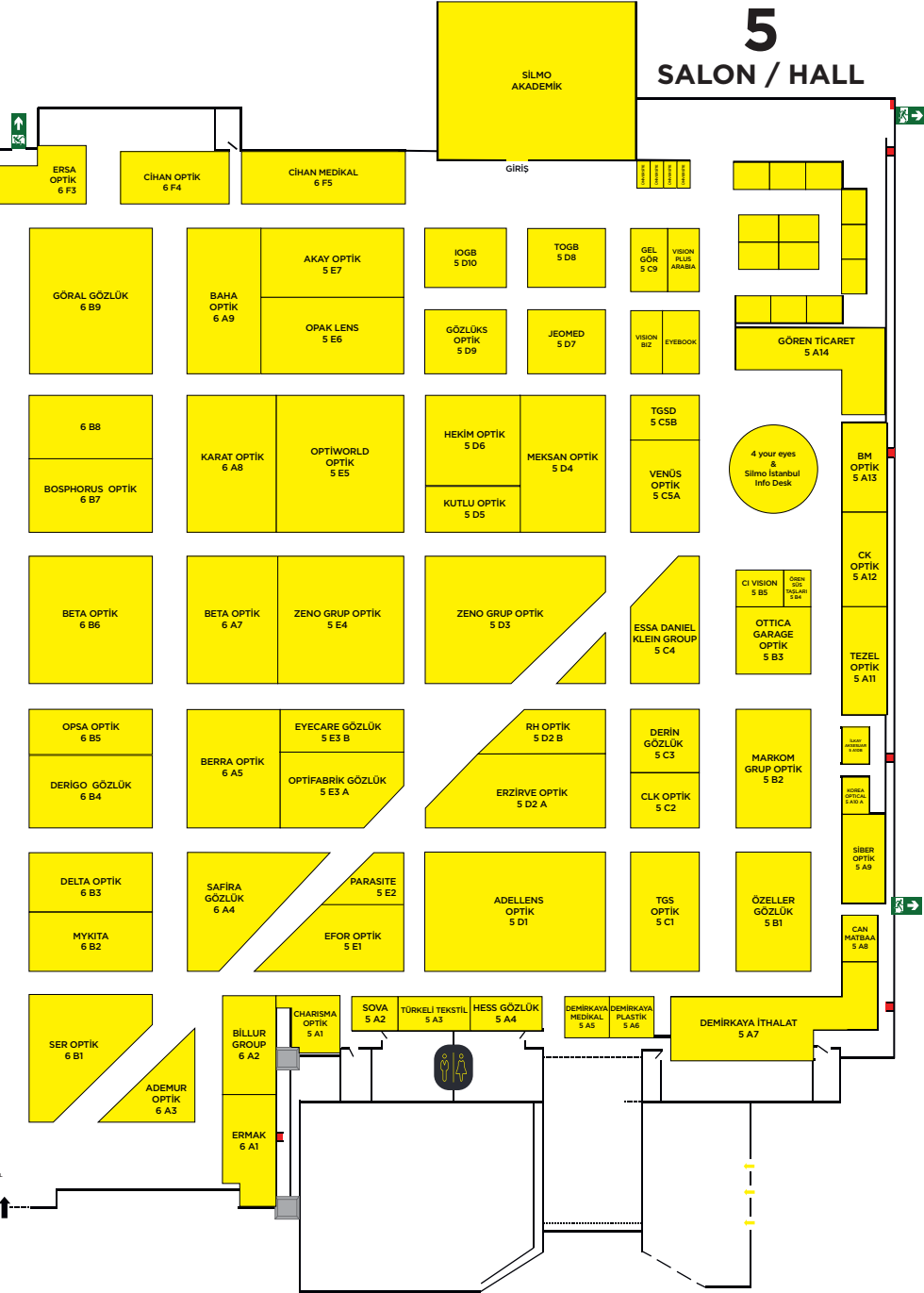
7 SALON / HALL



7. HALL

- 15 Italian Company
- 4 French Company
- 6 Korean Company
- 1 Russian Company

5 SALON / HALL



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