

CIOF 2025: A Grand Celebration of Optics Returns to Beijing This September

From September 9 to 11, 2025, the 36th China International Optics Fair (CIOF) will once again bring together the global eyewear industry for a spectacular showcase of vision, innovation, and opportunity. This highly anticipated event will embrace the themes of high-end development, intelligent technology, and sustainable growth, fostering business collaboration and professional exchange. It promises to be a vital hub for industry leaders, exhibitors, and buyers alike.

Why CIOF 2025 is Unmissable

A Prime Location with Unique Advantages

As consumer interest in visual health evolves from basic functionality to an expression of lifestyle, the eyewear industry finds itself at the crossroads of cultural confidence, technological inclusivity, and sustainable innovation. As China's capital and national center for politics, culture, international exchange, and tech innovation, Beijing offers an unparalleled strategic location for this world-class event.

A Gathering of Leading Global and Domestic Brands

CIOF 2025 will welcome an impressive lineup of top international and Chinese eyewear brands. Global icons such as Safilo, Stepper, Marcolin and Silhouette will showcase their latest collections, while outstanding domestic brands demonstrate the growing creative and technological strength of China's eyewear sector. From timeless elegance to cutting-edge trends, from minimalist designs to luxurious statement pieces — every eyewear style will be on display.

Spot Trends and Connect with the Industry's Best

With comprehensive product coverage and insights spanning the entire industry chain, CIOF 2025 is the place to discover the latest market trends. Exhibitors will not only present their products but also have the chance to become industry trendsetters — whether by delivering inspiring talks in the forum area or launching the next must-have eyewear designs in the exclusive designer brand section.

Today's eyewear consumers demand more than function — they seek lifestyle statements, cultural identity, and tech-enhanced experiences. From the rise of Chinese aesthetic design in global fashion to smart wearable technology redefining human-device interaction, and eco-friendly material innovation driving green transformations, all these trends will be celebrated on the CIOF 2025 stage.

Unrivaled Exposure and Media Spotlight

The exhibition will enjoy extensive coverage from mainstream media, industry outlets, and leading new media platforms, further amplifying its influence and prestige. For brands and professionals, this is the ultimate opportunity to gain visibility and connect with a highly engaged audience.





