

MAREDAMARE®

INTERNATIONAL BEACHWEAR FAIR

JULY 22 - 23 - 24, 2023
FORTEZZA DA BASSO - FLORENCE
M A R E D A M A R E . E U

MAREDAMARE ALSO GROWS OUTDOORS WITH AN INNOVATIVE FORMULA.

Already sold out the pavilions of the Fortezza, Fuordacqua makes its debut, the off show that will bring the beachwear around the city.

From 22 to 24 July will be held the sixteenth edition of the international exhibition dedicated to the beachwear with an even wider and more modern formula.

Spotlights on internationalization and innovation. Maredamare restarts with an edition that marks a fundamental step in the history of this show, today an absolute reference in Europe for beachwear that counts. The commitment put in place in recent years to consecrate itself as an international event has led to a vertical growth of the most important foreign buyers, to a more modern and global vision. A setup recognized by the same customers who in Florence find over two hundred and thirty collections, from the big brands to the coolest startups. This selection, a non-random balance, plays a crucial role in Maredamare's attractiveness. Plus, surrounding and atmosphere do the rest.

"There are no stories to stay at home or in the store - emphasizes Alessandro Legnaioli, president of Underbeach, the company that organizes and produces Maredamare - because those who love their work and want to grow must come to Florence. Here the new trends are born, here the whole international beachwear sector is found. There is no other event that can offer such a wide and qualified overview, in a cool and informal container. Those who love us, follow us".

Among the most important innovations of the sixteenth edition should be emphasized the introduction of Fuordacqua, the Maredamare's off show. A constellation of events and shows that revolve around the fair while shining with its own light.

"Dotting Florence with quality events during Maredamare - said Raffaella Petrossi, general manager of the show - has always been our goal without taking away space, indeed valuing the most concrete and linked moment to work at the fair. Starting from this edition, in fact, the most beautiful locations of the city will animate and host events and parades connected to the salon but with an even more relaxed and convivial tone. We are sure that they will like it. Finally, four months after the fair we register a sold out of the exhibition spaces. Those who love us, follow us".

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