

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 REVEALS BEACHWEAR TRENDS FOR SUMMER 2024

Maredamare, the international beachwear show to be held in Florence from 22 to 24 July, reveals a preview of the four big trend themes that will characterize the summer 2024. The stylistic directions have been developed with a great work of forecasting shared with the leading brands of the next edition. Sporty, retro, sparkly and artistic. The swimsuit is increasingly proposed as a privileged communication tool as well as containing energy and joy of living by vocation. Increasingly important and distinctive is the use of technological fabrics that combine fashion and function, which guarantee an excellent fit and durability in time even in contact with chlorine and sunscreens. The surfaces are becoming more and more hi-tech, three-dimensional, they shine, they host prints that are works of art. And finally, they focus on the theme of sustainability that has also pervaded this sector by stimulating companies of fibers and fabrics to a different approach also for the swimsuit that historically seemed the most distant, for construction, to the green attitude. In the Trends Area of the fair will be proposed, on the basis of the Summer 2024 Themes, a selection of clothing curated in collaboration with INTIMAGroup - Linea Intima.

SPORTY 90'S

Fashion and function. All the energy and exuberance of crossover garments between beachwear and surfwear, revised with the latest technology. Functional cuts that highlight the silhouette, bold and pop colors for a look that winks at the sunny beaches of California.

RETRO REBOOT

Neoclassical harmony for a proposal that looks at the classics of the beachwear with at its center the fit and comfort without neglecting the canons of contemporaneity. A careful research that starts from the 50s until the 80s updated in an inclusive and never stereotypical mood.

SPARKLY SUITS

Glow and luminescences. Costumes that light up with the sun and also suitable for social occasions after the beach. The lurex inflames the bases, the applications mark the movements for a proposal that is both ironic and elegant.

ARTWORK AFFAIR

Artistic graphics, never predictable, cut the surfaces and determine their movements. Swimsuits as true works of art are canvases to be framed. Postmodernism and pop live contaminating in an organic and refined semiotics.

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produced by

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