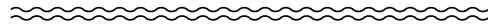


MARE DAMARE®



INTERNATIONAL BEACHWEAR FAIR

JULY 20 - 21 - 22, 2024

FORTEZZA DA BASSO - FLORENCE

M A R E D A M A R E . E U

MARE DAMARE 2024 UNVEILS THE NEWS OF THE UPCOMING EDITION

At its core, a unique proposal with an international vocation.

From **July 20th to 22nd**, **Maredamare** will once again gather the world of beachwear and resortwear in Florence. Within Fortezza da Basso, over two hundred and fifty collections, ranging from global brands to niche labels, reaffirm the international scope of the event, which, on its seventeenth anniversary, stands as an absolute reference in European beach fashion and beyond.

“Our ambitious development plan, initiated since the last edition” - emphasizes Raffaella Petrossi, General Manager of Underbeach, the company organizing the event, - “leads us straight to the next edition of Maredamare and towards the goals we have set in providing our visitors with the most comprehensive international overview of the sector, generating consensus among our exhibitors and great curiosity among those who only know us by name. In this regard, there are over fifty confirmed new entries for July (approximately 30% of the exhibitor strength), clearly indicating the perception of our format from the outside. Among these are important international groups specialized in the sector, along with the welcomed return of some Italian brands we haven’t seen in years.”

“With an almost twenty-year experience in portraying and interpreting the universe of beachwear and resortwear,” highlights Alessandro Legnaioli, President of Underbeach, “Maredamare stands out for the completeness of its offerings, creating an ideal environment to thoroughly explore the best of the sector even in just one day. We aim to offer our visitors a unique and comprehensive experience, optimizing their time and ensuring the widest possible overview, also with the support of the trends to which we dedicate significant resources. Although our focus is on beachwear, we understand the importance of meeting the needs of our visitors by also offering intimate apparel and lingerie options. The philosophy of Maredamare is based on the continuous search for strategic partnerships, and this year we are pleased to announce a series of thematic areas and workshops designed to provide visitors with practical insights for purchasing and for professional development. With an eye already on 2025, the partnership with Packaging Première, which began last February, continues. New forms of communication are being studied to provide brands and buyers of the next edition with an overview of the most important packaging companies.”

MAREDAMARE®

INTERNATIONAL BEACHWEAR FAIR

JULY 20 - 21 - 22, 2024
FORTEZZA DA BASSO - FLORENCE
M A R E D A M A R E . E U

Thematic areas featured at the fair:

Milano Fashion & Jewels will showcase at the fair a selection of accessories in the beachwear and Resort world: trendy and exclusive total look for the vacation. The protagonists will be the creations of the designers from the Milano Fashion&Jewels community, featuring color proposals ranging from vibrant and bold chromatic palettes to natural hues.

WeLoveModainItalyCruise & Resort is the name of the area where **CNA Federmoda** will be present with a selection of artisans showcasing their creations in the beachwear realm.

Also present at the fair is **Italian Lingerie Export (ILE)**, which promotes the typically Italian savoir-faire through the collections of its associates.

MarediModa will narrate the journey of the leading European fabric companies towards global excellence.

Continuing with the focus on quality content, Nello Marelli, one of the leading experts in the field (Vice President of IACC Italy and renowned “Color Designer”), will preview the Maredamare’s aesthetic trends, shapes, and colors for summer 2025. At the fair, an interactive trends area, thanks to the collaboration with Style-3d, will guide visitors on an interactive journey to discover the signs and symbols of summer 2025. A condensed wealth of information presented in a contemporary and engaging language.

Furthermore, Massimiliano Alvisi, creator of **Shop Survivor**, will offer an engaging moment of reflection on key aspects of management and sales in the modern context of stores, with a dynamic and sparkling style.

Maredamare 2024 thus aims to be the indispensable reference point for those operating in the beachwear and resortwear sector, offering a unique, precious, and above all “educational” experience. Moreover, a responsible and mature vision has led the fair, as the first of its kind, to obtain ISO 20121 certification, guaranteeing a virtuous approach in every aspect of fair organization because fairs, being complex machines, must find a real balance outside of marketing.

On the show front, collective and individual fashion shows and evening events branded **Fuordacqua** are confirmed and taking shape in these weeks.

PRESS OFFICE

Umberto Amato | press@underbeach.eu
VIA LORENZO IL MAGNIFICO, 26 | 50129 FIRENZE | +39 0552048199 | P.IVA 06776140482

FOLLOW US ON

MAREDAMARE.EU



@Underbeach



@maredamareofficial



@underbeachofficial



Underbeach.eu