

UNDERBEACH DEFIES TRENDS, REAFFIRMING ITS ROLE IN THE INTERNATIONAL TRADE FAIR LANDSCAPE

Underbeach, the Florence-based trade fair organization behind **Imagine Italia & Co.** and **Maredamare**—two leading international events dedicated to lingerie and swimwear—closed 2023 with performance indicators that bucked the prevailing trends in the fashion sector and the trade fair industry.

The company reported impressive financial results, with a 20% growth in the first half of the year compared to the same period in 2022, and is forecasting a 25% increase for the second half.

Furthermore, Underbeach is expanding its activities to establish itself not only as the organizer of Europe's two premier industry events but also as a service platform for companies and buyers in the sector.

This strategy emphasizes major projects launched in 2024, set to materialize over the next two years. Highlights include:

- **Trend forecasting:** creating and presenting industry trends in-house to exhibitors and buyers.
- **Blue Milano by Underbeach:** unveiling a bolder edition during *Milan Fashion Week*.
- **Strategic partnerships:** developing synergies with other leading fairs like *Milano Fashion & Jewels*, *Packaging Première & PCD Milan*, and *MardiModa Cannes*.
- **Collaborative projects:** pursuing new initiatives with *CNA* and *Confcommercio*.

“In times of significant uncertainty,” stated Alessandro Legnaioli, President of Underbeach, “it is not enough to organize fairs or events hoping they succeed. Instead, we must support companies within our network with concrete actions to prepare them for a modern and responsible relaunch. Training, networking, trend forecasting, and internationalization are the cornerstones for those, like us, who firmly believe in the future of the textile and apparel industry.”

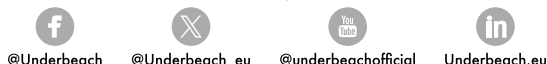
Underbeach's upcoming flagship events include **Imagine Italia & Co.** from February 15 to 17 and the next edition of **Maredamare**, scheduled for July 19 to 21.

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