

MAREDAMARE UNVEILS BEACHWEAR TRENDS FOR SUMMER 2026

The trend study, curated by Nello Marelli and his team, offers a preview of the beachwear fashion scenarios for Summer 2026 and will be presented at the fair in a dedicated area (Fortezza da Basso, July 19–21).

Enthusiasm, exuberance, and a strong desire to express uniqueness. Summer 2026 in beachwear fashion amplifies the urge for total escapism—an imaginary passage through a space-time stargate into an environment that restores our strength and energy, excitement and enchantment. A feeling that manifests itself through a contagious expressive force. More boldness, more drive, more desire to stand out.

The trend map outlines four future beachwear scenarios, envisioned for seaside holidays. These scenarios, aligned with color trends, materials, and silhouettes, will drive creativity and the formal development of the new SS26 collections. The trend compass is based on two guiding forces: resonance with the world and resonance with oneself.

Starting from the upper right quadrant and moving clockwise, the four scenarios are:

RESONANCE a moment of intimacy, spiritual introspection

MEDITERRANEAN a creative time, community spirit

DEEPNESS beyond the surface, vastness

FANTASY a dreamlike time, desires

RESONANCE

RESONANCE WITH NATURE

We want to take care of ourselves. Tuning into nature's signs and rhythms to find deep comfort and a safe haven. A strong desire for balance guides us toward a lifestyle centered on well-being. The comfort of athleisure meets the versatility of beachwear and swimwear, giving rise to dynamic, transformable garments made for everyday movement.

Shapes and materials are inspired by the natural world. Lightweight layering, transparency, animal prints, and color palettes drawn from earthy pigments reflect an aesthetic that harmonizes body and mind.

Resonance as regeneration and authentic connection with the environment.

MEDITERRANEAN

BEACHSIDE ATMOSPHERE

Reminiscence, memory, and the artisanal intelligence of decoration—this is what we seek in our moments of pause, which we increasingly value. An escape to the Mediterranean to absorb a life force that comes from afar. A modern language intertwined with ancient, precious symbols.

Stripes and textured details return as key design elements, while crochet, cotton cut-work, and handcrafted lace speak of true artisanal know-how. The warm tones of the Mediterranean evoke the essence of the South, for a sensory journey that unites past and present without nostalgia.

A tribute to memory and craftsmanship.

MARE DAMARE®

INTERNATIONAL BEACHWEAR FAIR

JULY 19 - 20 - 21, 2025
FORTEZZA DA BASSO - FLORENCE
M A R E D A M A R E . E U

DEEPNESS

BEYOND THE SURFACE

Knowledge as a tool for differentiation. Diving into the depths of the oceans brings us the thrill of genuine wonder. A secret, often unexplored world welcomes us and points the way. Colors turn dark, punctuated by incandescent flashes and saturated accents. Draped and twisted silhouettes wrap the body, while adorned nets, shimmering surfaces, and translucent materials recall the allure of the ocean floor. Palettes range from vibrant pinks to deep blues, in saturated, luminous tones. The wet look dominates—a reference to water—through a continuous play of matte, glossy, and transparent effects. An invitation to go beyond appearances, to sense, to flow, and to uncover hidden beauty.

FANTASY

THE TIME OF DREAMS

Symbols, dreams, and desires. We push fantasy to the extreme to access a more dream-like, cartoonish dimension, a passage to an “elsewhere” ruled by lightness and whimsy. A refuge for grown-ups, a playground for the imagination. Here we rediscover the joy of play in another realm. Here, there are no conventions or clichés. Prints suspended between art and imagination evoke ethereal atmospheres, while delicate lace and sheers are inspired by the charm of lingerie. Colors reflect the hues of elusive beauty, accompanied by accents that evoke mystery and the magic of space. Creativity cuts loose and sails far beyond the horizon.

At the fair, Maredamare will offer visitors a clear vision of the sector’s stylistic directions through an engaging and informative trend area developed in collaboration with exhibiting brands.

The trend forecasting, curated by the NEL COLORE team for Maredamare, is a detailed study that, through social, behavioral, and stylistic projections, outlines the future scenarios that will define next year’s collections. This essential tool for industry professionals highlights the creative environments that brands have focused on—offering a comprehensive overview to guide their choices at the fair.

As an additional resource for visitors, the 2026 trends will be further explored in the work-shop held on Sunday, July 20, at 3:30 PM.

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