

## FROM JULY 19 TO 21, MAREDAMARE RETURNS WITH AN EXPANDED TRADE SHOW

***Now in its eighteenth edition, the leading international event dedicated to beachwear and resortwear brings the most qualified brands in the sector to Florence to present their Spring/Summer 2026 collections.***

With over two hundred and forty brands, 47% of which come from twenty countries (an increase compared to 42% in 2024), Maredamare strengthens its position as a key player in the international beachwear fashion scene, offering an unprecedented exhibition line-up and a record number of international new entries.

This growth is also reflected in the exhibition space: this edition of Maredamare will occupy two pavilions, a tangible sign of the fair's ongoing development.

"We've seen a surge in interest from new companies exploring our show," says Raffaella Petrossi, General Director of Maredamare. "Some of these are specialized in lingerie and underwear and have chosen to present their summer collections in July. There are 50 new brands exhibiting, coming from 12 different countries. On the hospitality front, and in line with the strategic development plan launched three years ago, we have expanded our team dedicated to buyer relations, creating a global network with six active ambassadors worldwide. With the support of the Italian Trade Agency, we've also enhanced our international buyer program, focusing on key markets such as Scandinavia, South America, Northern and Eastern Europe. This is complemented by the valuable logistical support of Fashion Sfera for the CIS countries, where we have doubled the number of invitations compared to 2024."

Maredamare 2025 presents an increasingly diversified offer, introducing new product categories in response to evolving market trends. Among the most notable innovations is the expansion of the beach accessories segment, with a growing number of companies offering complementary products to beachwear, along with a new space dedicated to emerging brands in a distinctive and curated exhibition format. The focus on resortwear continues to grow, and the collaboration with CNA Federmoda is renewed, bringing artisanal excellence and Made in Italy craftsmanship to the fair.

The result is a complete overview designed to support purchasing decisions and meet the diverse needs of buyers.

# MAREDAMARE®

INTERNATIONAL BEACHWEAR FAIR

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

## News and insights: a comprehensive programme

Maredamare 2025 also offers a full program of professional meetings and in-depth sessions for both exhibitors and visitors throughout the three days of the fair. Topics will include advanced WhatsApp Business strategies, the arrival of TikTok Shop in Italy, bra fitting techniques for specialized retail, and Spring/Summer 2026 fashion trends. Companies will also be introduced to key aesthetic directions for Summer 2027, and, with the contribution of Fashion Sfera, will explore development opportunities in the CIS and Eurasian markets.

The fashion shows, always among the most anticipated moments, will take place in a new area inside the Cavaniglia Pavilion. There are scheduled collective runway shows, the showcase of young talents from the CNA Federmoda National Fashion Competition, and two special events: the ILB Consortium fashion show (Saturday, July 19), celebrating Made in Italy heritage, and the Milano Fashion&Jewels show (Sunday, July 20), featuring a total look that represents the Milan-based event.

Maredamare Fuordacqua also returns — the off-show initiative that will involve retail stores across Italy, with a week of events and exclusive evening gatherings during the days of the fair.

## Sustainability is a cornerstone of Maredamare's identity

Underbeach, the producer of the event, is ISO 20121-certified for sustainable event management. Maredamare also positions itself as a platform that highlights brands committed to environmental awareness, traceability, and ethical production. The fair is dedicated to promoting, through its communication efforts, companies that embrace sustainable and responsible practices.

### PRESS OFFICE

Umberto Amato | [press@underbeach.eu](mailto: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