

MAREDAMARE CONFIRMS ITS LEADERSHIP IN EUROPE. GROWTH IN INTERNATIONAL BUYERS AND FOCUS NOW ON EMERGING MARKETS

The eighteenth edition of Maredamare, the international beachwear trade show held from July 19 to 21 at Fortezza da Basso in Florence, recorded an excellent performance.

Foreign buyer attendance saw a significant increase of +35% compared to 2024, while the presence of Italian buyers remained stable, in line with the previous edition. This scenario highlights the dynamic nature of international markets compared to a more stagnant domestic situation and underscores the fair's strong international vocation. Maredamare is now recognized as the leading European event in the beachwear sector, thanks in part to strategic partnerships with the Italian Trade Agency (ITA/ICE) and key players in the textile and fashion industry, including CNA Federmoda.

"This edition of Maredamare reaffirmed the fair's international dimension, largely due to the excellent work carried out with the support of the Italian Trade Agency in identifying the most dynamic markets and selecting the most qualified buyers. Together with CNA Federmoda, we've also laid the groundwork for a more structured collaboration, supporting both companies and the next generation of professionals," said Alessandro Legnaioli, President of Maredamare.

"The Italian Trade Agency has been working with Maredamare for several years to select and invite international buyers, with the goal of supporting the internationalization of Italian exhibitors and enhancing the fair's standing as a key event in the global beachwear calendar. This year's delegation included 21 buyers from 12 countries, representing both established markets like the UK and the US, as well as high-potential ones such as Kazakhstan, Azerbaijan, and Singapore, identified in collaboration with our foreign offices," added Matteo Masini, Director of the Consumer Goods Office at ITA.

"As CNA Federmoda, we are well aware of the need for a broad, forward-looking commitment to this sector," stated Antonio Franceschini, National Head of CNA Federmoda. "We are dedicated to protecting and promoting businesses, while also planning for the future by investing in young talent. This is a crucial time for the industry, which requires strong collaboration among all stakeholders and meaningful institutional support. Since early 2024, we've been in ongoing dialogue with the Ministry of Enterprises and Made in Italy (MIMIT) and other ministries. Some signs of attention have emerged, but what we now hope for is a comprehensive industrial policy plan."

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

In addition to its international partnerships, Maredamare has over the years built a virtuous ecosystem of collaborations with institutions, fairs, and organizations both in Italy and abroad.

"The creation of a strong network of relationships," emphasized Raffaella Petrossi, General Manager of Underbeach, "has amplified the impact of our initiatives and consistently generated valuable content and insights that are essential for our exhibitors and visitors. We are truly becoming a quality hub for the entire sector. I'd also like to highlight the positive energy of our off-site events, *Fuordacqua*, which are becoming increasingly important moments of connection."

"We thank Maredamare for believing in the synergy with Milano Fashion & Jewels," said Naiche Tolio, Sales Manager of the Milan-based trade show. "This year, our collaboration resulted in a spectacular fashion show previewing a curated selection of outfits for Summer 2026, including jewelry, fashion accessories, and clothing. Milano Fashion & Jewels strongly believes in building partnerships with other trade shows to promote a collaborative spirit and share positive experiences."

"We return from Maredamare Florence full of enthusiasm and gratitude for a particularly stimulating and fruitful edition," noted Dario Casalini, President of the ILB Consortium. "Meetings with clients and the strong international turnout offered valuable opportunities for dialogue and new perspectives, further reinforcing our commitment to promoting an ethical, sustainable, and authentically Made in Italy supply chain."

"Maredamare once again confirms its central role on the international beachwear scene, bringing to Florence a B2B event that combines tradition, innovation, and sustainability," said Lorenzo Becattini, President of Firenze Fiera. "We are proud to support an event that serves as a reference point for designers, companies, and global industry professionals, enhancing the value of Made in Italy and promoting a virtuous development model."

Up next: **Immagine Italia & Co.**, taking place from February 14 to 16, once again at Fortezza da Basso in Florence, featuring lingerie, underwear, and homewear collections for Fall/Winter 2026/27.

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