

## **MAREDAMARE, THE INTERNATIONAL BEACHWEAR FAIR, RETURNS TO FLORENCE FROM 18 TO 20 JULY**

*The 19th edition of the event, which serves as the leading showcase for the summer 2027 collections, will take place at the Fortezza da Basso. Over 250 brands from around the world are expected to attend, alongside an expansion of the resortwear and accessories sections*

Florence, 14 April 2026 – The desire for the sea, the sun and, above all, for new summer collections is driving the sector ever onwards: with just over three months to go, the **19th edition of Maredamare** – the international trade fair dedicated to beachwear, resortwear and accessories, organised by Underbeach – is already almost fully booked. This year, the event returns to the Fortezza da Basso in **Florence from 18 to 20 July**, presenting the sector’s most comprehensive overview. **Over 250 brands** from around the world are expected, ready to present collections that will preview the styles, aesthetics and trends of the spring/summer 2027 season. Over the course of the three days, buyers and industry professionals will be able to explore a comprehensive overview of the sector’s evolution. Alongside swimwear, the presence of resortwear and accessories is growing, in a narrative increasingly focused on the complete summer look and the fusion of creative worlds.

On the business front, the partnership with the **ICE Agency** is being further strengthened, which will help to expand the presence of selected buyers from Europe, the Americas, the Middle East and Africa. This strategic move consolidates the fair’s role as a key platform for the business development and internationalization of Italian companies.

“Maredamare is a benchmark for beachwear on an international level, confirming its status as a strategic event for industry professionals thanks to the presence of the leading high-end players,” says **Alessandro Legnaioli, president of Underbeach** - The event offers a comprehensive and expert overview of the trends that will define summer 2027, helping to strengthen its positioning in global markets. For three days, Florence’s Fortezza da Basso will become a space for meeting and exchange, showcasing creativity, innovation and quality, where participants can discover ‘the cool side of summer’, the theme chosen to represent this edition.”

The programme is further enriched by a packed schedule of events, including fashion shows, workshops and events dedicated to young talent. Among these is the fashion show featuring the finalist collections of the **Concorso Nazionale Professione Moda Giovani Stilisti by CNA Federmoda**

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(“*National Young Fashion Designers Competition*”) – Italy’s longest-running contest for creatives in the sector – which this year will take place in Florence on the evening of July 18, and, as per tradition, will include a section dedicated to lingerie and beachwear.

“Thanks to our strengthened collaboration with Underbeach and a series of shared initiatives, this year the final stage of the Concorso Nazionale Professione Moda Giovani Stilisti by CNA Federmoda, now in its 36th edition, will be held in Florence during the Maredamare period,” says **Antonio Franceschini, National Manager of CNA Federmoda** – For this edition as well, we have decided to bring the finalists of our historic competition to the local area in order to give them a greater understanding of what the fashion districts represent. Florence and its surroundings offer a wealth of opportunities: from leather goods to textiles, from tanning to clothing; furthermore, the opportunity to forge links between young people aspiring to enter the world of fashion and businesses is enhanced by the presence of exhibitors at the leading beachwear trade fair.”

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