

Maredamare previews the collections set to define the trends for Summer 2027

From a return to rustic-inspired aesthetics and more glamorous silhouettes to shimmering metallic accents, the international beachwear and resortwear trade fair will showcase the key directions for the upcoming season in a dedicated area. The exhibition is based on research conducted by trend forecaster Nello Marelli and the “Nel Colore” working group for Underbeach

Florence, 18 June 2026 – A summer that draws inspiration from nature without sacrificing imagination, balancing a desire for authenticity with a longing for escapism, moving between rural settings, delicate colours, sunset celebrations and sparkling reflections. This is the direction beachwear collections are set to take for **Summer 2027**, offering a glimpse of the trends that will define next season. These trends will be previewed during the **19th edition of Maredamare**, the international trade fair dedicated to beachwear, resortwear and accessories, organized by **Underbeach**, which returns this year to the Fortezza da Basso in Florence **from 18 to 20 July 2026**, showcasing the sector’s most comprehensive overview. **Over 250 brands** from around the world are expected to attend, ready to give the public a sneak peek, in a dedicated area, of the styles and trends that will be seen on beaches and by the poolside next summer.

Result of a study conducted by trend forecaster **Nello Marelli** and the “**Nel Colore**” working group for **Underbeach**, the beachwear for summer 2027 unfolds through four macro-trends, brought together under the concept of “Kaleido”, which depicts a kaleidoscopic summer of contrasts and influences, where beachwear becomes an expression of lifestyles, desires and new sensibilities. **Rural, Delulu, Actual** and **Sparty**: these are the main themes identified, each distinguished by its own aesthetic and colour identity.

The trends in detail

The first trend, **Rural**, reflects a return to nature as a form of refuge. In an increasingly digital world, there is a growing desire for contact with nature and authentic materials. As a result, cotton, natural fibers, craftsmanship and textures that enhance the product’s tactile quality are back in the spotlight. The colour palette draws inspiration from the natural landscape with earth tones, botanical greens, linen shades and the natural colours of the landscape, giving rise to poetic, reassuring collections that evoke a rural spirit.

More ethereal and dreamy, however, is **Delulu**, a trend that interprets the need for lightness through a palette dominated by pastel tones, powdery hues and delicate colour combinations. Luminous

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pinks, soft yellows, and subtle, watery blues become the ingredients of an aesthetic built on layering, transforming beachwear into a new, effortless elegance.

With **Actual**, summer moves between urban pools, beach clubs and boat trips. It is a dynamic trend that celebrates socializing and leisure through the vivid colours of the flags. Stripes, repeating patterns, pool-inspired motifs, adaptive fabrics, terry cloth, jacquards and geometric decorations embody a contemporary, energetic and optimistic aesthetic, designed to seamlessly blend the seaside and city life.

Completing the narrative is **Sparty**, the perfect fusion of 'spa' and 'party' that captures the most glamorous side of summer. The holiday becomes an immersive experience, filled with wellness, fun and moments to share. The stars of the show are shimmering fabrics, metallic accents, iridescent effects, luxurious finishes, gold and silver tones, and all those details that evoke the atmosphere of summer parties, from beachside aperitifs to exclusive poolside events.

*"Every year, Maredamare offers industry professionals an in-depth analysis of developments in beachwear, turning trend research into a guidance tool for buyers, retailers and professionals," explains **Raffaella Petrossi, General Manager of Underbeach**. – Thanks to the trend forecasting work curated by "Nel Colore" for Underbeach and the collaboration of the exhibiting brands, the show will present an exhibition area that offers a clear vision of the stylistic directions that will characterize summer 2027. The value of this work is confirmed by the fact that several companies, after previewing the trends, have chosen to develop dedicated collections or enrich their own lines with elements inspired by the scenarios identified by the research team. The trend area at the fair thus represents the culmination of a shared journey which, in the preceding months, has already found concrete expression in the collections. The four identified trends reflect an increasingly dynamic market, in which beachwear transcends its traditional function to become an expression of identity, emotions and lifestyles. Understanding these scenarios means anticipating consumer needs and the opportunities that will shape the development of future collections."*

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