

Maredamare celebrates its 19th edition with a remarkable growth in international attendance, as foreign buyers increase by 70% compared with 2025

The international beachwear and resortwear trade fair concluded with 579 buyers from 58 countries, over 250 brands and a total of 4,360 visitors. For the first time in four years, the number of Italian buyers also remained stable

Florence, 21 July 2026 – A surge in foreign buyers at the **19th edition** of **Maredamare**. The international trade fair dedicated to premium beachwear and resortwear collections, which took place from 18 to 20 July at the Fortezza da Basso in Florence, recorded a **70% increase in foreign buyers** compared with the previous edition, rising **from 302 international buyer to 579**, with 227 attending on Saturday, 247 on Sunday and 105 on Monday, hailing **from 58 different countries, 60% of which were European**. These figures confirm the event's growing appeal on international markets and its role as a strategic and key platform for the sector's business.

Furthermore, for the first time in four years, the number of Italian buyers remained stable compared with the previous edition. Total attendance over the three days of the event reached **4,360 visitors**, 1,520 of which attended on the opening day, 2,070 on the second day and 770 on the final day. Organised by **Underbeach**, the event brought together **over 250 brands** from all over the world, reaffirming its status as an international benchmark for the sector. During the event, buyers were able to explore a broad overview of the Spring/Summer 2027 collections, characterised by an increasingly significant presence of resortwear and accessories, confirming the sector's evolution towards a complete 'total summer look' concept. On the business front, the partnership with the Italian Trade Agency (ICE) was renewed, supporting the attendance in Florence of selected buyers from Europe, the Americas, the Middle East and Africa, thereby helping to further strengthen the event's international profile.

MARKET DATA

The swimwear market, including beachwear and resortwear, is worth a total of between **1.4 and 1.7 billion euros**. The **premium segment**, which accounts for the bulk of resortwear, is valued at between €800 and €900 million and, within beachwear, **grew by 11.3% between 2023 and 2025**. The women's segment is driving the sector, accounting for 80% of purchases, whilst physical retail remain the main sales channel: in beachwear, online sales account for less than 15% of the total, compared with an average of over 20% recorded across the clothing sector as a whole.

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THE FASHION SHOWS

Fashion shows once again represented one of the highlights of the event, featuring guests such as **Elisabetta Gregoraci** and a programme that alternated between shows by exhibiting brands, exclusive runway events and the **ILB Consortium – Italian Lingerie & Beachwear** – fashion show, dedicated to the finest examples of ‘Made in Italy’. Among the new features of the 2026 edition was the fashion show showcasing the finalist collections from the **CNA Federmoda** National ‘Professione Moda Giovani Stilisti’ Competition, which was also present at the fair with an exhibition space dedicated to bringing buyers together with new collections of beachwear, resortwear and accessories.

‘The results of this year’s event confirm Maredamare’s central role on the international trade fair scene,’ comments **Alessandro Legnaioli**, president of Underbeach. “The event continues to grow and evolve, as demonstrated by the figures: the 2026 edition recorded the highest number of participating brands in recent years, with almost 50 new companies making their debut. Demand was so strong that we were unable to accommodate all the exhibitors who had applied, having already reached full capacity. The significant increase in foreign buyers also confirms Maredamare’s growing international appeal. It is an important indicator of the sector’s vitality and highlights the strategic role that the event continues to play for businesses and industry professionals.”

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