

MARE DAMARE: COUNTDOWN TO THE MOST WELL-ATTENDED EDITION IN RECENT YEARS

The international beachwear and resortwear trade fair returns to Florence with over 250 brands and buyers from all over the world. Join us at the Fortezza da Basso from 18 to 20 July to discover the coolest side of summer

Florence, 14 July 2026 – The coolest side of summer is set to take Florence by storm. Only a few days remain until the return of **Mare Damare**, the international trade fair dedicated to beachwear, resortwear and accessories. **From 18 to 20 July**, the event will bring the very best of international beach fashion to **Fortezza da Basso**, under the theme “**The Cool Side of Summer**”. The **19th edition** promises to be one of the best-attended in recent years, thanks to a remarkable surge in new exhibitors. **More than 250 brands** from around the world will showcase their collections, including **50 making their debut at the fair**, highlighting the event’s growing appeal within the international market. Organized by **Underbeach**, the fair is one of the sector’s most important showcases and will offer buyers a comprehensive overview of the **Spring/Summer 2027 collections**, with an increasingly significant presence of resortwear and accessories, reflecting the shift towards a ‘total summer look’ concept. On the business front, the partnership with the **Italian Trade Agency (ICE)** is being strengthened; this will help bring selected buyers from Europe, the Americas, the Middle East and Africa to Florence, consolidating the event’s role as a key platform for companies’ international expansion.

THE FASHION SHOWS

Throughout the three-day event, the fashion shows will take centre stage, forming the beating heart of the exhibition programme. The schedule will feature a series of collective runway presentations showcasing exhibiting brands, exclusive fashion shows, and the **ILB – Italian Lingerie & Beachwear Consortium** runway, celebrating the excellence of Made in Italy. On **Saturday, 18 July**, the Terrazza della Scherma will also shine a spotlight on emerging talent with the runway show of the finalist collections from the *Professione Moda Giovani Stilisti* National Competition, organised by CNA Federmoda. Italy’s longest-running competition dedicated to young fashion designers, the contest includes a special section each year for lingerie and beachwear. **CNA Federmoda** will also be present throughout the fair with its own exhibition area, providing buyers with the opportunity to discover new beachwear, resortwear, and accessories collections from emerging designers.

TRENDS AND THE DRIVE FOR TRAINING

Training will also take centre stage, with a programme of **workshops** designed to help retailers strengthen and grow their businesses. One of the key new features of this edition is the launch of a year-round training programme, which will begin during Mare Damare and continue until the next edition of *Immagine Italia & Co.* in 2027. Throughout the programme, industry experts will work alongside retailers, providing practical advice and tailored strategies to help them expand their

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customer base. Sunday's programme will focus on the **Summer 2027 trends**, curated by Maredamare's trend forecaster, **Nello Marelli**, who has identified four key macro themes: '**Actual**', with its dynamic style, interprets a summer lived between the city and the sea, beach clubs and urban swimming pools, expressed through vibrant colours, stripes, geometric patterns and technical fabrics; **Delulu**, characterized by an aesthetic that invites you to escape reality, with colours, details and combinations that play on a dreamlike, unconventional imagination; **Rural** celebrates a return to a summer spent in contact with nature and it's characterized by natural materials, soft shades and references to craftsmanship. Finally, **Sparty** merges wellbeing and glamour, taking the form of luminous fabrics, metallic finishes, iridescent effects and precious details. Monday will also be dedicated to trends, with Nello Marelli giving exhibitors a sneak preview of the aesthetics and colour trends set to define the summer season of 2028.

BEYOND THE FAIR

Fuordacqua, Maredamare's off-site programme, is now well established, extending the exhibitor experience across the region through a wide-ranging calendar of events and initiatives. The programme will culminate in the exclusive, invitation-only events "Follow the Flow", dedicated to buyers, and "The Cool Side of Party", reserved for companies.

THE FOCUS ON SUSTAINABILITY

The 2026 edition once again reaffirms Maredamare's strong focus on environmental and social sustainability. The event, which holds ISO 20121 certification for sustainable event management, will showcase numerous brands committed to 'green' production using recycled materials, natural and organic fibres, certified fabrics and traceable supply chains, whilst also promoting the work of small Italian manufacturers and responsible production models. Alongside this environmental commitment, a social commitment is also evident, with brands promoting an authentic portrayal of the individual, choosing campaigns featuring ordinary people and championing an idea of inclusive and natural beauty.

*"Maredamare continues to grow, and the figures for this edition speak for themselves," says **Raffaella Petrossi**, General Manager of Underbeach. "The fact that this is set to be one of our best-attended editions in recent years reflects the confidence the industry places in our event and its ability to attract professionals from across the globe. For three days, Florence will become the international hub for premium beachwear, offering outstanding opportunities for business, professional development, networking and inspiration. Maredamare is a trade fair that looks to the future, championing innovation, sustainability and creativity while remaining firmly rooted in quality and the excellence of Made in Italy".*

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MAREDAMARE® JULY 18 - 19 - 20, 2026
FORTEZZA DA BASSO - FLORENCE

INTERNATIONAL BEACHWEAR FAIR M A R E D A M A R E . E U

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