

MAREDAMARE®

**BODY + BEACH
SPECIAL EDITION**

JULY 24 - 25 - 26, 2021
FORTEZZA DA BASSO - FLORENCE
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MAREDAMARE LEAVE AGAIN IN JULY WITH A SPECIAL EDITION **BODY+BEACH**

The florentine's beachwear trade fair officially becomes international

The 14th edition of MAREDAMARE marks a new beginning for the Italian Fair which, confirming the results achieved in these years, obtains the qualification as international fair and launches the special edition MAREDAMARE Body + Beach.

After the excellent numbers recorded during the last virtual edition, MAREDAMARE restarts "physically" in July, from 24 to 26, with a renewed energy and a new configuration that focuses not only on the beachwear and seawear sectors but also on underwear and homewear, offering a complete look at the SS2022 collections.

"In recent months - underlines Alessandro Legnaioli, president of MAREDAMARE - we had the opportunity to imagine new contents and a more contemporary structure also in light of what is happening and of what will be. MAREDAMARE Body + Beach will be a physical event accompanied also by all those technological and virtual means that we have learned to use in this year of lockdown."

New contents and an unprecedented exhibition itinerary accompanied by pop graphics are in study.

PRESS OFFICE

Umberto Amato | Paola Capodacqua | press@maredamare.eu



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