

# MARE DAMARE®

**BODY + BEACH  
SPECIAL EDITION**

JULY 24 - 25 - 26, 2021  
FORTEZZA DA BASSO - FLORENCE  
M A R E D A M A R E . E U

## MARE DAMARE SPECIAL EDITION BODY + BEACH IS CONFIRMED FROM 24 TO 26 OF JULY

The international fair dedicated to beachwear and accessories MARE DAMARE will be held in Fortezza da Basso from 24 to 26 of July. Among the first fairs which restart in a traditional form, the first in the sector, it opens up to the world of underwear and corsetry and it's full of novelties starting from the multivitamin and energizing pop dress that reveals the true soul of the event.

“The new provisions of the Government - underlines Alessandro Legnaioli, president of the show - allow us to restart. And we will do it with a new strength. The video meetings held in the last month with companies and buyers revealed that exhibitors and visitors can't wait to meet again, they need to resume their original and pleasant habits. Let's also add that our fair, as it is conceived, has an ironic, unifying and never self-referential vocation and it is not difficult to understand how much the operators of the sector missed it. Obviously we will restart doing the fair on-site following a scrupulous disciplinary, the official one, to which we have tightened more security measures because the real goal is to enter the fair relaxed”.

Sanitation of spaces, supply of PPE, health checks at the entrance which will also include screening with free quick antigenic swabs on a voluntary basis for all, highly recommended for exhibitors and workers of the Fair, just to mention the main measures introduced. More spaces and showrooms are available for exhibitors companies to increase privacy and distancing. Free hospitality offered to a selection of about 300 stores in the sector. Guaranteeing the security protocols, confirmed also the evening events which have always been the driving force for meetings with buyers.

The on-site fair will be integrated and supported by HUB, a structured digital platform that will facilitate contact between buyers and exhibitors and promote the visibility of the collections throughout the sales campaign.

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