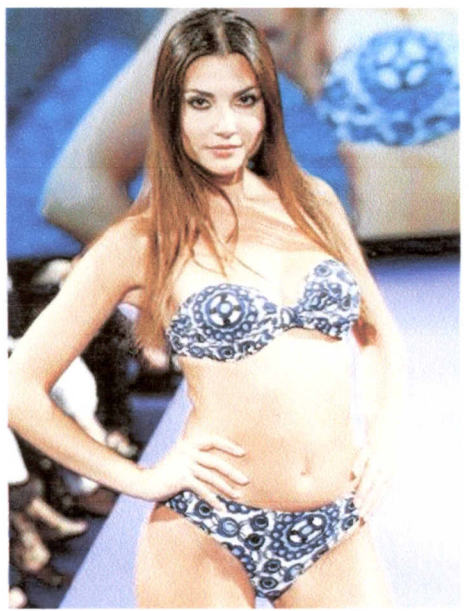


[current news](#)

[Click Below for Product Photos and Details](#)

Mare D'Amare Expects 4,457

[more Swimwear News](#)



Mare D'Amare: Runway image from the previous show.

I want to receive more info on Mare D'Amare Click Here for Product Photos and Details

According to organizers, 4,457 attendees have already registered for this summer's third annual Mare D'Amare, compared to the approximately 3,000 who attended last year's event. 130 brands are planning to show their spring/summer 2011 collections, including Playtex; Triumph; Calvin Klein; Andres Sarda; Parah; Christies; Ritratti; and Maryan.

Scheduled for July 17 through 19, 2010, the trade show—which is dedicated to beachwear and swimwear—will be held at the Fortezza da Basso in Florence, Italy. The Association Toscanadamare, the not-for-profit organization that created the event, called it “the only Italian event dedicated to quality beachwear.”

Organizers attribute the show's popularity not only to the quality of the designs shown, but also to what they call a new and special fair formula. The show is organized by a group of experienced "experts" who work daily in the market. In addition, they work to keep the fair ethically and socially responsible, while offering exhibitors low costs.

“The Mare D'Amare project is fostered by a need to provide Italy and especially Florence with a trade fair dedicated to the beachwear that really matters, conceived by trade operators for trade operators,” Alessandro Legnaioli, president of Toscanadamare, said. “The Association Toscanadamare has been the first in Europe to understand this concept and has translated it into a mission: dedicate all the efforts to the benefit of the beachwear sector, to its vivacity and unattainable creative mood that, with compromises, distinguishes it so much from any business strategy pursued by other international trade fairs [...] Mare D'Amare stands therefore as a socially responsible platform, capable of representing the most qualified offer of beachwear collections and where exhibitors are the very main characters and visitors the very guests.”

For further information, contact Tessa Curradi by calling +39 055 2047186, or e-mailing segreteria@maredamare.eu.

I want to receive more info on Mare D'Amare Click Here for Product Photos and Details

Published 04-07-2010 by [Amanda Torres](#)

Follow BODY on:



[twitter](#) [Facebook](#) [RSS](#)

Share this article on:



[Digg](#) [Reddit](#) [Stumble](#)

[favorite categories](#)

[similar articles](#)

[favorite articles](#)

[Lingerie News](#)

[Cato 2Q Income Up 38%](#)

[Bare Necessities Launches Sexy Site](#)



Wundervoll: Taupe set.