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Mare D'Amare to present beachwear trends

May 13, 2010 (Italy)



In July 17-19, 2010, the third edition of Mare D'Amare will take place: the only Italian event dedicated to quality beachwear, where the most experienced companies are going to present their 2011 Spring/Summer collections at the charming location of "Fortezza da Basso" in Florence.

Against the common trend shown by other trade fairs, last edition of Moda D'Amare has registered 4457 visitors against the approximate 3000 of the still previous edition. The reasons of the success are to be found not only in the quality of the offer but also in the quite new and special fair formula, capable of understanding the trade operators' needs: the fair in fact has been organized and managed by a group of qualified experts who daily work in the market and know it very well.

The non-profit Association Toscana D'Amare has organized an ethically and socially responsible fair, supplying the exhibitors with high quality services, in line with the most important international fair events, at very low costs and within the evocative frame of a location such as Fortezza da Basso in Florence.

We invite you to reserve your time on your schedule for next edition, which will also feature a big event taking place in one of the most fascinating locations in Florence: the event is still under the study of the organizers.

With its most qualified 130 brands (among which Christies, Triumph, Playtex, Blumarine, Maryan Mehlorn, Ritratti, Pain de Sucre, Calvin Klein, Andres Sarda e Parah), Mare D'Amare will offer the visitors the opportunity to have their finger on the pulse of Spring and Summer 2011 trends, with an overview of the full range of unleashed proposals. With one trip only to Florence and within the same units of time and space, buyers will catch a full and detailed picture of the trade sector.

Worth to be pointed out is the great success with the public recorded by the fashion shows held at a charming dedicated area during the three days of the fair, and where visitors had got a chance to best appreciate and value the showcased collections.

"The Mare D'Amare project - says Alessandro Legnaioli, President of Toscanadamare - is fostered by the need to provide Italy and especially Florence with a very trade fair dedicated to the beachwear that really matters, conceived by trade operators for trade operators."

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, without compromises, distinguishes it so much from any business strategy pursued by other international trade fairs and which today looks somehow anachronistic and irritating.

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 maincharacters and visitors the very guests. This may be the reason why so many of the others have followed us: in the latest years we have been able to convey our enthusiasm and emotional experience, simply because our ambitions are our exhibitors.

Mare D'Amare

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