

MARE d'AMARE 2011

SUMMER 2012 BEACHWEAR COLLECTIONS – July 16>18, Fortezza da Basso, Florence

A SUCCESSFUL CLOSING FOR THE FOURTH EDITION OF MARE D'AMARE

The fourth edition of Mare D'Amare, the only Italian trade fair dedicated to beachwear, has come to its end with such a successful result that does not leave room for any doubts: **over 8500 visitors against 6700 of last edition**. A result which is rewarding the effectiveness of the fair formula and once for all emphasizes the consolidation and the growth of the only Italian trade fair dedicated to beachwear, despite its taking place at a rather crowded time for trade fairs (Paris, Florence and Miami). Despite its young age, Mare D'Amare has proven to be a fully developed fair, both in terms of organization as well as attraction vis-à-vis the Italian and foreign top buyers, who have welcome the innovative fair formula, its catchy and even more appealing look as well as the accessible services, including the exciting fashion area.

The synergy with Maredimoda Cannes has turned out to be very much successful too: we are talking about the international trade fair for the beachwear fabrics, which has allowed the public to admire some selected fabrics for the 2013 summer collections and has presented them as finished items during the charming fashion shows. This collaboration has also taken to Florence the contenders of The Link contest, while calling some young European fashion designers for accomplishing mini beachwear collections which were presented during specially dedicated fashion shows (Mare D'Amare Talents).

This edition however, has also marked a small but big technological revolution, i.e. Mare D'Amare Digital, the online fair platform available to those who could not reach Florence.

The Sunday night event at Palazzo del Bargello has also been quite successful, together with the enchanting cocktail party followed by the guided tours to the famous Bargello Museum and the "Seascapes" ballet on the music by Maurice Ravel.

"We've come a long way since we have conceived Mare D'Amare – says **Alessandro Legnaioli, the President** - and this is something we are very proud of: the fair is becoming a benchmark in the beachwear field and the high-level exhibitors and buyers do confirm it in this fourth edition too". Also beachwear has experienced the heavy economic crisis worldwide in the latest years, even if, after all, it is still featuring a pretty lively segment of the clothing universe, particularly for women's: indeed, the number of exhibiting brands has doubled, thus meaning that companies are still investing in this sector and particularly in this event which is the only beachwear-focused Italian trade fair.

"Many apparel companies have ventured into beachwear and lingerie – has finally stated Legnaioli – and, among them, especially fashion houses and designers, who are exploiting their brand as much as possible, even with the aim of recovering the ground lost in some other market segments in these months. Finally, 80% of exhibitors is represented by very beachwear and lingerie companies which are capable of high specialization both in production as well as in sale to public, as required by this sector".

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