

MARE D'AMARE 2011: BEACHWEAR R-EVOLUTION

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On July 16-18, within the evocative charm of Fortezza Da Basso in Florence, the fourth edition of Mare d'Amare, the Italian beachwear fair will take place with a preview of the 2012 beachwear collections by the best known and most qualified European companies. In opposing trend to fashion trade fairs, Mare D'Amare looks more promising and clearly rising, while covering more than 11,000 square metres versus the previous 7,000 and hosting 150 brands against the 120 of last edition: some significant data that rewards the winning fair formula and once for all acknowledges the successful level of maturity and consolidation reached by the only Italian trade fair dedicated to beachwear.

This year, July will be "hotter" than ever, since for the very first time, all significant international events will concentrate on a handful of days. It will be time for buyers to make their choices in Florence, within the framework of the very European trade Excellence; hospitality here will be featured by a passionate attention to detail, a wonderful fashion show area which will work every day and more times during the day, and finally some entertainment events, such as the opening event, which will take place in one of the most fascinating locations of the truly capital of Renaissance.

Everything will occur in a nearly summer-like and light, soft and relaxed atmosphere, starting with the fair layout which will not fail to amaze guests. Furthermore, the 2011 edition of Mare D'Amare will mark the route towards a new way of organizing a fair, while making its debut on a web platform which will allow missing visitors to have access anyway to exhibitors and collections from their computer. Mare D'Amare Digital will be streaming in real time to allow a direct access. You only need to register with your user name and password to enter the fair, make your choices and get in touch with your reference company. Once more, Mare D'Amare will establish itself as an exclusive and unique event in harmony with the most modern requirements.

As far as the institutional communication is concerned, the decision has been taken to propose a re-reading of the theory of evolution, in line with what presented last year within a sort of an educational message capable of offering "evolutionary and revolutionary" solutions to the old and new fair fans. "This is a very peculiar and significant time for us - says Alessandro Legnaioli, President of the Fair - because despite our growing up, we do not want to lose the spirit that allowed us to grow that fast, i.e. the spirit towards an ethical and responsible fair, which is more devoted to the service rather than the space business.

Our core strength lies in our "team" and the relationship between the companies and the trade fair organization: a very true relationship, without any formal and rigid trait, but where everybody walks along the same direction. We are talking about a more modern and innovative approach, with the aim to produce services and value in a constant connection with companies, where the good relationship does not turn on and off just in a few days but must guarantee continuity, transparency and therefore reliability. We must not forget that there will never be a second chance to give a first impression".



» versione in lingua italiana:
Mare D'Amare porta la r-evolution a Firenze

(Friday, 1 April 2011) | agenda



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