

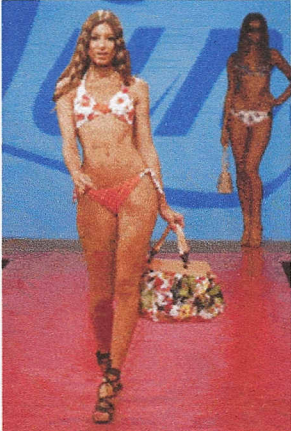
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Article
<p>2511 Mare d'Amare SIBIL newsletter</p> <p>Sunday 19 June 2011</p> <p>MARE D'AMARE: virtual salon to complement July 2011 edition</p> <p>THIS year for the first time, the <i>Mare d'Amare</i> swimwear salon, to be staged in the Fortezza da Basso exhibition complex in Firenze from 16 to 18 July, will be complemented by a virtual salon for the benefit of buyers unable to visit the physical show. Throughout the period of the exhibition, the virtual salon will be streamed in real time, giving absent buyers with a password the opportunity of viewing collections and to follow all that is happening within the event. This year, Moda d'Amare will present 240 brands on some 11 000m2 of exhibition space, against 120 labels on 7000m2 in 2010.</p>  <p style="text-align: right;">Mare d'Amare</p> <p><i>It will be interesting to see whether the virtual salon attracts mainly Italian buyers unwilling to travel or international buyers unable to visit Europe, or opting to visit only the Paris salons.</i></p> <p style="text-align: center;">Back to contents on home page</p>

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