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Sibil Intimate - The bodywear and legwear global portal

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**1411 Mare d'Amare**

Sunday 3 April 2011

**MARE D'AMARE: next edition to bring further growth**

SCHEDULED for July 16 to 18 in the Fortezza Da Basso in Florence, the fourth edition of the Italian beachwear salon *Mare d'Amare* will feature 150 brands, against 120 a year earlier. It will cover 11 000 metres of exhibition space against the 7 000 metres occupied by the last edition. Perhaps the most important novelty, however, is the launch of the *Mare d'Amare Digital* feature that will allow buyers who cannot visit Florence to access exhibitors and their collections from their computer. This will stream the salon in real time to provide direct access after registering a user name and password.



Fortezza Da Basso for Moda d'Amare

*The digital access facility is an important novelty in the world of trade fairs and it promises to make a major contribution to the further growth of the event, strengthening its position as a unique forum for the Italian beachwear industry.*

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