

current news

## Mare D'Amare Welcomes More Brands



Styles on the runway at last year's Mare d'Amare.

responsible fair [...] Our core strength lies in our team and the relationship between the companies and the trade fair organization," he said in a statement. "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."

Exhibitors at last year's show included Andres Sarda; Banana Moon; Panache; Prima Donna; Parah; Nina Ricci; Janine Robin; Juicy Couture; and Lisca, among others.

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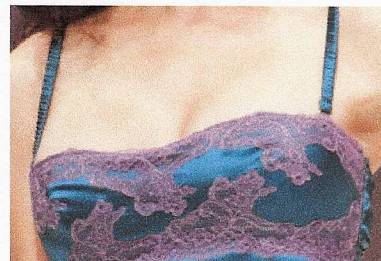
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The Association Toscanadamare, the organizing company of the fourth Mare d'Amare Italian Beachwear Fair (July 16-18), expects to welcome 150 exhibiting brands compared to 120 in 2010.

The tradeshow—which Toscanadamare called “the only Italian trade fair dedicated to beachwear”—will once again take place at the Fortezza Da Basso in Florence, covering over 11,000-square-feet in comparison to the 7,000-square-feet of last year. For the first time, buyers who are unable to make the show will have access to a web platform featuring exhibiting brands, which will stream in “real time.”

Despite these advances, Alessandro Legnaioli explained that the show will maintain its integrity. “This is a very peculiar and significant time for us because despite growing up we do not want to lose the spirit that allowed us to grow that fast; i.e. the spirit toward an ethical and

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**Valery Prestige: Turquoise and purple top.**

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