



## POSITIVE OUTCOME FOR THE NINTH EDITION OF MARE DAMARE

Positive outcome for the ninth edition of Maredamare, the Italian beachwear trade fair that was held at Fortezza da Basso in Florence on July 23-25, 2016. The fair is bucking the trend by showing an increasing number of exhibitors compared to other reference fairs whereas the number of visitors (a little bit less than 9000) coming from all over Italy was pretty stable while showing a 5% of foreign visitors.

The most qualified supply in this sector was featured by the collections of more than 250 beachwear brands and accessories coming from all over Europe (including 65 new entries), from the most popular brands up to the young designers.

*"We are very happy with the excellent results of the fair; they are going to repay us for the whole work performed over the last few months – says Alessandro Legnaioli, President of the Fair – and they are definitely positive even if we compare them with the general trend in the field and especially with the performance of other fashion and beachwear fairs. There was a slow start on Saturday morning, which got better on Saturday afternoon already and reached the peak on Sunday. Great appreciation was also for the heavy schedule of events, fashion shows and workshops during the entire edition".*