



GREAT EXPECTATIONS FOR THE NINTH EDITION OF MARE DAMARE

Three days of beachwear, underwear and accessories in Florence: **from Saturday, July the 23rd up to Monday, July the 25th**, inside the marvelous Fortezza da Basso for the ninth edition of Maredamare, the Italian beachwear trade fair. **Events, fashion shows, workshops (from visual merchandising up to beach fitting) and above all beachwear collections for around 250 brands (more than 65 of them are new) from all over the world to suggest the biggest supply in the field.** A very unique and unrepeatabe opportunity for field experts and insiders to get the most comprehensive overview of 2017 summer trends: from big designers' up to young talents'. The events are going to be virtually enjoyed on the internet too, thanks to the innovative digital platform Mare D'Amare Digital, the very first trade platform in Italy which has been expanded and better structured to allow brands to interact through their qualified showcase at "mouse-hand". It is about a great opportunity for those who are not going to visit the fair but will be granted the chance to enjoy it "live" anyway, by simply using either their personal computer or their tablet: a great commitment for several people, technicians and qualified staff involved either before, during and after the fair.

*"Every year we want to team our experience with a touch of healthy insanity – says **Alessandro Legnaioli**, President of the Fair – for the purpose of creating a different fair every year, which is able to contain and supply the widest view of beachwear and accessories. But that is not all. These three days want to show all the passion and ideas that we have developed so far, by bringing new lifeblood to our sector. In this regard, as from last year, we have developed the **Underbeach** project: a kind of fortunate island for advanced services addressed to both the universes of beachwear and underwear; the first results make us hopeful!"*

This is going to be a very special edition, rich in anniversaries and official celebrations: among the many, we are going to celebrate the 70 years of the bikini, the 40 years of Lise Charmel, the 60 years of Gottex and finally the 80 years of Imec, the leading and most historical corsetry and lingerie company that everybody remembers for the popular carousels of the '40s.

Don't forget to include two special events in your appointment list: the fashion show by Antica Sartoria on Saturday, July the 23rd with its cocktail party in the '70s style and that particular "Piece of History" on Sunday, July the 24th when the Imec items will walk and experience the catwalk once again. The fair days will host the fashion shows by Lise Charmel and Parah besides the previews by MarediModa (the textile show in Cannes which will be

held on November 8-10, 2016 at Palais Des Festivals) and the creations of the future fashion designers selected by “The Link”. The very Maredamare party instead will be held inside the extraordinary setting of “Giardino dei Semplici” at the charming Orto Botanico (the Botanic Garden) in Florence.

The beachwear fashion trends and novelties for summer 2017 will be provided by an in-depth investigation carried out by Maredamare in collaboration with the “trend researchers” 5FORECASTORE (www.5forecastore.fashion), whose design future courses for the worldwide sector have been mapped-out by focusing on drawings, cuts and cutting-edge materials.

Four key themes will feature 2017 summer.

Bourgeoise will introduce a genuine femininity. The sexy and sophisticated, adult and mindful style on one hand will be compensated by a more relaxed and lighthearted charm on the other. The mood originates from the French high-society scenario with garden and poolside parties, as typical of the bourgeois camping environment. A pop, ironical but elegant touch is also added to take us back to the ‘60s up to the ‘90s. **Flamboyant** instead will be featured by the longing for spontaneity, against more and more standardized fashion, while delivering a happy, lively, generous, lush and exuberant combination of materials, colors and prints, inspired by the spirit and energy of the countries in the Southern hemisphere. The “do-it-yourself” art as well as creative recycling and “hand-made” richness have been able to recover ancestral techniques and primitive graphic patterns.

Impression originates from the idea of psycho-physical wellness: the peace of mind is the new emotion that will encourage a more modern and active lifestyle. The human skin is the basic element for a style that comes closer and closer to the underwear and sportswear universes, while generating a hybrid between underwear and swimwear, something like swintimates.

The four senses are explored, a special attention is devoted to the biological nature of things which translates into pure and essential forms as well as materic textures. The ideal place is the sea with its game of lights and shadows, the water and its iridescent surface. Finally, the going is getting tough with **Survivalist**, a fancy, futuristic and artificial island where we can land after a painful and heavyhearted trip: diving first and escaping back to surface afterwards. The inspiration comes from water, the design looks into future and its futurible dimension and the aesthetics is army. The sea and its mysterious depth to be explored, becomes an occasion to reinvent ourselves and to survive.

Some figures

Beachwear: almost Euro 460 million (+2,2%) was the 2015 turnover of the Italian brands. **Euro 459 million** turnover, **+2.2%** compared to previous year, was recorded in 2015 for swimsuits made by Italian companies. In terms of **production volume** instead, production **decreased by 4.1%**. These are some of the figures provided by **Sistema Moda Italia** which has recorded some rise in exports for the sector. Last year indeed, **foreign sales** of

“Made-in-Italy” swimsuits rose by **2.6%** while reaching **Euro 133 million**. A higher rise percentage was recorded for **imports** with **+16.4%** while reaching **Euro 181 million** in total.

Steady export IQ (+0,7%) for Italian underwear and beachwear brands.

According to **Sistema Moda Italia**, during **the first 2016 quarter**, **foreign sales** of lingerie and swimwear produced by Italian companies have exceeded Euro 350 million. The figure is pretty constant compared to the same 2015 quarter (+0.7). In terms of production volume, exports have exceeded **9 thousand ton (+40.3%)**. These reported data show that the first 2016 quarter (January-March) has recorded a rise in exports of medium- and low-end products manufactured by Italian companies. **Women’s underwear and swimwear** are an example of these data; for the former indeed, volume exports **have recorded an increase of 23.1%**; however, **the figure has been decreasing by 5.9%** in terms of **value**. As far as the latter (beachwear) is concerned instead, the export quantity has recorded an increase by 30.3% whereas in terms of value, the figure has been decreasing by 5.9%.

Things are different for **menswear** instead. Exports of **men’s underwear** have recorded an increase in turnover value by 20.9% against +118% in volume. Lingerie instead has recorded +4.5% in value and +33.1% in volume. As far as the destination markets of the made-in-Italy products are concerned, **Germany, France and Spain** are still the most significant countries while respectively affecting the turnover value by 11.3%, 10.4% and 10%. During the period of time in question, exports to **Germany have recorded an increase in turnover value by 15.4%**. Double-digit increases have also been recorded for foreign sales to **United Kingdom (+17.4%)**, **Switzerland (+11.3%)** and **Hong Kong**. Hong Kong in particular, is the first non-European country that has been included in the list of the 20 most important markets for both underwear and beachwear. United States instead, have shown a decrease both in volume (-3.9%) and in value (-10.9%).

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