

underbeach

UNDERBEACH GROWS AT DOUBLE DIGITS AND IS CONFIRMED INCREASINGLY AS AN INTERNATIONAL PLAYER IN THE CREATION OF FAIRS AND EVENTS

The Florentine company, active in the creation and promotion of fairs and events in the fashion sector including Maredamare and Immagine Italia & Co., draws up a balance of the year that is going to end and is preparing for the next calendar appointments.

Since its creation, the primary objective has always been very clear. Set up a sort of virtuous premium network and support exhibiting companies in creating qualified relationships with the most important foreign buyers.

The 2023 has established the strategic role of Underbeach in the international scene as a reliable and modern partner able to select and invite, also through valuable collaborations, the most important customers of the reference sectors.

“The swimwear, resortwear and underwear sectors needed a radical relaunch, a modern vision and a worldwide breath - underlines Alessandro Legnaioli, president of Underbeach - and since we know these realities very well, from inside and in depth, we thought to put ourselves in play and available to be functional to growth. A process that clearly had to pass for a push outside the domestic market. Since we live by fairs, during the pandemic we bet on our future in total uncertainty, with a very clear idea of how to start quickly. This year we close the balance sheet with a growth of 27% over 2022, new partnerships on the horizon and an even more qualified and structured staff. I like to point out that we are the only fashion event organization company to have achieved the ISO 20121 certification that guarantees a virtuous approach in every area of the exhibition organization because we think that fairs, which are complex machines, must find a more contemporary and future-oriented balance, beyond any marketing tool”.

Underbeach, with the Maredamare show that was held in July, has in fact started to experience the events outside the show with the Fuordacqua project that has been so successful and that will be enhanced in the next year (20-22 July 2024).

**IMMAGINE
ITALIA & Co.**
INTERNATIONAL LINGERIE FAIR
FORTEZZA DA BASSO - FIRENZE
10-11-12 FEBBRAIO 2024
IMMAGINEITALIA.EU

MARE DAMARE®
INTERNATIONAL BEACHWEAR FAIR
20 - 21 - 22 LUGLIO 2024
FORTEZZA DA BASSO - FIRENZE
MARE DAMARE.EU

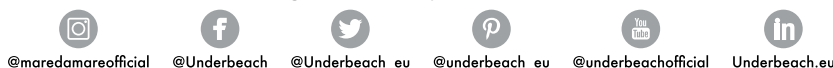
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The collaboration between Underbeach and Gran Canaria Swim Week will continue in 2024 for a quality European link, with Ice Agency for incoming buyers from target countries, with Fashion Sfera for buyers from CIS countries and with the magazine CYL for a widespread presence on the Spanish market.

Imagine Italia & Co, the first on the calendar (**10-12 February 2024**), promises to be full of surprises that will enhance a sector that ranges from the most current sleepwear to the most intriguing world of lingerie bringing together in the same environment a sector that with beachwear and sportswear collects over 25% of average spending female in the fashion industry. The fair is now positioned as a high-end reference in the international scene of underwear, lingerie and hosiery with a record offer of exhibitors, the largest in Europe.

Imagine Italia & Co is confirmed as the ideal place to explore the latest trends, establish valuable connections and deepen crucial issues through events, seminars and conferences held by industry experts. Operators will have the opportunity to explore key topics, with a particular focus on sustainability, new technologies and market strategies.

IMMAGINE ITALIA & Co.	MARE DAMARE®
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