

IMMAGINE ITALIA & Co.

INTERNATIONAL LINGERIE FAIR
FORTEZZA DA BASSO - FLORENCE
FEBRUARY 10-11-12, 2024
IMMAGINEITALIA.EU

IMMAGINE ITALIA & Co. CONFIRMS ITS POSITION AS THE CENTRAL EVENT IN THE LINGERIE AND UNDERWEAR INDUSTRY. THE IDEAL AND UNMISSABLE OPPORTUNITY TO GAIN THE WIDEST OVERVIEW OF TRENDS FOR FW 2024-2025

Imagine Italia & Co. - the most important European trade fair dedicated to lingerie, scheduled to take place in Florence from February 10th to 12th - reveals the trends for fall/winter 2024-2025, defined based on analyses by the most important international trend forecasters in direct collaboration with over one hundred and eighty brands in the sector that will be present at the fair.

“This is a very meticulous and in-depth study,” emphasizes Raffaella Petrossi, general manager of the fair, “and it represents a true and indispensable resource for our visitors who, in this way, manage to have both a complete overview of the most important collections in the sector and a correct indication of the stylistic directions developed.

In recent years, we have grown a lot, both in terms of the exhibiting collections and in terms of visitors, thanks to the appeal that our brands bring to the fair and to the increasingly consolidated partnerships dedicated to the incoming buyers from all over Europe and beyond. In fact, there will be 300 buyers hosted at this upcoming edition from fourteen different countries.

We are aware of representing a very important sector of the fashion industry, and that is why we intend to promote it to the best and accelerate its growth with an international event that includes other events and moments of sharing and in-depth analysis.”

The central themes of the lingerie collections for fall/winter 2024 2025:

OUT OF THE BOX

Lingerie comes out of the closet and shows itself bold and distinctive. Lace bodysuits and brassieres, preferably precious, take the scene and graft themselves into city outfits to be worn with a day dress or with jeans, as long as complicity is evident. Room for black for the more indecisive people, fluorescent colors for those who want to stand out.

HIDDEN GARDEN

The mastery of the most sophisticated workmanship, floral designs and botanical details show themselves in a hidden garden of pleasure. Corsetry as it is meant to be, seduction and intrigue, passion and message. This is where lace and handcrafted constructions, the excellence of well-made, find their place.

GOTHIC AND BAROQUE

For those who don't like minimalist styles, this trend will be love at first sight: sumptuous combinations of black and gold, burgundy, feathers, ruffles and more. This style plays with exaggerated cuts, from maxi volumes to super fitted styles. The important thing is to exaggerate, but always with class.

PRINT OBSESSION

Print remains central to the lingerie offering. From “all over”s to floral patterns passing through the graphic and abstract world. An ever-changing language that is sometimes ironic, sometimes seductive. The designs seem to be borrowed from a painter's canvas, with tones that light up on neutral and saturated backgrounds. An embracing and democratic style.

IMMAGINE
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