

IMMAGINE ITALIA & Co.

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

THE LINGERIE'S WORLD IS IN FLORENCE

From Saturday 10th February to Monday 12th February, it will take place the 17th edition of Immagine Italia & Co., the international exhibition dedicated to the lingerie and underwear sector, held in the beautiful setting of the Fortezza Medicea of Florence.

On stage over one hundred and eighty collections for F/W 2024 2025, of which a 42% comes from all over the world to represent the most complete overview for international Buyers.

*"In recent years we have dedicated all our energies to reinforcing and implementing our structures and our proposals, convinced of the necessity to have in Italy exhibitions that can truly represent, on an international level, the widest and most complete choice of quality dedicated to the lingerie and beachwear sector" – highlights **Alessandro Legnaioli**, President of the Fair, "A process made possible not only by the commitment of our team, to which several new professional figures have been added, but also by activating and strengthening partnerships, sharing experiences and visions with the most important players. Thanks to the significant support of ICE Agency and of a selection of trade magazines (including those of the Intima Group and the Cyl magazine, media partners of the Fair) the most important international buyers are expected at the fair."*

New exhibitors and important returns

These latest editions have seen excellent returns and new entries. This year there will be over fifty brands including hosiery companies, which with their even more transversal proposals, debut or return after years and bring more strength and proposal to the show.

Special areas

For the first time in fair, **Italian Lingerie Export (ILE)** who, through the collection of its associates, intends to promote the typically Italian culture of beauty and craftsmanship. In the Italian Lingerie Area it will be possible to see first-hand all the uniqueness, style and charm of the Italian collections known all over the world.

The area will host Saturday 10th and Sunday 11th two happening networking in the name of quality and taste with tasting of products from two Italian territories, Piedmont and Puglia. A tribute to an iconic excellence.

Immagine Italia & Co. a "responsible" Fair

"I would also like to underline - Alessandro Legnaioli continues - the responsible aspect of Immagine Italia & Co. which confirms itself as a sustainable fair, certified ISO 20121, demonstrating that the fair and related activities have been designed and handled in a sustainable way.

Non only that, with Immagine Italia & Co. we also undertook the path that will lead the events to be more "carbon neutral" with a reduction of carbon emissions and the compensation of these emissions by participating in international certified projects. It will be available to the visitors a suggestive Sustainability Area to discover the latest innovations from the virtuous production chain".

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produced by
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Plus for the 2024 edition... packaging, events, AfterShow, convergences

Still from a service perspective, Immagine Italia & Co. hosts for the first time a selection of companies active in the field of **luxury packaging** connected to the **Easyfairs** exhibition, an absolute reference in the field. The Fair therefore intend to provide customers with a look at the most important packaging companies that, with their work, manage to ennoble the work of the brands.

Important anniversaries are going to be celebrated at the Fair, the most significant one is the 140 years of Hanro which celebrates this important milestone with a limited edition Capsule De Luxe titled 'Parisian Nights', and it will be presented with a special display inside their own stand at Immagine Italia & Co. The celebrations will continue with a personal fashion show on Sunday 11th February, a tribute to a new era of refined elegance and sophisticated design.

The idea of the Aftershow, which started in July with Maredamare and the Fuordacqua project, continues during Immagine Italia & Co. with a pilot test and in particular with a musical event dedicated to the guest companies and guest buyers on Sunday 11th February.

The **"Stelle Best Shop Awards"** gala will also be held this year in Florence during the fair; on Saturday 10 February. The IntimaGroup "Stelle" program promotes dialogue and relationships between production and commercial entrepreneurship, between reference brands and the best Italian shops in the lingerie, beachwear and resortwear sector.

The concomitance with **Firenze Home Textstyle** is the right opportunity to create a link between textile sectors thanks to the Fabric Sound space where links, conferences, workshops and meetings will be held with well-known guests of the home-décor, architecture and Italian entrepreneurship linked to textiles.

Meetings and insights for buyers attending the Fair are coming back, in addition to a busy calendar of events, fashion shows and presentations (**THE COMPLETE EVENT AGENDA AT THIS LINK**).

In order to make possible the fruition of the fair to the buyers that cannot physically attend, the Hub platform will be active for the whole sales campaign, giving the possibility to rewatch the collections, contact the companies and participate to an unmissable event for the protagonists of the sector, even if only as spectators.

*The **inauguration ceremony** of the two exhibitions will take place on the opening day of February 10th.*

Also on Saturday, at 2.30 pm, the **press conference of Underbeach** will be held to delve more into the developments and projects about the Fairs organized by them, such as Immagine Italia & Co. and Maredamare.

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