

Florence, February 10, 2024

Today, at Immagine Italia & Co., a press conference was held regarding the new perspectives and development plans for Underbeach and its events, with a particular focus on international growth and a commitment to environmental sustainability.

Playing host was Alessandro Legnaioli, President and CEO of Underbeach, who opened the conference by highlighting the following key points:

New Organizational Structure and Structural Development:

The company's Board of Directors has implemented a new organizational structure, reinforcing the communication department and enhancing the platforms. Through a hiring campaign, the staff has doubled since 2023 to support and develop the international character of the events.

Internationalization of Events:

Both events, "Immagine Italia & Co." in February and "MARE DAMARE" in July, have been recognized as international events since 2023, allowing inclusion in the ICE circuits and the signing of strategic agreements with foreign institutions, including ICEX and Abit, contributing to further expand the international reach of the exhibitions.

Sustainability and Certifications:

In 2023, Underbeach obtained the ISO 20121 certification for environmental, social, and economic sustainability. In 2024, the company commits to achieving carbon-neutral certification by offsetting carbon emissions through certified international projects.

Programs and Event Content:

Dr. Raffaella Petrossi, Commercial Director, highlighted development plans for both salons, with a focus on brand quality, increased national and international visitor numbers, and informative content through workshops with industry experts. The current salons organized by Underbeach were described as "highly representative" in their market segments. The company aims to maintain and expand this representation with new strategic goals.

Quality-Oriented Development Plan:

Underbeach is currently working on a development plan aimed at further improving the qualitative offering of its salons.

Side Events and Off-Site Activities:

To maintain the convivial spirit of the events, Underbeach has planned side events, including "Fuordacqua," the off-site event for the summer edition, and a first off-site event for this edition of Immagine Italia & Co. with an exclusive evening party for exhibitors and guest buyers.

International Collaborations and Future Trends:

Dr. Petrossi announced a collaboration with a renowned international professional studio to offer prospective trends for buyers and companies during the July 2024 summer edition.

At the end of the presentation, the floor was open to attending journalists for questions, highlighting Underbeach's enthusiasm and determination to continue contributing to the beachwear fashion industry with innovative and sustainable initiatives.

For further information and interview requests, please contact

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