

IMMAGINE ITALIA & Co.

INTERNATIONAL LINGERIE FAIR
FORTEZZA DA BASSO - FLORENCE
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IMMAGINE ITALIA & CO. CLOSES WITH GROWTH

The seventeenth edition of Immagine Italia & Co., the international trade show dedicated to lingerie held from February 10 to 12 at the Fortezza da Basso in Florence, records excellent attendance from both Italian and international visitors, confirming its status as a key fair in the European landscape.

The spotlight was on over one hundred and eighty collections for the fall-winter 2024-2025 season presented by the most qualified brands in the industry (over 42% of which were foreign).

The trade show, held concurrently with Firenze Home TexStyle, was visited by **7,324 industry professionals (a growth of +13% compared to February 2023)** from 41 countries, including Italy, Germany, Spain, Russia, Belgium, and Greece.

The percentage of foreign buyers also increased, a data point attributed to the push for internationalization in recent years, coupled with the support of the **Ice Agency** and collaborations with organizations, institutions, and trade magazines.

“We are pleased with this edition,” emphasizes **Raffaella Petrossi, General Manager of Underbeach**. “Not only due to the excellent public response but also because of the extended stay of visitors at the fair, demonstrating a real interest in the content that the trade show offers. We can assert that the intimate apparel and lingerie sector now has a concrete and indispensable reference point in the global markets. Starting tomorrow, we will return to focus on **Maredamare (July 20-22)**, which promises, as always, to be full of energy and novelties.”

IMMAGINE
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PRESS OFFICE

Umberto Amato | press@underbeach.eu
VIA LA MARMORA 51 | 50121 FIRENZE | +39 0552048199 | P.IVA 06776140482

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