

OPENING IMMAGINE ITALIA & Co. PRESS CONFERENCE

SATURDAY, FEBRUARY 15, 2025, 12:00

The opening press conference of Immagine Italia & Co., the international trade fair dedicated to lingerie and homewear, was held this morning. The event will continue to animate the Fortezza da Basso in Florence until Monday, February 17.

RAFFAELLA PETROSSI, GENERAL DIRECTOR OF UNDERBEACH

Raffaella Petrossi, General Director of Underbeach—the company organizing and promoting the exhibition—highlighted the international scope of the event, which is increasingly expanding into global markets not only in its offerings but also in the caliber of events presented.

“This edition, marking eighteen years of history, fulfills a promise we made last year. Today, we are hosting over two hundred intimate apparel collections, nearly half of which are presented by international brands, covering a significantly larger exhibition space compared to the 2024 edition. This is undoubtedly the most comprehensive industry showcase in Europe.”

ALESSANDRO LEGNAIOLI, PRESIDENT OF UNDERBEACH

“Eighteen years. From a regional meeting to an international event that also addresses social and environmental issues with ISO 20121 certification. Trade fairs are becoming increasingly indispensable as they allow buyers to gain a comprehensive view of the industry, contributing to its growth and overall health. Several indicators define their success, and among them, synergies with domestic and international entities and associations are the cornerstone of planning for the future. I would like to mention our significant collaboration with Agenzia ICE, as well as our partnerships with the Tuscany Region, the Municipality of Florence, the Chamber of Commerce, CNA, Confcommercio, and Firenze Fiera.”

ANTONIO FRANCESCHINI, NATIONAL HEAD OF CNA FEDERMODA

“CNA Federmoda has identified Immagine Italia & Co. and Maredamare as key reference events for companies operating in the intimate apparel, beachwear, and resortwear sectors. We intend to support these exhibitions with the goal of creating opportunities for Italian-made businesses while hoping for increased institutional backing for such events. Additionally, we have found a shared commitment with Underbeach in supporting young talents through the National Fashion Profession Young Designers Competition, which CNA Federmoda has been organizing since 1991 to bring fresh energy into the fashion industry.”

MASSIMO TORTI, SECRETARY GENERAL OF FEDERAZIONE MODA ITALIA - CONFCOMMERIO

“As Federazione Moda Italia-Confcommercio, we consider our partnership with Underbeach strategic, particularly in relation to the growing importance of the relationship between suppliers and retail. That is why we will be present at Immagine

IMMAGINE ITALIA & Co.

INTERNATIONAL LINGERIE FAIR
FORTEZZA DA BASSO - FLORENCE
FEBRUARY 15-16-17, 2025
IMMAGINEITALIA.EU

Italia & Co., an unmissable event for Italy's 13,000 lingerie, homewear, and resortwear retail stores looking for the latest trends and innovations from the industry's top brands. Attending this exhibition, as well as the international beachwear trade fair Maredamare, gives our retailers the opportunity to see, discover, and evaluate new products. We will also be on-site to support commercial enterprises."

LORENZO BECATTINI, PRESIDENT OF FIRENZE FIERA

"The success and growth of Immagine Italia & Co.," stated Lorenzo Becattini, President of Firenze Fiera, "demonstrate that Florence and its exhibition district continue to be attractive to many businesses in the Italian manufacturing sector. Companies specializing in lingerie, homewear, and personal textiles return every year to showcase new collections that represent the pinnacle of Italian-made excellence worldwide. It is both a pleasure and an honor for me to welcome this new edition of the fair," Becattini concluded, "working alongside Underbeach and other institutions to enhance an event that grows richer each year with new initiatives and prestigious opportunities."

Speakers included:

Dr. Cristina Manetti – Chief of Staff, Tuscany Region

Enrico Ricci – President Economic Development Commission of Palazzo Vecchio

Giacomo Cioni – Vice President, Florence Chamber of Commerce, participating in the opening of Immagine Italia.

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