

IMMAGINE ITALIA & CO. 2025

Fortezza da Basso Hosts the 18th Edition of the International Lingerie and Homewear Trade Show.

From **February 15 to 17**, Florence's Fortezza da Basso will host the **18th edition of Immagine Italia & Co.**, the most important and prestigious international event dedicated to lingerie and homewear.

An unmissable event for the industry, featuring **over 200 collections for the Fall/Winter 2025/26 season**, with 43% of the brands coming from abroad. This ensures the most comprehensive overview of the European market, bringing together global groups and emerging brands in a trade show that has become an essential industry benchmark.

"This edition marks the transition to maturity," **emphasizes Raffaella Petrossi, General Manager of Underbeach, the company behind the event.** "In a way, we feel this responsibility more than ever, as we now have both the duty and the passion to represent such an exclusive and vital sector within the international textile industry. Over the years, we have poured our energy into the organization to ensure that visitors, our guests, find the very best the market has to offer. Not just in terms of collections but also in collateral events, including international workshops, fashion shows, and networking moments that contribute to the growth of our buyers."

A packed schedule of events will structure the three days of the fair, starting with Saturday's press conference, where **Underbeach will announce key collaborations for the development of Immagine Italia & Co. and Maredamare.**

Must-attend events include a sales-boosting seminar by London-based expert Helene Masters of Pudding Lingerie, an inspiring speech by Massimiliano Alvisi of Shop Survivor, collective runway shows, the ILB fashion show celebrating Italian excellence, and Federmoda Confcommercio's in-depth analysis of integrated communication strategies between online and offline retail systems.

The prestigious "Stelle Best Shop Awards" Gala will also take place in Florence during the fair, as part of the "Stelle" program by IntimaGroup, fostering dialogue and relationships between manufacturers and retailers, as well as leading brands and the best Italian lingerie, beachwear, and resortwear stores.

On the **international collaboration** front, the partnership with Fashion Sfera continues, focusing on attracting top buyers from CIS countries. Thanks to the support of ICE Agency, the fair will also host selected buyers from Lebanon, South Africa, the UAE, USA, Japan, the Netherlands, Georgia, Denmark, Australia, Canada, and Malta. Meanwhile, through CYL magazine, Simone Pérèle and Chantelle will welcome a delegation of top Spanish buyers to Florence.

Alessandro Legnaioli, President of the Trade Shows, states: "Underbeach has successfully brought the world of lingerie, beachwear, and resortwear back to Florence and Italy, transforming what was once a simple agents' fair into two leading European trade shows. This success is the result of a collective effort: the companies that believed in us and continue to invest in our fairs, the Italian and international buyers who increasingly choose us for a complete industry overview, and the crucial support from ICE Agency, CNA, Confcommercio, Firenze Fiera, and Mare di Moda. Without their backing, our growth would not have been possible. And, of course, a special thanks to the entire Underbeach team, whose dedication, expertise, and a touch of creative madness make all of this possible."

To ensure accessibility for buyers unable to attend in person, the **digital platform Hub** will be active throughout the sales campaign, allowing them to review collections, contact brands, and experience the fair remotely.

TRADE SHOW AGENDA

SATURDAY, FEBRUARY 15

- 9.30AM **Welcome Breakfast by Fashion Sfera**
- 10.00AM **Business Opportunities and Market Access Strategies for Lingerie in CIS and Eurasian Countries**
- 12.00PM **Imagine Italia & Co. Press Conference**
Collaboration and Innovation - The Future of Trade Shows in Fashion Industry Growth and Regional Development.
- 12.30PM **International Top Buyers Welcome Cocktail by INTIMAGroup**
- 1.00PM **Collective Fashion Show**
Preview of FW 2025/26 Trends: Where Style and Innovation Meet Excellence.
- 2.30PM **Join the Bra Fitting Revolution to Triple Your Sales**
A workshop unveiling the secrets of top-performing lingerie stores, focusing on expert bra fitting.
Unisciti alla Rivoluzione del Bra Fitting per triplicare le tue vendite
- 5.00PM **It's Italian Lifestyle O'Clock**
Elegance, Innovation, and Tradition by ILB Consortium brands.
- 7.30PM **Stelle Best Shop Awards 2025**

SUNDAY, FEBRUARY 16

- 9.30AM **Welcome Breakfast by Cyl Moda Íntima**
- 11.00AM **Communicate to Connect**
Merging Online and Offline Strategies to Speak Your Customers' Language.
- 1.00PM **Collective Fashion Show**
Preview of FW 2025/26 Trends: Where Style and Innovation Meet Excellence.
- 2.30PM **How to choose the right product range for Bra Fitting**
A workshop guiding lingerie professionals in selecting the best bras and sizes.
- 3.30PM **The Green Show**
A showcase of sustainable fashion pieces symbolizing innovation and environmental respect.
- 3.30PM **10th Anniversary ISM**
- 5.00PM **Marketing and Social Media to Innovate the Retail Store**
Strategies for tackling modern market challenges and leveraging social media for success.

LUNEDÌ 17 FEBBRAIO

- 9.00AM **Goodbye Breakfast**
A meeting between brands and organizers

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