

IMMAGINE ITALIA & CO, THE INTERNATIONAL LINGERIE FAIR RETURNS TO FLORENCE FROM 14 TO 16 FEBRUARY 2026

The 19th edition of the event, which is a key showcase for the FW2026/2027 underwear and lingerie collections, will be held at the Fortezza da Basso

Florence - November 10, 2025 - From the Autumn/Winter 2026-2027 underwear and lingerie collections to the finest in premium international homewear and underwear accessories: **Immagine Italia & Co.** is back; the most important and long-running Italian lingerie trade show takes place at the Fortezza da Basso in **Florence from February 14 to 16, 2026. To date, over 150 brands** from all over the world **have been registered**, with the number constantly being updated, a sign of growing interest in a sector that is moving against the trend in the fashion industry. The 2026 edition - **the 19th** - promises to be full of new features, including a green area to discover the latest innovations from the virtuous production chain and promote responsible and transparent practices.

Finally, the partnerships developed over the years to encourage the influx of foreign buyers have been confirmed. In this regard, the support of ICE (Italian Trade Agency) is fundamental, contributing to expanding the presence of buyers from non-European countries, while thanks to the partnership with Fashion Sfera, significant delegations are expected from CIS countries (Armenia, Azerbaijan, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan and Uzbekistan). Finally, the presence of Germany, Spain and France, among the main reference markets, is eagerly awaited.

"Immagine Italia & Co. not only offers the most comprehensive overview of the premium lingerie and underwear sector but also showcases the latest developments in the industry for the FW2026/2027 season, functionally supporting the work of the buyers attending the event," explains **Raffaella Petrossi**, General Manager of **Underbeach**, the company that organizes the Immagine Italia & Co. and Maredamare trade fairs. "An event in continuous expansion, which consolidates its leadership year after year, representing not only a business opportunity, but a real privileged observatory on what will happen next year'.

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