

UNDERBEACH, ORGANISER OF THE IMMAGINE ITALIA & CO. AND MARE DAMARE TRADE FAIRS, DEFIES THE CRISIS AND STRENGTHENS ITS PRESENCE ON THE INTERNATIONAL SCENE

The new autumn/winter 2025 trend, seen on the catwalk, redefines the boundaries between lingerie and clothing, inspiring stylish purchases for the festive season

Florence, 19 December 2025 – While the fashion industry struggles and part of the trade fair system marks time, Underbeach bucks the trend and accelerates. The Florentine company that organises the “Immagine Italia & Co” and “Maredamare” trade fairs, international events for lingerie and beachwear, closed 2024 with figures that went in the opposite direction to the market. The growth in turnover estimated for 2025 stands at +12% compared to 2024, while considering the period 2019-2024, the increase was +214%. Attendance is expected to remain stable between 2023 and 2025, with foreign visitors accounting for 30% of the total in the last year. As for buyers, in the same reference period (2023-2025), Italian buyers fell by 12%, but foreign buyers increased exponentially, recording a 47% increase over the three years. These results confirm the solidity of the Underbeach model and the company's ability to identify and respond to new needs in the sector. Added to this is a particularly careful pricing policy: from 2019 to 2025, costs for long-standing customers have increased by an average of just 6% (+0.8% per annum), compared to inflation of over 20% in the same period. At the same time, the company continues to expand the scope of its activities, positioning itself not only as an event organizer, but also as a hub of strategic services for companies and buyers in the sector. This approach includes established projects such as the market trends observatory for the lingerie and beachwear sectors, which allows companies participating in the fair to discover the latest developments in the sector for the season, collaborations with other international trade fairs such as Milano Fashion & Jewels and MarediModa Cannes, and finally, an increasingly close relationship with local institutions in order to support the development of the territory and the trade fair system. New and incisive projects with CNA and Confcommercio are also planned.

Furthermore, starting this year, Underbeach has launched a structured investment in research dedicated to the underwear and beachwear sectors, with the aim of obtaining official and certified data, which has been lacking on the market until now. This has led to a collaboration with Sita Ricerca, which specializes in sector analysis, with the first results focusing on underwear and lingerie, to be presented at Immagine Italia & Co 2026, scheduled for 14 to 16 February at the Fortezza da Basso in Florence.

PRESS OFFICE

Jacopo Carlesi | press@underbeach.eu

VIA LORENZO IL MAGNIFICO, 26 | 50129 FIRENZE | +39 0552048199 | P.IVA 06776140482

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Finally, Underbeach collaborates with other organizations and associations with the aim of giving greater institutional visibility to the lingerie and beachwear sector, creating an association that brings together players from both sectors. The aim of this association will be to ensure greater recognition at fashion tables, to represent their demands with authority and to bring to the attention of the Government the specific needs of a sector that has different characteristics from the rest of the fashion world.

There is also a focus on sustainability. The Florentine company has integrated environmental sustainability as a strategic pillar of its management. The organization aims to continuously improve its activities by reducing the consumption of natural resources and adopting eco-innovative practices that combine environmental responsibility and economic profitability. The goal is to create events that protect resources, promote transparency and collaboration with all stakeholders in the sector to achieve common sustainability goals. In this regard, Immagine Italia & Co. 2026 will feature a green area where visitors can discover the latest innovations from the virtuous production chain and promote responsible and transparent practices.

“The figures show that Underbeach continues to buck the trend compared to most of the international trade fair system,” explains **Alessandro Legnaioli**, president of Underbeach. “While fashion is slowing down, we are closing 2024 with growth and are heading for further growth in 2025. The outlook for 2026 is not easy for the fashion sector, but underwear and lingerie remain stable and beachwear, despite many difficulties, is the sector that is reacting best thanks to the development of resortwear and the fact that swimwear remains a rewarding and affordable purchase even in times of crisis. In this context, we continue to invest in services, research, collaborations and strengthening the supply chain, with the aim of offering concrete tools to companies”.

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