

## IMMAGINE ITALIA & CO. PREVIEWS THE FUTURE OF LINGERIE: REVEALING THE TRENDS FOR AUTUMN-WINTER 2026/2027

*From 14 to 16 February, the Fortezza da Basso in Florence will once again host the leading international trade fair dedicated to the world of lingerie, with four macro trends that intertwine urban influences, historical references and a new emotional expressiveness.*

Florence, 19 January 2026 – Bold corsets, three-dimensional surfaces, hyper-saturated colours and refined references to 1920s Paris. **Lingerie for autumn-winter 2026/2027** is expressed through unusual volumes, materials and styles, blending cultured romanticism with a contemporary spirit. This is the vision that emerges from **next season's trends**, unveiled at the **19th edition of Immagine Italia & Co.**, Italy's longest-running and most authoritative trade fair dedicated to the underwear sector, organized by **Underbeach** and scheduled to take place at the **Fortezza da Basso from 14 to 16 February 2026**. On the catwalk and at the stands, precious jacquards, shuttle-woven fabrics and high-performance jerseys are used to create increasingly distinctive bodywear collections, where aesthetics interact with functionality and personal expression becomes a key element of the creative project. Immagine Italia & Co. thus confirms its status not only as the showcase of reference for the premium lingerie and underwear segment, but also as a tool for interpreting future trends, offering buyers a complete and focused overview of the new products for the coming winter season.

Four macro trends will be on display at the fair, ready to shape the lingerie landscape for 2026/2027, tracing stylistic paths that will leave the bedroom behind and conquer everyday wardrobes once and for all. The first, **"Suburbia"**, marks the triumph of "visible" lingerie, which becomes even more dominant, without being vulgar, infiltrating the urban landscape as the new protagonist of street style. A disruptive counterculture emerges from the wet and smoky streets of the metropolis: daring corsetry, three-dimensional effects, animal prints and rigorous geometries punctuate the surfaces of timeless lace. It is here, in the remotest corners of the planet, that the true avant-garde is born. With **"Candy Crush"**, on the other hand, every convention is overturned with an explosion of neon colours where shocking pink, electric blue, acid green and vibrant red enliven the collections. Light years away from minimalism, this trend indulges in a hyper-coloured palette that covers tulle, jacquard and lace in a youthful, playful, almost fairy-tale narrative, where the emotional message becomes immediate: communicating moods to the people you love.

Seduction becomes cultured and profound in **'Pigalle'**, a tribute to 1920s Paris, where the expressive trends of the century were born in clubs crowded with writers, painters and philosophers. Monumental, elegant, sophisticated and profound women become true muses of style and culture. Art Nouveau still marks the iconography of contemporary seduction with graphics inspired by the exotic and esoteric, weighted transparencies, bustiers and corsetry in their purest form, all declined in a palette of sublime colours.

### PRESS OFFICE

Jacopo Carlesi | [press@underbeach.eu](mailto:press@underbeach.eu)

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

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INTERNATIONAL LINGERIE FAIR  
UNDERWEAR, LINGERIE, HOMEWEAR COLLECTIONS PREVIEW  
FORTEZZA DA BASSO - FLORENCE  
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Finally, “**A Make Up Game**” offers a more intimate and sensory narrative, made up of cosmetic tones and earthy colours — from terracotta to Pompeian reds — applied to precious jacquards, shuttle-woven fabrics and functional jerseys, in a delicate balance between ancient memory and modernity.

“Every year, Immagine Italia & Co. offers a thorough analysis that reveals the stylistic directions of the sector,” emphasises **Raffaella Petrossi**, General Manager of Underbeach Srl, the company that organises the Immagine Italia & Co. and Maredamare trade fairs. “This aspect is of fundamental importance in supporting the work of the buyers present, who can thus benefit from an accurate and concrete look at the future of the sector.”

**PRESS OFFICE**

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