

IMMAGINE ITALIA & CO, COUNTDOWN TO THE INTERNATIONAL LINGERIE FAIR

From 14 to 16 February 2026, Florence will once again become the world capital of lingerie, with over 200 brands, buyers from all over the world and the collections that will set the trends for the coming winter season.

Florence, 4 February 2026 – Over 200 brands from all over the world are ready to unveil the underwear and lingerie collections that will set the trends for the coming winter season. The countdown has begun for the **19th edition** of **Imagine Italia & Co**, Italy's longest-running and most influential trade fair dedicated to the underwear sector, scheduled to take place **from 14 to 16 February** at the **Fortezza da Basso** in **Florence**. The event, organised by Underbeach, will see the participation of **over 200 brands, 45% of which come from outside Italy**, with particularly large delegations from Germany, Spain and France, key markets for the sector.

This year's event will feature a wide range of content, including fashion shows, workshops, opportunities for networking and in-depth discussions, and a green area where visitors can discover the latest innovations from the virtuous production chain and promote responsible and transparent practices. Initiatives to encourage the influx of international buyers have also been confirmed, thanks to the support of ICE – the Italian Trade Agency – and the partnership with Fashion Sfera, which will bring delegations from America, Australia, Saudi Arabia, China, the United Kingdom and the CIS countries, including Armenia, Azerbaijan, Kazakhstan, Moldova and Uzbekistan, as well as other strategic markets, to Florence.

A GREEN-FOCUSED FAIR – The 2026 edition is firmly committed to environmental and social responsibility. The fair, which is ISO 20121 certified for sustainable event management, is dedicating an entire section to the Green Area, where brands that have chosen to produce with certified fabrics, recycled materials and traceable supply chains will be showcased, with a focus on local suppliers and virtuous production models. Sustainable collections will also be featured in a dedicated themed fashion show.

TRAINING OPPORTUNITIES – The programme also includes training and in-depth analysis sessions, thanks to specific workshops. On Saturday, 14 February, at 3.30 pm, the first session will be dedicated to how to build and grow a successful business in the world of lingerie: from order management to staff training, to defining winning sales strategies. On Sunday, 15 February, at the same time, the focus will be on customer retention and revenue growth through targeted and personalised communications. To participate in the workshops, which are aimed at the fair's visitors, you can register directly on the Imagine Italia & Co. website.

LINGERIE TRENDS AND FASHION SHOWS – Four macro trends were previewed at the fair, which will define the autumn/winter 2026-2027 lingerie collections, tracing stylistic paths that will leave the

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bedroom behind and definitively conquer everyday wardrobes. The first, “**Suburbia**”, marks the triumph of lingerie that is “on display” without being vulgar. “**Candy Crush**”, on the other hand, is an explosion of neon colours to communicate one's moods; “**Pigalle**” recalls the elegance of 1920s Paris, while “**A Make Up Game**” applies earthy colours – from terracotta to Pompeian reds – to precious jacquards, shuttle-woven fabrics and functional jerseys. These stylistic trends will also take shape through a series of fashion shows scheduled over the three days of the event, offering visitors the opportunity to see the brands' proposals on the catwalk. In particular, Saturday 14 and Sunday 15 of February, there will be a collective fashion show and proposals focused on sustainability. At 5 p.m. on Saturday, the spotlight will be on the companies of the ILB – Italian Lingerie & Beachwear Consortium, protagonists of an emotional journey to discover the excellence of Made in Italy. On Sunday, Chantelle and Oscalito will choose Immagine Italia & Co. to celebrate their respective anniversaries with an invitation-only fashion show, in a special moment that combines heritage, style and innovation.

‘For many years, Immagine Italia & Co. has been an essential event for discovering the latest developments in the sector and providing concrete support for buyers' work,’ emphasises **Raffaella Petrossi**, General Manager of Underbeach. ‘This event bucks the trend of most international trade fairs, growing steadily and strengthening its role as a privileged observatory of future trends every year, as well as being a meeting and business venue for the entire supply chain. The significant presence of brands from abroad is proof of how this fair offers the most comprehensive overview of the sector in the world.’

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