

M MODA
MARE W

INTIMO *di* MODA



Preview : MARE *di* MODA / INTIMO *di* MODA S/S 13
NOVEMBER 23-25, 2011 | CANNES, FRANCE | PALAIS DES FESTIVALS

Preview the show's S/S 13 mood and color directions for beachwear and intimates.

Settimio Benedusi

ABOUT THE SHOW

Mare di Moda and Intimo di Moda will be held in Cannes from November 23 to 25. This delightfully boutique Italian show will feature not-to-miss S/S 13 lingerie and swimwear materials. For the third consecutive time, organizers have chosen Stylesight as curator of the show's trend and fabric forum. Market-oriented S/S 13 beachwear and lingerie fabric directions will display in a swatch forum designed by interior architect Vasken Yéghiayan.

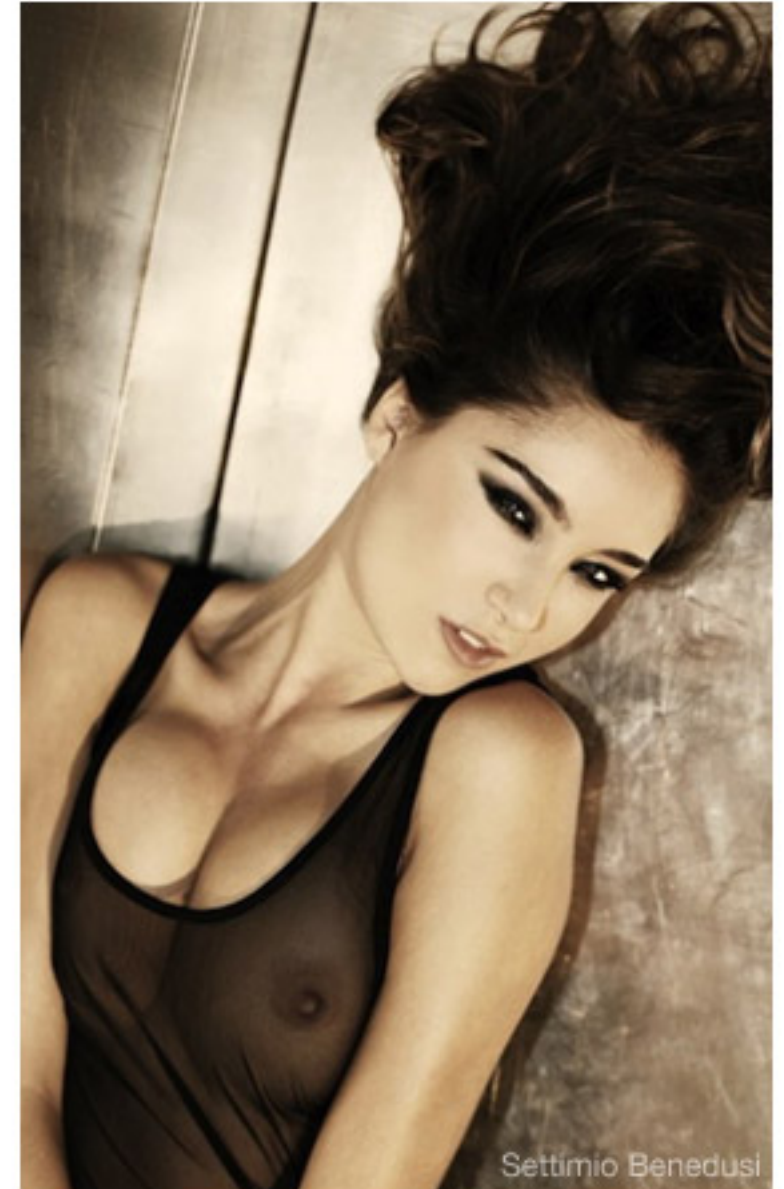
EVENTS:

- Dedicated to Italian fashion and intimates photographer Settimio Benedusi, the 2011 show will stage an exhibition of his work.
- Stylesight Beach & Intimates Trend Forecast S/S 13 presentation.
- Market study release by Linea Intima, highlighting top trending lingerie and beachwear materials and supplies.

Free entrance with online pre-registration until November 16: www.maredimoda.com/cannes/free-pass-request

SHOW FACTS:

- Exhibitors: Over 100 exhibitors, mostly fabric manufacturers and trim and accessories suppliers; few textile design studios and outsourcers
- New Entries: Angkortex – Spain, Antares – Italy, Cierre Ricami – Italy, Creazioni Valli – Italy, Freeman – Italy, J-Val – Italy, Linea Ellebi – Italy, Leandro Manuel Araujo – Portugal, Maglieria Gina – Italy, Majority Swim – Spain, Piemme Boutons – Italy, Predatex – Italy, Puntiblond – Spain, RIL Metal – Italy, Vatex – France. New outsourcing entry: Isalys –Tunis
- Venue: Palais des Festivals, Cannes, France
- Visitor Profile: Designers and buyers from all major European signature labels, including Calzedonia, Triumph, Dolce & Gabbana, La Perla, Lise Charmel, Chantelle, Simone Perele, Decathlon and Chantal Thomass. The outsourcing area will offer partnership opportunities to designers in search of Mediterranean Europe manufacturing facilities.
- Next show date: November 23-25, 2011
- www.maredimoda.com



Settimio Benedusi



BEACHWEAR TRENDS S/S 13





Cruise Line
Beachwear S/S 13

A new take on the 1930s brings a fantasy element to transatlantic crossings and boating vacations. Retro bikinis and bathing suits feature sharp geometric graphics, while dots, stripes and figures mix humor with preppy allure. Fine to heavy swimwear fabrics are the norm. Sailor details, such as twisted rope straps and belts, remain strong for beachwear; they look fresh when paired with eyelet embroidery, contrast topstitching and pleats. Graphic color ways strengthen as marine blues and reds amalgamate with pink, orange and deckchair green.

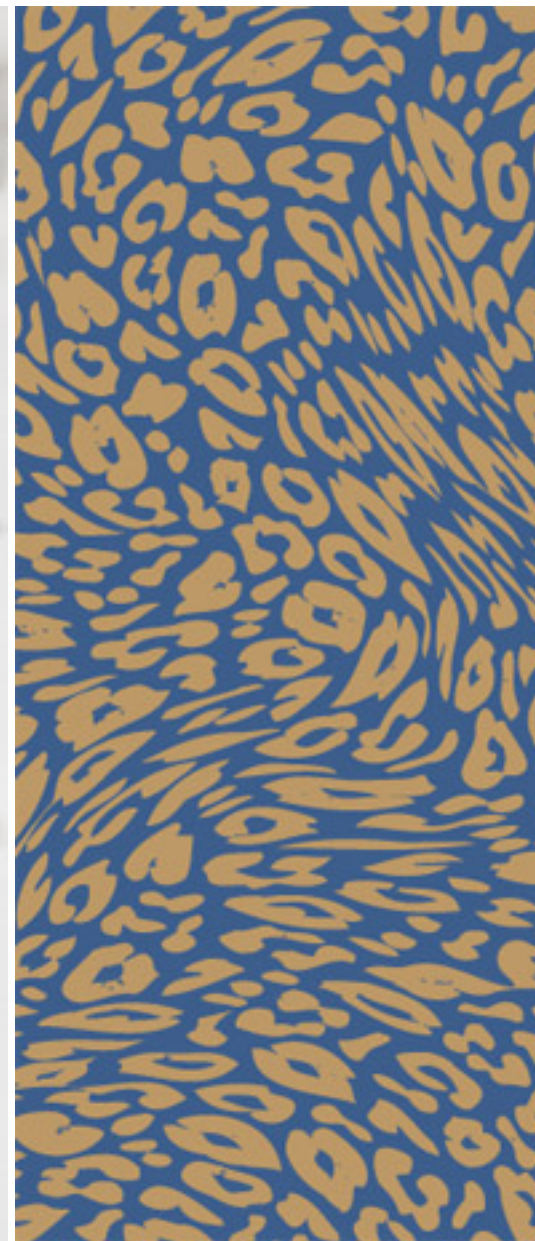
Pantone references will be revealed at the show and in Stylesight's upcoming trade show report.



Pop Deco
Beachwear S/S 13

Miami influences evolve for S/S 13, creating refreshing looks that fuse artificial lighting-inspired neon and fluorescent hues with Art Deco tones and styling of the 1950s. Swimwear silhouettes look athletic and trims have sporty allure, featuring toggles, cords and fancy zippers. Inspired by citrus-y fruit cocktails and luxurious floral compositions, prints update with high-tech filters. For silhouettes, mini and maxi lengths look sexy in transparent lightweights or opaque shapewear fabrics. Classic sportswear neutrals and electric turquoise will temper fluorescents.

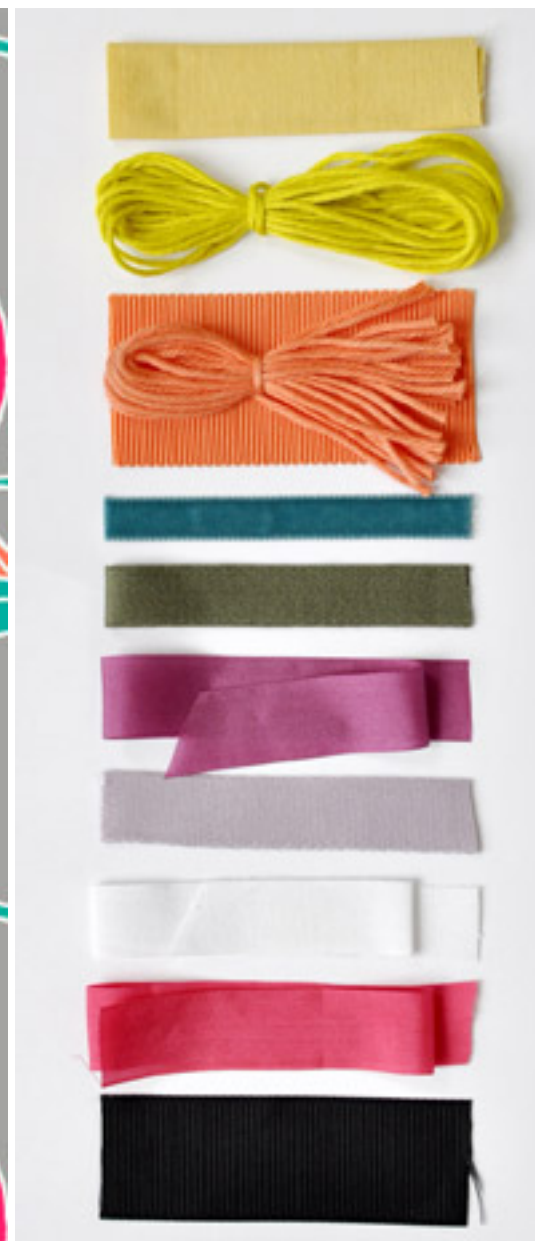
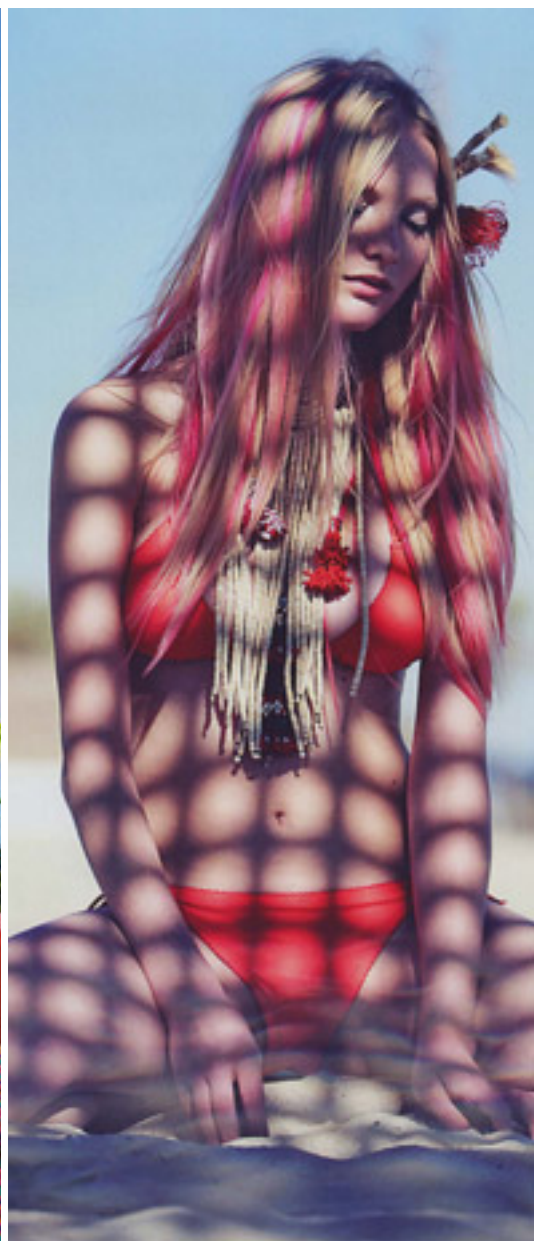
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Mirage
Beachwear S/S 13

Desert notions mismatch with Amazonian ideas in *Mirage*. A peculiar wild yet modern mood combines mesh with metallics and animal skin prints. Embellishments include raw-cut ribbon and piping, and tiny glass, mother-of-pearl or other wild material surface decorations. Evoking ethnic references, animal skin patterns go with watercolor stripes inspired by rippling desert sands. Silhouettes play with draping and asymmetry, and twisted and braided straps create wildly chic swimwear. Colors oscillate between twilight skies and golden sands with black and white as anchors.

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Island
Beachwear S/S 13

Island features luxurious tropical elements and a relaxed, nonchalant attitude for swimwear. Playful combinations have mini boxers layering over one-piece swimsuits, while bikinis pair with mini skirts. This vacation-y air extends to prints; popping geos mix with lush flower, tropical jungle, exotic bird of paradise and parakeet motifs. Multicolor pearls and rhinestones adorn appliqués, buckles and closures. A colorful feminine palette emphasizes yellow, mandarin and pink. Black and white introductions create contrasting harmony.

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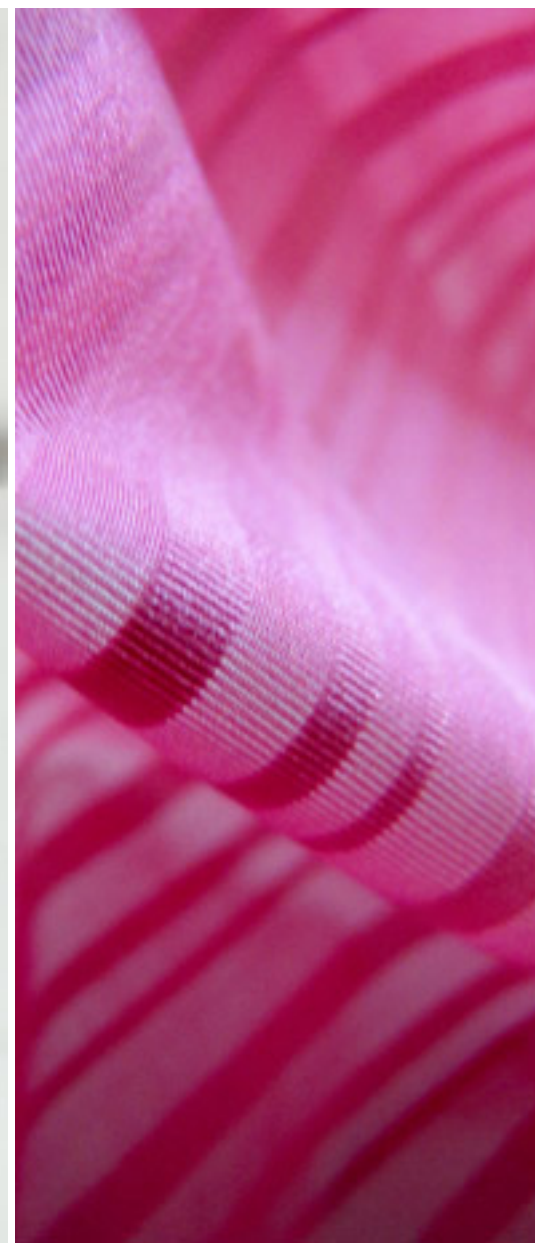
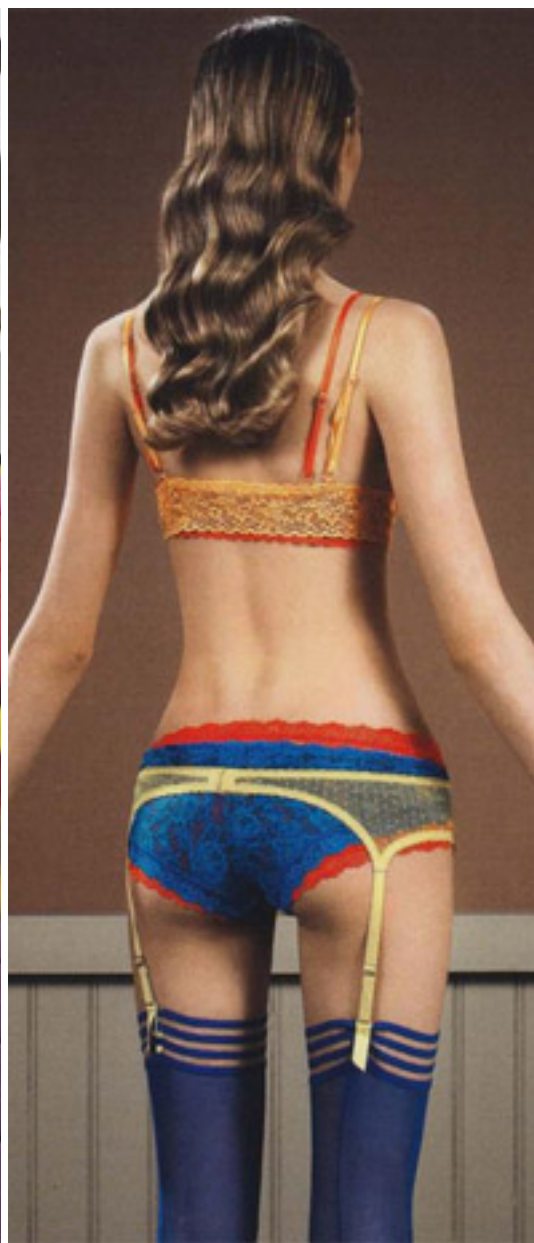
INTIMATES TRENDS S/S 13



E-Pure
Intimates S/S 13

E-Pure champions purity and minimalism with a nod to Victorian styles. Dance and athletics influences add a romantic yet still somber spirit. This unobtrusive sensory theme will be a key direction for shapewear. Material choices alternate between functional performance and stylish refinement, with stretch fabrics, microfiber lightweights, modernized guipures and Victorian-style laces mingling with toile de Jouy print influences. Sand and nude tones harmonize with neutral greys and dark putty, highlighted by touches of subtle yellow.

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Vitality
Intimates S/S 13

Vitality focuses on bright juicy colors to create an insouciant and energetic mood. Color blocking creates superimposed two-in-one effects for lightweight everyday underwear, while garters reinvent as playful accessories. Mesh, Swiss lace and microfiber material mixes create a fantasy effect. Color ways are vitamin-enriched and showcase mixed oranges, corals, reds and berry pinks. Acid yellow and turquoise add vivacity.

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Ikebana
Intimates S/S 13

Ikebana highlights heritage Asian cultures, featuring audacious lingerie and corsetry in juxtaposing plain and textured fabrics. Floral jacquard or printed satins, inspired by traditional Japanese kimonos, veer between realistic renderings and ikat styles. Base materials are silky while robes shimmer in satin. Delicate stitching and trim details are key. Deep hues work for vivid, baroque florals.

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