



CANNES 2009
25 - 26 - 27 NOVEMBER
PALAIS DES FESTIVALS

INTIMO di MODA

MAREDIMODA INTIMODIMODA
25 27 NOVEMBER, PALAIS DES FESTIVALS, CANNES
BEACHWEAR AND LINGERIE COLLECTIONS FOR SPRING/SUMMER 2011

Milan, 17 September 2009

Opening Wednesday 25 and running until Friday 27 November, the eighth MarediModa IntimodiModa is the only international fair devoted to European-made collections of beachwear and lingerie fabric for Spring/Summer 2011, a preview presented by leading companies in both compartments (approx. 100 to date). Twenty-one of these (including the newcomers Sitip, Clerici Tessuto, Tessilena and Creative M&S) will be there with their pre-collections on 13 and 14 October at Anteprema MarediModa, a “service” event of one-to-one meetings aimed at putting companies into contact with German and Eastern European buyers.

“MarediModa IntimodiModa is not just a fair, but the implementation of a project, conceived by a group of entrepreneurs driven by passion and know how” underlines Claudio Taiana, President of the fair, “which goes beyond mere sales tack. This is what today demands of a specialist, high-end fair. Not a showcase for collections but a platform for advanced services, a centre of excellence which takes the form of an active defender of that European textile culture deemed unattainable by all manufacturers of quality garments. Our fair’s no-profit structure means we can be truly free and highly selective, without the burden of having to fill space at all costs”.

“But that’s not all” continues Taiana, “The fair is supported by top level events and initiatives, like the highly successful Outsourcing Show, a window devoted to all those quality companies in the Euro-Med (Eastern European and Mediterranean) area that put themselves forward as valid alternatives to the traditional producers from the Far East, often unreliable and culturally removed from European sensibilities. Or this year’s debut of the extraordinary talent scouting competition entitled THE LINK (Living Ideas for New Keys), which has succeeded in involving the most creative students from Europe’s top 100 schools of fashion design and advertising, called upon to design a beachwear collection, an underwear collection and an advertising campaign based on a theme. Nine finalists will be arriving in Cannes, and who knows, one of them may well be the top designer or great advertising artist of tomorrow”.

THE LINK nominees

LINGERIE CATEGORY

SARA PHILINE CONEN (Germany), LAURA GUARNIERI (Italy), THERESA BEIGLBOCK (Germany)
Special mention MIO YAMAMOTO (Japan)

BEACHWEAR CATEGORY

FRANCESCA MANNA (Italy), MARIKA VERA (Mexico), SATU SILVENTOINEN (Finland)
Special mention JI SU-HYUN (Korea)



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INVISTA CHOOSES MAREDIMODA INTIMODIMODA TO PRESENT LYCRA® Xtra LIFE

The INVISTA group, one of the world's leading polymer and fibre producers, has chosen the Cannes fair to present directly to its clients and fashion houses the extraordinary high performance properties of Lycra® Xtra Life, the innovative fibre designed to guarantee maximum shape stability and an extraordinary resistance to suntan oils, UV rays and chlorine.

According to a consumer survey conducted by INVISTA, finding a garment with perfect resistance and which holds its shape for its entire lifespan is an essential factor when purchasing swimwear.

“We want to give our customers the chance to move one step forward with LYCRA® Xtra Life, without affecting costs or the supply chain”, says Ninabeth Sowell, world marketing manager for INVISTA's underwear and swimwear fabric sector, “and despite the tough economic situation that often puts large groups off doing research and taking risks, we believe that now is the right time to promote high quality products”.

For information www.INVISTA.com or www.lycra.com.

INVISTA will be the main sponsor of THE LINK competition and the students involved in the advertising and communications category will be called upon to create advertising campaigns on the advantages of choosing and wearing INVISTA products.

MAREDIMODA PRESENTS THE INTERNATIONAL FORUM WHAT'S FAIR IN FASHION TODAY?

Product traceability and ethics are the themes being dealt with - as part of the international forum organised by MarediModa IntimodiModa taking place on the morning of the first day of the fair - by speakers from the forefront of Textiles/Clothing, invited to illustrate and document the differences between responsible and irresponsible production, a snapshot of the current situation, values and failings, critical areas and opportunities, and a detailed forecast for the medium to long term. The goal is to give substance to the growing impatience felt by all players in the production chain who operate in a specific way and in compliance with specific rules, and to explain to the international press present exactly what is behind a quality product and what is behind second-rate product - a socially and culturally damaging phenomenon.