



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

Milan, 11 March 2009

The eighth Mare di Moda Intimodi Moda will be held from 25 to 27 November: the international show, which is open strictly by invitation, previews the beachwear and lingerie fabric collections of the most qualified European companies. As usual, a taste of this trade fair will be offered in the splendid setting of the Prisco Haus in Munich on 13 and 14 October, for a special preview devoted to the markets of Eastern Europe and showcasing the 2011 beachwear pre-collections of about thirty companies, with one-on-one meetings.

Last year, the Cannes show completely bucked the trend with respect to other trade fairs in this sector, boasting bigger numbers: approximately 2800 visitors (the 2007 show attracted about 2700) from 730 of the world's most highly qualified companies - representing more than 40 countries, including Italy, France, Spain, Germany, Switzerland, the United Kingdom, Russia, Turkey and the United States - had the chance to appreciate the collections of 120 companies. According to Claudio Taiana, president of Mare di Moda, "We are witnessing the materialisation of what we predicted long ago, i.e. the return to Europe of many beachwear and lingerie specialists. Today they feel it is essential to produce the most qualified parts of their collections in the Old World, as they have increasingly been burnt by the loss of identity of their lines due to standardised and impersonal Asian production. Mare di Moda Intimodi Moda is more than a container of proposals and is, rather, a platform of advanced services, a pole of excellence that emerges as the dynamic bulwark of European textiles, acknowledged as unrivalled by all producers of high-quality items. But that is not all. The non-profit structure of our show gives us enormous freedom and allows us to be truly selective, without the demanding obligation of filling space at all cost. Furthermore, top-quality events and initiatives are connected with the fair, such as the enormously successful Outsourcing Show, a window of quality devoted to all the companies from the Euro-Med area that represent valid alternatives to the now-traditional companies of the Far East, which are often unreliable and culturally far removed from European sensitivity." The trade fair's management office is currently finalising the agenda for an extremely important forum on deglobalisation. Its goal is to take a closer look at contemporary issues regarding the return to Europe of many of the leading beachwear and lingerie companies, going against market saturation by mass-produced low-cost items that are made without any ethical or environmental principles, and are often also harmful to our health.

Nevertheless, a major innovation at the next Mare di Moda Intimodi Moda will be the debut of one of the most ambitious talent-scouting projects in the world: THE LINK, Living Ideas for New Keys. It will involve 100 design schools from all over Europe, taking a look at beachwear, lingerie and visual communications.



INTIMO *di* MODA



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