

**Imagine Italia&Co, (Florence 11 – 13 February 2022)**

Dear Operators,

as part of the promotional activities in support of the beachwear and underwear sector, ICE Agency inform that is organizing a mission of foreign operators to support the 16a edition of Imagine Italia&Co. ([www.imagineitalia.eu/it/](http://www.imagineitalia.eu/it/)), which will take place in Florence, at Fortezza Da Basso, from 11 to 13 February 2023.

The type of buyers are owners of multi-brand stores in the underwear, lingerie, sleepwear sector and buyers of large purchasing groups.

We ask you to send your interest to participate to [maputo@ice.it](mailto:maputo@ice.it) no later than **December 31, 2022**

## THE FLORENTINE FAIR OFFICIALLY BECOMES INTERNATIONAL

IMMAGINE ITALIA & Co. will be held on February 2023 from 11th to 13th in Florence at Fortezza da Basso, presenting a preview of the lingerie, underwear and homewear collections FW 2023/24.

The 16th edition of IMMAGINE ITALIA & Co. marks a new milestone for the Florentine fair which confirms its international status and is included in the international trade fair calendar in Italy.

As already started for the last Maredamare, the push towards internationalization also goes through the support of Ice Agency, organization through which the government promotes the economic and commercial consolidation and development of Italian companies inside foreign market, with which the incoming of the most qualified foreign buyers was organized.

The commitment will in fact provide for the activation of ICE offices abroad, in the most sensitive non-EU markets, aimed at researching, contacting and inviting customers in IMMAGINE ITALIA & Co.

Always with a global view of international relationship, successfully continues the collaboration with ICEX, the Spanish public enterprise, which aims to promote the internationalization of Iberian companies, that will have a personal fashion show inside the fair program bringing to Florence some Spanish brands.

The protagonists of the annual event organized and promoted by Underbeach srl will be the best Italian and foreign brands of lingerie, underwear, hosiery, sleepwear, homewear and loungewear that will present the FW 2023/24 collections preview to stores, buyers, press and industry operators.

The list of exhibitors brands is constantly updated on the website of the fair [imagineitalia.eu](http://imagineitalia.eu)

The only international B2B fair in the sector and essential meeting point for national and international companies and buyers, will take place downstairs in the Spadolini Pavilion in conjunction with Florence Home Textstyle, the event dedicated to home textiles, nautical, spa, contract & hotellerie, increasing the offer of the two fairs: a must for professionals and entrepreneurs in the sector.

Online registration is mandatory for access to the IMMAGINE ITALIA & Co. and can only be done on the website [booking.underbeach.eu](http://booking.underbeach.eu)

In order to unify the events promoted by Underbeach all the email boxes of the organization belong to the domain [underbeach.eu](mailto:underbeach.eu)

"Consistently with this line the new website [underbeach.eu](http://underbeach.eu) is under construction" - explains Alessandro Legnaioli, sole administrator of Underbeach srl "This change was born in order to enhance and highlight the company as a benchmark brand in terms of reliability and innovation for operators in the textile/clothing sector. I am very proud of the results achieved by our events Maredamare and IMMAGINE ITALIA & Co., both arrived at their 16th edition with a qualification of international fair that allows us to be a global partner for all brands in the sector and activate important collaborations with IceX, Cabildo de Gran Canaria, Cna Federmoda and the valuable support of Ice Agency to get interesting outside our country, in terms of visitors. Our events consolidate the domestic market but today also look to the most important ones in Europe and all over the world."

IMMAGINE ITALIA & Co. takes place under the patronage of the Florence Chamber of Commerce, the Pistoia-Prato Chamber of Commerce and the Metropolitan City of Florence.

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