



Quality of collections as well as moments of in-depth study become highlights

The 17th edition of MarediModa, the international trade fair of European fabrics and accessories for beachwear, underwear and athleisure held on November 6-8 at Palais des Festivals in Cannes, has substantially held out compared to last edition and has shown excellent exhibitor satisfaction. More than 3 thousand buyers mainly coming from Italy, France, Spain, England and Germany visited the fair and pre-viewed the summer-2020 collections presented by over 110 European companies.

“It was a successful edition from any point of view,” – says Marco Borioli, President of the fair – thus confirming its benchmark role for medium-high-end markets of beachwear, underwear and athleisure. And it is this very Athleisure setting that has been receiving energy and resources by us for two years, which is now vertically growing and acknowledges the increasingly topical idea of a kind of ‘contaminated’ fashion capable of mixing miscellaneous sectors.”

“This is a kind of rewarding result” – the President keeps on saying – “for both the fair and the quality of the exhibiting collections as well as the moments of in-depth study, the events, the trends displayed and in particular the family



atmosphere that everybody breathes inside the fair. All those operating in our three fair sectors cannot miss.”

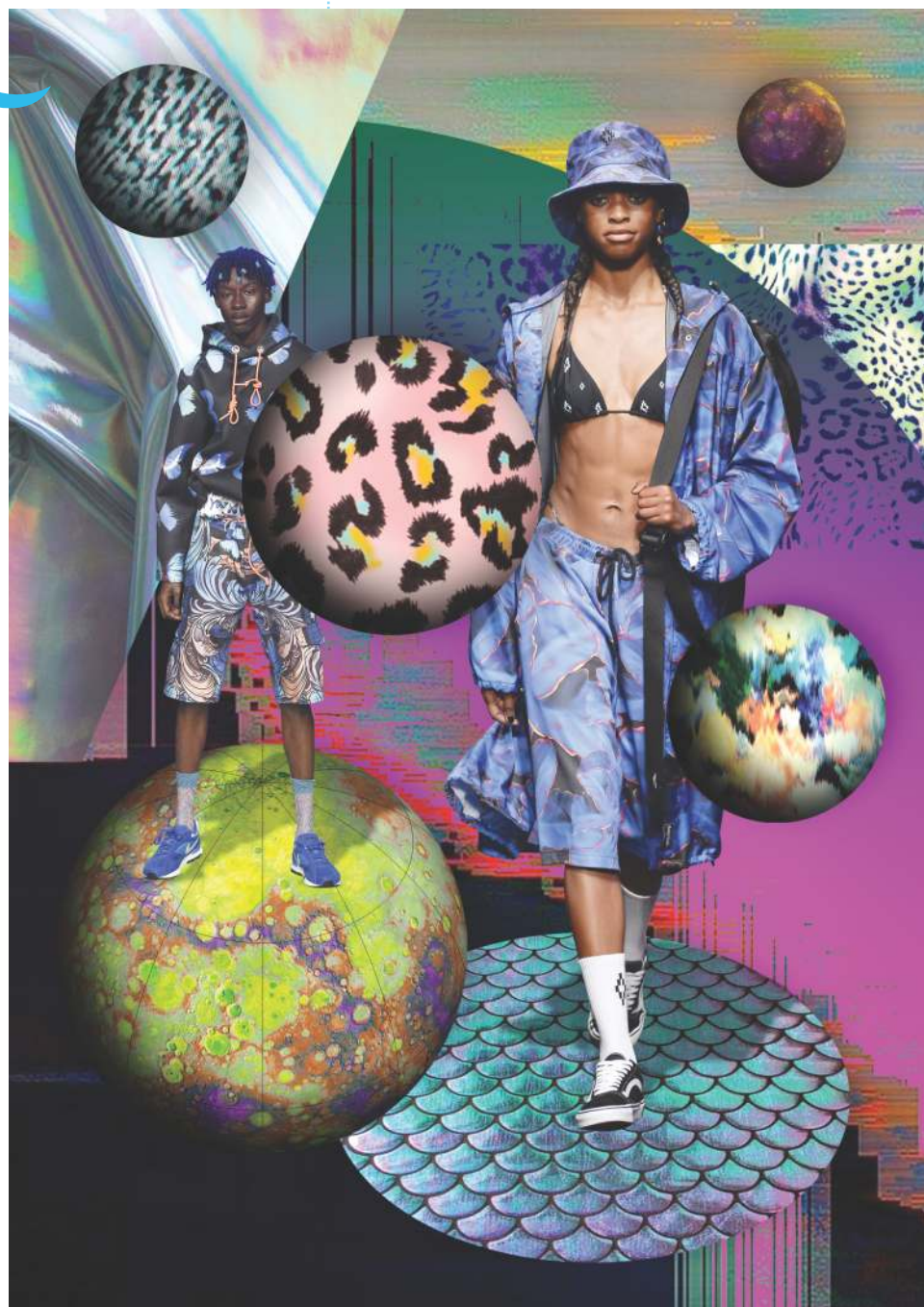
The winners of “The Link 2018 (as from this year opened to athleisure too)” contest addressed to the fashion designers of the most popular European schools were awarded during the fair: Marina Smith from the Falmouth University, winner for Beachwear; Alba Herraiez from Bau in Barcelona ranking first for Underwear; and Monica Gatta from Isgmd Institute establishing herself in the Athleisure category.

Mare di Moda highlights seven influential design themes – four swimwear oriented, two intimate apparel and one athleisure. Each theme informs and inspires truly specialised and fully hybridised design.

From truly specialised to fully hybridised: The shift towards hybrid fashion disrupts and transforms, but in a positive way. Athleisure opened Pandora's box by bridging the gap between activewear and leisurewear – and now fashion goes beyond it. Intimate apparel and swimwear have entered the melting pot to form a powerful and versatile fusion. Performance fibres and fabrics have transitioned into leisurewear, giving designers a far wider and deeper portfolio with which to work.

Paradise Found (Swimwear)

In today's technology driven environment, we long for sensory stimulation. Technology helps us explore new worlds, giving us a taste of paradise. In this new Garden of Eden, fashion offers digitally inspired, sensitive, sensual, wearable garments. Swimwear entertains, evokes escapism, and reveals digitally generated patterns alongside shades blurring boundaries between real and illusory.



Activism (Swimwear)

Fashion is more than covering up or enhancing one's looks. People hoping to make a difference use fashion to communicate, letting their appearance broadcast their vision. This creates an expressive and challenging look, skirting the border of bad taste, showing instinctual mash-ups devoid of political or fashion correctness or regard to provenance.



Deco Lux (Swimwear)

Opulence personified. Bursting with provenance while addressing desire for decorative, meaningful beauty and elegance. Inspired by Art Deco, this theme sees swim fashion express a desire for exclusivity, exuberance and masterly expertise.



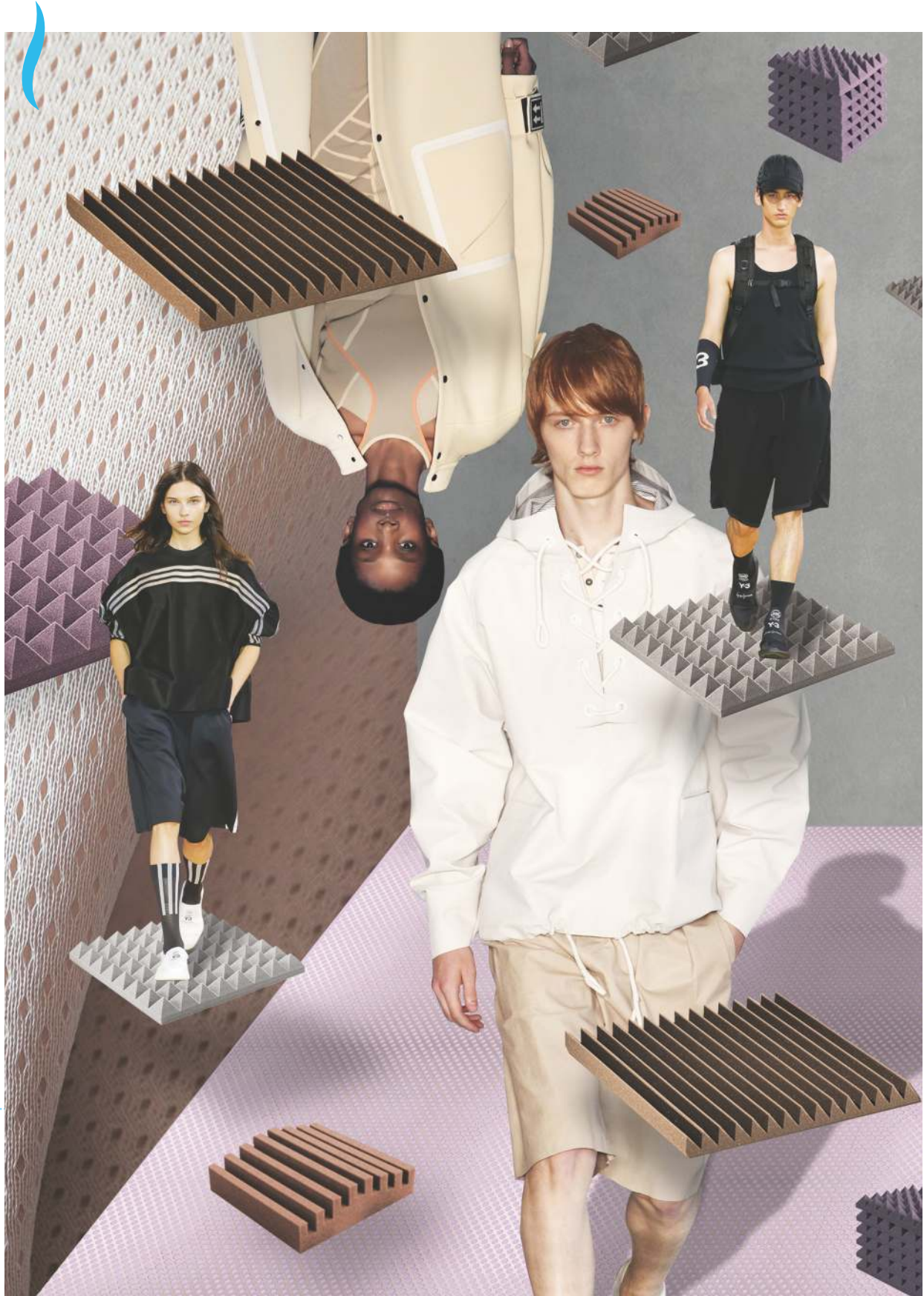
Iconic (Swimwear)

Normality and longevity outdo fast fashion looks and instead call for archetypal, iconic maritime themes. Classic favourites are improved, popular basics upgraded and new efforts put into optimum comfort, durable fit and streamlined silhouettes for a bespoke look. A slight vintage spirit and a 1950s freshness translates into fresh and bold design with new performance features.



Sanctuary (Intimate apparel)

With our hyper-connected, distracted lifestyles, we search for the quiet, contemplation and self-actualisation. For intimate apparel, this means reassessing values, pursuing a subtle, essential aesthetic, stripping back decoration and complication to reveal calm design in a sensitive colour and material palette.



Bloom (Intimate apparel)

Flowers trigger emotions and generate that sense of connection we yearn for. Their perpetual romance manifests itself in contemporary intimate fashion, addressing the desire for beauty, embellishment and self-adornment. There is a need for timeless charm and patterns with longevity – a touch of antiquity in a contemporary translation.



Touch Base (Athleisure)

Tough, fit and ready for adventure. Loose yourself in sports, leisure and outdoor activities in natural and urban environments. Advances in performance-enhancing textile technology increase interest in the leisure and lifestyle sectors. High-performance fabrics are now super soft to the touch with enhanced flexibility to suit 24-hour use.

