



## BEACHWEAR - UNDERWEAR - ATHLEISURE CONTEST

An exclusive project by MarediModa

**27-28-29 OCTOBER 2026**

### THE CONTEST

#### Introduction and objectives:

**THE LINK** is an annual talent scouting competition promoted by MarediModa, with the aim to support the creativity of young students from over 100 among the most prestigious European schools of fashion design, in particular beachwear, underwear, athleisure. The objective is to promote the European culture and creativity of young and vibrant new talents.

The contest, organized by MAREDIMODA (the international beachwear, intimates and athleisure fabrics trade show), includes the **design of a 4 outfit capsule collection of beachwear, lingerie or athleisure.**

The participation is free and open to fashion design students or newly graduated fashion designers coming from European schools or schools of nearby countries.

**Finalists of previous editions are not allowed to participate again.**

**Semi-finalist may send a new application.**

#### Activity Areas:

Each student must choose one of the following categories:

**Beachwear** a capsule collection including 4 beachwear outfits (bikini, trikini, swimsuit + cover-up, cruisewear, resortwear, etc.)

**Intimates** a capsule collection including 4 lingerie/Intimates outfits

**Athleisure** a capsule collection including 4 athleisure outfits (surfwear, streetwear, yogawear, casual or luxury sports style and use of technical and stretch, etc. for example: [Click here and watch the video](#)).

#### Judging criteria:

Accepted projects will be evaluated according to the following criteria:

- Realization of the project
- Innovative features and real application
- Research & fashion content
- Enhancement of printed fabrics

#### HOW TO APPLY:

All candidates must submit the following files no later than **April 1st 2026**:

- a) **application form, filled out in all its parts, duly signed and a passport size photo.**  
Incomplete application forms will not be accepted.
- b) **a detailed CV**
- c) **a sketch book** containing:

- a sketch for each of the 4 outfits. On each sketch indicate your personal information (first and last name).
- each sketch must be numbered (from 1 to 4) and accompanied by a short text illustrating:
- the collection mood board (text and images illustrating the spirit of the collection and type of fabrics).
- Color card (Pantone references included)
- A single page where the 4 outfits are displayed horizontally

Incomplete applications will not be accepted.

Papers and project must be received by MarediModa by April 1st 2026.

Both application and project must be sent by we transfer or swisstransfer or dropbox as follows:

- Via Wetransfer: <https://www.wetransfer.com>
- Via Swisstransfer: <https://www.swisstransfer.com/>
- Dropbox link

to the following e-mail addresses:

- [info@maredimoda.com](mailto:info@maredimoda.com)
- [umberto@amatostudio.com](mailto:umberto@amatostudio.com)

## WHAT HAPPENS WHEN A PROJECT IS SELECTED

### Semifinalists\_

By April, the First Observatory will examine all projects received. The results will be published immediately on MarediModa website ([www.maredimoda.com](http://www.maredimoda.com)) and on THE LINK Facebook page ([JOIN IT](#)). The selected **semifinalists will be notified immediately**. Each participant is responsible for providing correct contact information to the contest organizers as well as any change which might occur throughout the selection.

**Semifinalists** will be asked to create **1 prototype** which must correspond to one of the sketches submitted during the contest application phase. Semifinalists can ask for generic textiles (according to the category chosen) which can be used to create the prototype that, in turn, must be received by MarediModa not later than **1st July 2026**

### Finalists\_

The TechnicalJury will select the finalists.

The results will be published online on the website [www.maredimoda.com](http://www.maredimoda.com) and on the Facebook page THE LINK. All selected finalists will be informed immediately.

Finalists may request a selection of fabrics that are close to what is outlined in the submitted project and deemed suitable for the creation of the 4-piece mini-collection.

Finalists are required to use the synthetic stretch fabrics (solid colors and prints, embroideries and laces) provided free of charge by the companies exhibiting at the MarediModa trade fair, and may supplement the collection with their own fabrics and accessories.

All finalists will be invited to the trade show, location still to be dinined, both travel and accommodation will at MarediModa's charge on the occasion of MarediModa trade show from 26<sup>th</sup> (setting up day) until 29th October 2026 (accommodation information along with the event program will be communicated in due time). The first three classified of each area will be present at the show and will enjoy a space to exhibit their collection.

Finalists will be judged by a technical jury present at the trade show and by the visitors' vote. An **Official Ceremony Award on October 28th**, held during the event, will appoint the winners of the contest. On this occasion they will be introduced to the press, to fashion brands and style bureau. The fashion show and the award ceremony will be reported by photos and videos and followed by a press release of the event ([Runway show 2025](#))

A professional photo shoot of the finalist' outfits worn by models will take place throughout the 3 day trade show

**A special mention will be dedicated to the winners and their collection on international magazines and websites of fashion industry.**

**PRIZES:**

2 winners of each category (beachwear, underwear and athleisure) will be appointed

2<sup>nd</sup> ranked designer will receive a cash prize of 500€

1<sup>st</sup> ranked designer will receive a cash price of 1000€

(prizes will be paid within 31<sup>st</sup> December 2026).

Signature for acceptance

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For further information, please get in touch with:

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