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Ressort: Special interest

## Asia Baldini crowned Miss Blumare 2025

Genoa, 19.11.2025 [Maurizio Monge]

The Italian beauty contest "Missblumare 2025" final was held from November 9th to 15th aboard the MSC Grandiosa, transforming a Mediterranean cruise, into the exclusive stage for the sixteenth edition of the renowned national beauty and fashion contest.

The Missblumare final stands out from other Italian pageants specifically for its unique setting aboard MSC ships: the 47 finalists, selected from regions across Italy, experienced unforgettable days filled with runway shows, technical rehearsals, and photo shoots, alternating scheduled events with cruise stops. This year, contestants visited beautiful cities like Palermo, Ibiza, and Valencia, with the cruise departing from Civitavecchia.

The ship itself, one of the most modern in the fleet, offered refined venues such as the iconic Swarovski staircase, which served as a glamorous backdrop for special moments and shows. The event was also characterized by messages of sustainability, reflecting current environmental awareness and confirming Missblumare as an event that blends beauty, fashion, and modern values.

The Missblumare 2025 crown was won by Asia Baldini, representing Tuscany: the young woman was crowned in the spectacular Carousel Lounge, outperforming the other 46 finalists with her poise, charm, and charisma. Alice Fenoglio, Miss Albenga Summer 2025, stood out with a national second place after also winning the Miss Santeramo 958 title, while the Liguria region earned further recognition, with Noemi Carfora finishing seventh nationally.

Among the most appreciated highlights of the final, beyond the runway show, were the technical rehearsals for the contestants, fashion showcases, opportunities to meet industry personalities, and the strong presence of main sponsors who made the event even more valuable for the young participants.

Taking part in the Missblumare final means enjoying days filled with etiquette lessons, evening galas, cultural visits, and professional networking opportunities. The cruise offered an enchanting itinerary and many onboard activities, including poolside relaxation and gala dinners. The organizers succeeded in delivering safety, showmanship, and a high artistic level, establishing the contest as a benchmark even in the national scene.

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Missblumare 2025 thus reaffirms itself as an event that goes beyond the traditional beauty contest, offering an immersive, inclusive, and ever-evolving experience that highlights the talent and dreams of the new generation.

For Asia Baldini, winner of Missblumare 2025, a wealth of opportunities is on the horizon in both fashion and entertainment. Her victory, celebrated as the start of a new chapter, puts her in the national spotlight, with chances to be involved in photoshoots, advertising campaigns, runway shows for emerging brands, and projects related to sustainability and inclusivity.

Asia can leverage her title to build a career in fashion as a model and brand ambassador for Italian designers and participate in TV castings or collaborations with fashion academies. The Missblumare network, well established over the years, provides strategic contacts for attending major events and working with leaders in the Italian fashion system.

Beyond fashion, the reigning Miss may be called upon to represent values such as female empowerment, conscious elegance, and sustainability, becoming the face of social or charity campaigns, or appearing as a guest at public events and discussions on current topics.

The Missblumare crown can be a springboard for a diverse career, spanning fashion, event hosting, and communication.

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