

## Brazilian Costume Jewel Maker Camila Klein Plan to Win the World

Contributed by Marina Sarruf  
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Brazilian costume jewelry by Camila Klein has been winning women world over for four years now. Made of metal, natural stones, rhinestone, nacre and Swarovski crystals, the earrings, bracelets and rings by the Brazilian designer already arrived in stores all over the world. However, in order to continue exporting to new markets, the company needs to double its output.

Presently, around 5,000 units are manufactured each month, 30% of which are shipped to the foreign market. "We intend to double our production by the middle of next year," said the export manager at the company, Juliana Curcio. According to her, international demand exceeds the capacity of Camila Klein.

Last year, for example, at a trade show in Paris, a Saudi storeowner placed an order for more than 500 units. "We are still in touch with him, but we are currently unable to meet the orders. They are too large," said Juliana.

According to her, the Saudi storeowner was enchanted by the items, especially those that shine the most. "For each item that he chose, he said he wanted ten units," said Juliana, who believes that starting from the second half of 2009 she should be able to cater to more clients abroad.

"We are gradually expanding our production. Our greatest problem is suppliers of raw material," she claimed. The Swarovski crystals, which are imported, take months to arrive in the country.

Countries that already are markets for Camila Klein costume jewelry include France, Italy, Germany, Portugal, the United States, Mexico, Chile and Japan. The designer began exporting in 2004, when she participated in the trade fair Eclat de Mode, in Paris. "The quality and exclusive design of our items attract attention," said Juliana.

In Brazil, the designer has a showroom in the city of São Paulo and a store at shopping center Morumbi, also in the city, which is the capital of the state of São Paulo. In April this year, a store was opened at Shopping Rio Design Barra, in Rio de Janeiro. "Our goal is to open two more stores in 2009, one in São Paulo and another outside the state," claimed Juliana.

In addition to its own stores, costume jewelry by Camila Klein is sold in multi-brand stores across Brazil. "The wholesale market is very strong," said the manager. Recently, the designer launched her high summer collection, comprised of approximately 60 items. Necklaces and bracelets are shaped after tree leaves made of leather, a new feature of items by Camila.

Since she was a child, Camila Klein has always had a talent for creation. At her time of schooling, Camila accepted orders from friends, and the business started getting more serious. Graduated in architecture and Arts, Camila worked with jewelry for a while, but it was in costume jewelry that she managed to please Brazilian and foreign women the most.

## Service

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