

## Europeans, Asians and Latin American in Brazil for Accessories Fair

Contributed by Geovana Pagel  
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Brazilian trend for the 2009 winter for costume jewelry, handbags and shoes will be seen at the 11th edition of the Mostra/Acessórios, to take place from January 11 to 14 at the Fecomércio Events center, in São Paulo, in southeastern Brazil.

The fair should include the participation of buyers from Greece, Spain, Japan, Switzerland and Latin America this year. Mostra/Acessórios, to bring together 65 exhibitors from all Brazilian states, should receive between 4,000 and 5,000 visitors.

"The international buyers started appearing as the fair grew, mainly in the last three editions, when it became better known and promoted through articles in specialized magazines and through our web site," explained Débora Gelman, one of the organizers and curator of Mostra/Acessórios.

According to her, the event, which takes place in the sidelines of international fairs like Couromoda and Francal presents the winter and summer releases with each new edition and its main characteristic is offering different and exclusive products, most produced artistically in small volumes.

"We supply many boutique owners seeking products that are not seasonal, with innovation and originality, and that may guarantee a differential to the shop," explained Débora.

Apart from the accessory exhibit, the fair also represents a space for new clothes stylists. "We also want the show to become renowned for revealing new talent," he pointed out.

During the four days of the fair, visitors may vote on fledgling designers in the Zero Age Project, which privileges designers who have never participated in a commercial event before. The winner gets a course in the area in the São Paulo School, which offers several cultural extension courses in the area of design.

"This partnership we established with São Paulo School will be very useful, as theoretical courses are always very welcome as they further enrich the designer's cultural universe, always seeking information that feeds his creativity," explained Stella Reis Ventura, one of the organizers of the event.

The exhibition should also reserve space for the Bazaar of artisans in the Association for Assistance to Cardiac and Heart Transplanted Children (ACTC) where they may present their work in aid of the institution.

Maria Maria Project produces handbags, tablemats and cushions with original and colorful embroidery that brings to mind the handicraft of our great-grandparents, bringing a suave folkloric touch.

"The works show a macro tendency, one of appreciation of handicraft, promoting a return to the delicate and playful style," pointed out Débora.

Service

Mostra/Acessórios

11th Edition - Winter 2009

Site: Fecomércio Events center

Date: From January 11th to 14th, 2009

Site: [www.mostraacessorios.com.br](http://www.mostraacessorios.com.br)

Blog: <http://mostraacessorios.blogspot.com/>

Anba