

Brazilian Colorful Fashion Is a Hit Overseas

Contributed by Marina Sarruf
Tuesday, 12 May 2009

Brazilian colorful prints of dresses by brand Anunciação, in the midwestern state of Goiás, are winning women all over the world. After exporting to the US and Greece, the brand signed with clients, last year, in the Emirates and Kuwait and now with customers in Saudi Arabia and Qatar.

"We are solidifying our partnerships. Entering the foreign market is very hard," said the consultant at Anunciação, Ana Christina da Rocha Lima.

The work with the foreign market began in 2002, when the small company from Goiânia decided to bet on participation in international fairs in Germany, Spain and Japan. But it was in the Paris showrooms, in partnership with the Brazilian Association of Stylists (Abest), that the brand clothes gained prominence. "Our new strategic headquarters are in Paris," said Ana Christina, who participates in the showroom twice a year in partnership with other companies.

According to her, the contacts with agents and distributors in the Arab market were made in Paris, and the orders in the region for the summer collection arrived early this year. In March, at the presentation of the winter collection, the Brazilian brand called attention of new clients and the orders made should be shipped up to July. The longer and more colorful dresses were those most ordered by the agents on the Arab market.

"We are growing little by little. Despite the crisis, I found that this last showroom was very good. We closed (orders) with multibrand stores," said the consultant. According to her, the Brazilian brands that participated in the showroom presented great quality and different design. "Brazil (abroad) sells much design, and not due to the price. It is hard to produce here at low cost," he added.

According to Ana Christina, the Anunciação stylist, Maria Elvira Crosara, always tries to work with prints, which makes the products different. In her last collection, the stylist worked in partnership with Colombian illustrator Catalina Estrada, who brought all the colors and magic of Latin American folklore to the pieces of the Brazilian brand. The most used fabric is cotton, which often gets a touch of silk. "It is very artistic work," said the consultant.

The garments, skirts and blouses by Anunciação have already been exported to Greece, Bulgaria, Cyprus and the United States. Apart from these great orders, the brand has already also shipped single products to women who placed orders on the company site. "We have already shipped to the United States, Australia and Mexico," said Ana Christina.

In May, the Brazilian stylist was shown in the "Atlas of Fashion Designers", edited by Laura Eceiza and produced by North American publishing house Rockport. The publication presents a profile of important stylists worldwide and shows their work over the last five years.

The 60 designers chosen, from 30 countries, presented their profiles, biographic information, interviews, sketches and pictures of the products in the pages of the book.

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