

Brazilian Abner, a Jewel Designer with an Eye Overseas

Contributed by Geovana Pagel
Wednesday, 13 July 2005

Brazilian jewel designer Abner Salustiano has discovered that to stand out on the foreign market it is necessary to have a differentiated product.

In 2003 he participated in the Brazilian Gems and Jewelry Show (Feninjer), in São Paulo, where he presented collection "Oca", inspired in Indian culture, attracting the attention mainly of foreign visitors.

"When I told a Portuguese importer about the historic and cultural research that was included in the production of the products, he stated that he would send me a book about Portugal," explained Abner.

After receiving the book, he studied it and some months later, delivered to the client a special line inspired in the European country, made up of 20 products, among them rings, earrings and ornaments for necklaces.

According to him, the products were made based on the arches of the baroque, which have Arabic influence, on vines and on the colors blue, red and green.

"Each country has its individual characteristics and preferences. Our differential is the ease we have in developing an exclusive product that has no parameter for comparison," he said. In that same year, he also sent some silver jewels and blue stones to the United States.

Always eyeing the foreign market, the designer created and is advertising collection "Exotic Nature", with the surprising mixture of frog skin, gold and diamonds. "The material is perfectly integrated," he pointed out.

Apart from that, the designer is developing a line based exclusively on the elements of nature.

"I started researching and using Brazilian seeds with silver. But it will be a differentiated world, where the colors and volumes of the seeds will be altered during the production process of the products," he explained.

So as to guarantee greater speed in the process of opening the foreign market, the designer is investing on two fronts: the advertising of his work on the Rio Export (www.rioexportbrazil.com.br) and participation in the local productive arrangement (APL) that brings together businessmen from the same sector in Rio de Janeiro.

"As a group and with the support of institutions, I believe that I am going to manage to produce and export much more," he evaluated.

The APL has the support of the Brazilian Micro and Small Business Support Service (Sebrae) and of the Rio de Janeiro Association of Jewelers (Ajourio).

Investment of around US\$ 771 million should be made in development of the productive arrangement, which was released in December 2004 with the hope of increasing sector revenues by 6% and exports by 5% in 2005.

In Rio, the sector employs 65,000 people and counts on 1,800 formal companies, including industries and retail. It is estimated that the same total operates informally.

The Artist

Abner Salustiano is an artist by graduation. He started working as a designer in 1984, working with Márcio Mattar, a sculptor and jeweler, who together with Burle Max, Pedro Correia Araújo and other artists were pioneers in the production of artistic jewelry in Brazil, in the 1960's.

Today Abner develops his work at studio Abner Design, in Rio de Janeiro, where he teaches jewelry production techniques and provides consultancy to jewelers, designers and professionals.

Before opening his company, Abner participated in course New Entrepreneurs, developed by the Sebrae, to show entrepreneurs how to administer and have success running their own businesses.

"I learnt that it is necessary to manage talents. And I am now not only an artist, but also an entrepreneur," he said.

Contacts

Abner Design
Telephone: (+55 21) 2247-0794
E-mail: abnerdesign@yahoo.com.br

Rio Export
www.rioexportbrazil.com.br

Anba - www.anba.com.br