
From Flip-Flops to Design Clothes Brazilchic Sells Brazil on the Net

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Many Brazilian brands are already making their way into U.S. stores, as São Paulo and Rio fashion weeks have already become a must on any fashionista's travel itinerary.

Recognizing the growing popularity of Brazilian exports, Brazilian native André Mello created online boutique, Brazilchic.com.

The online shop fills a void in the market for well-made, sophisticated, fashionable clothing that also reflects an urban sensibility and style while infusing a splash of Brazilian culture into the mix.

Currently, Brazilchic.com is the only online store in the United States that specializes in Brazilian brands or Brazilian-inspired clothing from up and coming designers.

According to Mello, Brazilchic.com's customer is young at heart, physically fit and is open to new ideas and experiences.

When selecting brands for the site, the Brazilian designer says that he was intent on striking a balance between style and sophistication without losing its Brazilian flavor.

"Brazil Chic's main goal is not only to showcase great clothes by some of Brazilian's hottest young designers, but also to highlight the positive aspects of Brazilian culture as a whole," says Mello.

For the Fall season Brazilchic.com brings a menswear selection that includes fresh and innovative designs from Butch and Desconexo,

Menino, a more laid-back vintage vibe with their Rio neighborhood inspired tees, and the endorphin-infused Love Capoeira, inspired by the Afro-Brazilian martial art, offers comfortable and durable clothing that can go from the gym to Sunday brunch.

Brazilchic.com also features the must have Havaianas sandals in its most exclusive styles, renowned swimsuit brand Blue Man, and a great selection of escapulários, the Brazilian charms made popular by surfers in the beaches of Ipanema.

The online store promises to continue to expand its selection of menswear as well as to also build its women's line. Brazil Chic and its designers have been featured in: Entertainment Weekly, Maxim, Cargo, Out, King, Genre, Blue Mode, Dallas Voice, HX, and Next.

Brazil Chic - www.brazilchic.com