

Brazil's Fashion Fair Makes US\$ 132 Million at Home and US\$ 11 Million Overseas

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Fashion Business, trade fair happening parallel to Fashion Rio, an important fashion show in the city of Rio de Janeiro, in the Southeast of Brazil, yielded US\$ 132.1 million in sales in the internal market and US\$ 11 million in exports to the participants in the following months. Business increased 20% in relation to last year.

Fashion Business took place in the Museum of Modern Art of Rio de Janeiro between the 10th and 13th this month. There were more than 200 national and 70 international buyers, amongst them, representatives from countries that were in Brazil for the first time for this event.

As well as the organizer's guests, there were another 4,000 shopkeepers from all the states in Brazil who went to the event spontaneously.

The businessman Ricardo Sahd, owner of the brand Cholet, from the northeastern state of Ceará, made the largest export in the event, with 10,500 pieces valued at 400,000 euros to a Spanish buyer.

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