

São Paulo, Brazil: Where the Fashion Meets

Contributed by Geovana Pagel
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The 30th Fashion Meeting, which took place in São Paulo, is one of the few national events turned exclusively to women's fashion. This year's edition, which ended Friday, January 27, at the Frei Caneca Convention center, brought together 114 small and medium garment producers from six Brazilian states.

The exhibitors presented their products to national and international buyers from Latin America, Central America, the United States and the Middle East.

According to the organizers, this year the event should exceed the result reached last year: six thousand national and foreign buyers present and business generation of R\$ 7.3 million (US\$ 3.3 million).

Up to Thursday, January 26, the fair had already been visited by 4,500 buyers and retailers from various Brazilian states and importers from various countries. Among them, a group of buyers from Saudi Arabia.

According to the director of the fair, Sarah Vaintraub, the garment manufacturers who are participating in the Fashion Meeting usually sell their production of around two months in the four days of the fair.

"The Fashion Meeting brings clothes and accessories from all regions of Brazil, bringing diversity to the buyers. It is the fashion of the stores, clothes that are sold all over the country," she explained.

"We have almost 18,000 garment producers throughout Brazil. Most are small and medium companies, which employ 1.4 million people, 97% women. The Fashion Meeting provides great incentive to the domestic garment market, which believes in the talent and economic capacity of the sector," declared Sarah.

The event is promoted with the support of the Brazilian Textile and Apparel Industry Association (Abit), the Brazilian Clothing Association (Abravest), the Association of the Textile Industry in Minas Gerais (Sindinvest/MG) and the Brazilian Micro and Small Business Support Service (Sebrae).

The space for the Fashion Meeting was occupied by garment producers of various Brazilian states, like São Paulo, Rio de Janeiro, Rio Grande do Sul, Paraná, Goiás and Minas Gerais.

They are all specialists in female fashion and jeanswear. They work with silk, viscose, knitting, serge, stretch, leather, shirts, hand painted products, exclusive print products and artistic embroidery, among others.

The fair also included companies specialized in costume jewelry and accessories in leather, gems and artistic products.

30th Fashion Meeting - www.encontrodamoda.com.br

Anba - www.anba.com.br