

Brazil Dedicates Four Days to Celebrate and Sell Underwear and Lingerie

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Fevest, the Brazilian Underwear Fashion Tradeshow has started this Tuesday, August 8, in the city of Nova Friburgo, in the Brazilian southeastern state of Rio de Janeiro. The gathering will end August 11.

As well as day and night lingerie, the exhibit also shows fitness and beachwear. The event has the aim of consolidating the lingerie hub of Nova Friburgo as the main underwear producing center in the country.

Nova Friburgo is responsible for the production of 30% of the underwear articles sold in the Brazilian market. The fair's organizers hope to receive about 2,000 buyers from Brazil and abroad.

That would mean an expansion by 20% of the volume of business during the event in relation to the previous edition. Last year, the business turnover generated at the fair was of US\$ 11.5 million.

Fevest is the largest underwear fashion tradeshow in Latin America. It holds some of the most important apparel companies in the Brazilian industry, offering companies and buyers different business opportunities.

In its previous edition, the tradeshow was visited by over 15,000 people. For this year, the event's organizers expect the result to be 20% greater.

Nova Friburgo, located in the highlands, is the most important underwear fashion cluster in Brazil. The underwear fashion industry in Brazil consists of about 6,000 companies, producing together 700 million items per year, employing 32,000 workers and with a turnover of US\$ 34 billion in 2005.

ABIT (Brazilian Textile and Confection Industry Association) keeps a Business Meeting program that brings international buyers to visit the Brazilian textile and apparel market.

With the support of APEX - Brazil (Export and Investments Promotion Agency), this program is aimed at promoting contact between Brazilian companies and the foreign market, creating new business prospects.