

## Brazil's Someday Doesn't Sell Clothes But Works of Art

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A world of color and joy. Such is the motto of the Someday female clothing brand, from the southern Brazilian state of Santa Catarina, which is taking its first steps into the foreign market. Its first foray abroad took place in September this year, at a trade show in Milan, Italy.

"We made great contacts and in March we are going to export our first pieces to an Italian store chain," claims Volnei Muniz de Moura, the company's commercial manager.

Prior to this, Someday has made occasional sales to Portugal and Greece. Approximately 3,500 pieces were exported to the two countries in 2006.

According to Moura, in addition to making contacts, the participation in the Italian international trade show was helpful to assess the brand's potential abroad.

"The perception was quite positive. Textile prints, for instance, which feature strong, lively colors - lots of green, blue and orange - attracted buyers' attention. These are cheerful pieces, which the Europeans enjoy wearing during summer,"

Moura claims. The Someday prints are inspired on popular artists who paint themes such as the landscape of Florianópolis island. The jeans follow the same trend. "They include appliqués and real colorful embroidery," says the executive.

The collection presented in Milan, for example, entitled "Fantasy Island," is a tribute to artist Ernesto Meyer Filho, from Santa Catarina, whose paintings of colored roosters, among others, gained nationwide projection between the 1960s and 1980s.

Another work that appears as a reference in the Someday collection is that of Santa Catarina-based painter Eli Heil. She created very colorful paintings and works with oval shapes, which she dubbed "Egg World."

"The Someday collection is a great trip to a playful realm, thanks to the color combinations inspired by the work of these artists," he explains. In addition to clothing items, in Italy, Someday also presented shoes, mainly sandals and dance shoes, as well as accessories, such as purses and belts.

## Next Steps

For 2007, the brand intends to establish itself in the foreign market, especially Italy and Portugal. With regard to the Arabs, Moura says the brand has not yet had any contact with the countries in the region, "but I think the light weight of our textiles and their prints may please consumers."

In Brazil, the company plans on establishing new franchises in the northeast and southeast of the country, especially in São Paulo. "We still haven't got stores in the capital city of São Paulo, only in the countryside, but people from there who come to Florianópolis usually enjoy our pieces," he claims.

Aimed at the young women's market segment, for women aged 15 to 25, Someday was established in Florianópolis in 1997. In 2000, the brand started its expansion progress in southern Brazil. Two years later, the first out-of-state franchises emerged.

Currently, the company has 22 stores. The last one opened in November at Shopping Florianópolis. "We are also present in about 150 multi-brand stores throughout the country," says Moura. The company produces approximately 20,000 pieces per month.

## Someday

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