

Brazil Holds 15th Edition of Latin America's Largest Lingerie Fair

Contributed by Vanessa Britto
Tuesday, 07 August 2007

They will show the Brazilian style of intimate, beach, pool, and sportswear. "Brazilness" will be the theme of the 15th edition of the Brazilian Fair for Intimate, Beach and Fitness Wear (Fevest), to be held at the Nova Friburgo Country Clube, in the mountainous region of the southeastern Brazilian state of Rio de Janeiro, from August 7th to 10th.

More than 15,000 visitors and around 1,500 national and international buyers will get to know the collections manufactured by textile mills and companies from different regions of the country.

Lingerie, beachwear and fitness wear manufacturers, and raw material and technology suppliers will occupy approximately 200 stands. The business volume is expected to reach 30 million Brazilian reais (US\$ 15.9 million), encompassing the entire production chain, over the course of a year.

Established in 1992 to showcase the potential of the Intimate Wear Hub of Nova Friburgo and Region, the Fevest is an event that sets trends for all of the Brazilian market. Businessmen, buyers, suppliers and organizations linked to the textile production chain comprise the fairs' target audience.

The hub consists of approximately 900 companies based in the municipalities of Nova Friburgo, Cordeiro, Cantagalo, Bom Jardim, Duas Barras, and Macuco. Together, they generate more than 20,000 jobs, and produce approximately 114 million pieces per year, the rough equivalent of 25% of all national production.

With an estimated annual revenue of more than US\$ 300 million, the companies have broadened by 20% the local export base, which stood at US\$ 4.6 million in 2004. These figures turned Nova Friburgo into the Brazilian capital of lingerie, and the city became a nationwide reference point for the intimate fashion sector.

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Sebrae in Nova Friburgo (Rio) - (22) 2523-0594

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