

Made in Brazil: Rio Fashion Exports Grow 13%

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The fashion industry in the southeastern Brazilian state of Rio de Janeiro consolidated its participation in the international market. From January to November 2007, fashion exports from Rio surpassed US\$ 21.7 million and were 12.78% greater than the result recorded in the same period of 2006.

Thus, the state of Rio increased its share in Brazilian exports in the sector, as it answered to 8.78% of total shipments and maintained the third position in the ranking of garment exporter states. In the same period of 2006, fashion from Rio answered to 7.22% of Brazilian exports in the sector.

The figures were supplied by the Fashion Business Forum, promoted by the Federation of Industries of the State of Rio de Janeiro (Firjan), one of the organizers of the events Fashion Rio and Fashion Business, which began this Monday, January 7, at Marina da Glória.

The results of the sector's foreign sales show the reduced influence of exchange rate variations on the fashion sector in Rio de Janeiro. This is the result of actions conducted by the Firjan Fashion Forum, which besides organizing the schedule for the sector in the state, has disseminated the culture of design among Rio de Janeiro-based entrepreneurs since its inception, in the year 2000.

In comparison with 2002, when the first edition of Fashion Rio was held, the state of Rio de Janeiro increased its fashion exports by 79.61%, recording the best performance of all Brazilian exporter states.

During the same period, foreign sales by the state of São Paulo (SE) increased by 53.93%, and exports from the state of Santa Catarina (S), by 18.57%.

Furthermore, prices for fashion items from Rio de Janeiro are on the rise in the international market. This shows that the state has an export profile turned to higher value-added products.

The average price of fashion exports from Rio was US\$ 70.65 per kilogram (2.2 pounds) between January and November 2007, whereas the national average stood at US\$ 28.12 per kilogram.

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