

## Brazilian Jeans Maker Finds Inspiration in Exotic Countries

Contributed by Marina Sarruf  
Friday, 04 July 2008

The new spring-summer collection of DTS, a jeans manufacturer based in the northeastern Brazilian state of Pernambuco, was inspired by the cultural heritage of exotic countries, among them Morocco.

Mosaics, ceramics, arabesques and the desert are some of the references for clothing created by the designers at DTS, based in the city of Surubim.

"Recife has a strong influence from Arab culture," said one of the designers at the company, Luiz Clério. In order to conduct the research, the creative team traveled to the capital to investigate that influence.

The collection was planned and developed under the guidance of designer Melk Zda, from Pernambuco, who was invited by the Brazilian Micro and Small Business Support Service in the State of Pernambuco (Sebrae-PE) to coordinate the collection by seven companies in the Local Production Arrangement of the Agreste region of Pernambuco.

The launch of the DTS summer collection was announced at Fashion Business, a trade fair held on the sidelines of Fashion Rio, in the city of Rio de Janeiro, and at the International Textile Industry and Fashion Trade Fair (Fenit), held in the city of São Paulo two weeks ago.

According to Clério, the jeans' colors, which range from grayish to shades of brown, give the impression of being "dusty". "In order to obtain these shades, the jeans underwent chemical treatment to make it look as if it were dusted with desert sand," said the designer, who guarantees that the resulting item is soft and comfortable.

In order to reach the final product, the creative team at DTS spent two months researching the specific nuances that would originate this shade of brown.

Photographs for the press release of the new collection, entitled "Colecionadores" (Collectors), feature Portuguese tiles featuring mosaics, of Arab influence, in the background. "In our research work, we noticed that the Arabs had a strong influence in Europe, and that we have a strong Portuguese influence in Recife," said Clério.

The advertising campaign for "Colecionadores" features two youths who travel to exotic countries seeking treasures. Clothing by DTS is turned to the young, modern public. Jeans trousers are the flagship product of the company, which manufactures approximately 15,000 pieces a month.

The Surubim-based company occupies 1,800 square meters, has 60 employees and will also start producing knitted items in the coming months. The brand's clothing is sold to more than 100 multi-brand stores in the states of Pernambuco, Pará, Ceará, Sergipe, Alagoas, Bahia, São Paulo, Minas Gerais, Paraná and Rio de Janeiro.

"The brand's intention is to establish itself in the domestic market first, and then start working in the foreign market. There are no limits to our growth," said Clério.

Service

DTS Jeans

Telephone: (+55 81) 3634-1555

Site: [www.ditus.com.br](http://www.ditus.com.br)

Anba