

For a Week Curitiba Becomes Capital of Brazilian Fashion

Contributed by Omar Nasser
Wednesday, 23 July 2008

For five days, from July 28 to August 1st, the city of Curitiba, the capital of the Brazilian southern state of Paraná, is going to turn into an important fashion center. During the period, the city will host the second edition of Paraná Business Collection (PBC).

The event, to be held at the Integrated Center for Businessmen and Workers of the Industries of the State of Paraná (Cietep), aims to provide visibility to the creativity of designers based in Paraná, and to the quality of fashion produced in the state.

Paraná is regarded as one of the country's leading clothing producer hubs, with an approximate output of 150 million pieces a year. In 2007, the first edition of PBC enjoyed huge acceptance. In a four-day period, it received an estimated 14,000 people. The event's showroom had a turnover of roughly 2.5 million reais (US\$ 1.5 million) in business deals, including closed sales and prospecting.

The 2nd PBC is promoted by the Federation of Industries of the State of Paraná (Fiep), by means of the Sectoral Board of the Clothing Industry of the State of Paraná, and the Brazilian Micro and Small Business Support Service (Sebrae-Paraná).

In order to involve all the links in the production chain, the event will have two main actions. One will be the business showroom, with the participation of 30 companies from various segments of the clothing industry (men's, women's, children's, beachwear, fabrics, lingerie, fitness and jeans).

Other important actions are the fashion shows by domestically and internationally renowned brands and designers who stand out for their "signature fashion." Brands that have already confirmed their presence on the runway of the 2nd PBC to show the trends for summer 2009 are Beluska, Lafort Collection, Silmar Alves, Ex Madame, Osmoze, Fábio Bartz, All Purpose, Lucia Figueredo, Six One and Ruah.

The schedule of the 2nd PBC includes a program on the sidelines, focusing on issues of interest to the sector. Communication, Design and Commercialization will be approached in workshops, lectures and debates. Jum Nakao, the designer of a controversial collection of paper dresses, is going to promote the workshop "Destroying, Sewing, Modeling," inspired by the 100th anniversary of Japanese Immigration to Brazil.

In turn, the Cycle of Fashion Updating will count on lectures by Regina Martelli, a journalist and fashion consultant with television network Rede Globo; Lino Villaventura, one of the most creative Brazilian designers; and André Robic, who specializes in Fashion Retail.

The 5th João Turin Incentive Award for New Fashion Designers will also feature on the runway of PBC's second edition. The event forecasts a fashion show of the twelve finalist looks and disclosure of the winners of the contest, whose theme will be "Fashion is our Flag." Inspiration is the Flag of the State of Paraná.

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