

Darling, Traditional Brazilian Lingerie Maker, Opens Shop Overseas

Contributed by Geovana Pagel
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Darling's internationalization should take an important step by the end of the year. The Brazilian lingerie company, headquartered in the Brazilian southeastern state of São Paulo, is organizing the last details for the opening of seven franchises in Portugal. The next market, already in negotiation, is Canada, which should receive the Brazilian brand's first shops in 2009.

"The Brazilian models are currently successful all around the world," explained Davis Castro, commercial director at Darling. "We are very pleased and optimistic with regard to the opening of the first Darling Brazil shops abroad," he said.

According to him, the company's foreign sales currently represent 9%, but the target is to continue investing in exports for further growth.

The company currently exports mainly to the countries of Latin America. However, Portugal, Greece, Switzerland, Lebanon and Saudi Arabia also buy from the Brazilian brand. "We have an agent in Lebanon who develops important work in the region and we plan to continue expanding our exports to the Middle East with his help," pointed out Castro.

Darling Confecções is a 100% national company and one of the most traditional in the lingerie sector. The company was established in 1949, by two European immigrants, Iso Masijah and Moises Castro, who started making the items at home, on one sewing machine. The company now covers an area of 10,000 square meters (107 639 square feet), has installed capacity to produce between 350,000 and 400,000 garments a month, and generates 450 jobs, both direct and indirect.

Currently managed by the sons of the founders, Darling now has regional offices in Porto Alegre, Curitiba, Belo Horizonte, Rio de Janeiro, the interior of São Paulo and also in several cities in the Northeast.

According to Castro, the target customers are women in the upper classes who seek differentiated lingerie, which offers comfort, quality, glamour and technology. Some of the most sophisticated products include French lace, Swarovski crystals, handmade costume jewellery, organza tape and satin.

To maintain the technical specifications and product quality constant, the brand has a Quality Control department, where several raw material tests are executed before products are made. Apart from panties and bras, Darling also makes chemises, nightgowns, pyjamas and robes that are coordinated with other items.

Service

Darling

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