

Brazil's Underwear Uses Flower Power to Seduce the World

Contributed by Geovana Pagel
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Thirty percent of the annual production of one million items of lingerie made by Elegance, from Guaporé, in Rio Grande do Sul, in the South of Brazil is exported nowadays. Selling mainly to South America, Central America and Europe, the underwear brand plans to double its figures over the next five years.

"We are already selling in over 1,000 multi-brand shops in Brazil and are investing in a strong marketing campaign. Participation in sector fairs, like the Lingerie Brazil Salon, allows us to expand our network of contacts and business both in the country and abroad," stated Eliane Magnan, the director at Elegance.

"Attuned to the tendencies of the fashion world, Elegance translates the desires of the female soul into products that appreciate different kinds of bodies and styles," stated the executive. In the market for 15 years, Elegance counts on a modern industrial plant with monthly production of over 100,000 garments and generation of 150 direct jobs.

According to the director, with each new season, many technological innovations arise in the creations and models. The color portfolio includes intense colors, further appreciating the brand's fashionable style, with bright lilac, turquoise blue and water green.

The Summer 2009 season is strongly inspired on the pin ups of the 1950s, on the recovery of the romantic spirit of Flower Power of the 1970s, aligned with the Greek and contemporary art that is apparent on the embroidery and jewelry, which make the collections into objects of desire.

Another release for the next season is the nightwear line, with pajamas and nightgowns with different fabrics and very feminine modeling. The cup support bras, launched last year, with five items, won another color, purple, for the season this year. The black and printed models in Poá are going to remain in production in the next season.

Service

Site: www.elegance.com.br

Tel: (+ 55 54) 3443-1628

Anba