

Bio Jewel, a Brazilian Product Made for Export

Contributed by Geovana Pagel
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Countries in Europe, like Italy, France, Portugal and Spain are the main buyers of necklaces, rings, earrings and bracelets made by Click-Brazil out of seeds of the Amazon and Brazilian stones. Now the brand owners want to seek new markets.

Click-Brazil exports over 90% of the 5,000 items of bio jewels it produces every month in the city of Ribeirão Preto, in the interior of the state of São Paulo (in southeastern Brazil), where it also owns a showroom.

"Our bio jewels are very successful abroad. Our work is different and I imagine that the color of seeds like assai and Brazilwood, mixed with husks, nacre, gems, like amethysts, tiger eye, pink quartz and coral, call great attention as they are unique," says Click-Brazil partner Renata Fogetti.

In the 1990s she studied in the United States and lived in Barcelona, Spain, for a year and a half. "It was in that period that I noticed that there was great demand for articles with exclusive design and different raw material," she recalls. On returning to Brazil, in 2001, Renata started working as a partner with her mother, who was already a jewelry designer, and they both established Click-Brazil.

"We started producing few products. Now we need the help of another seven people to produce and pack the bio jewels," explained the businesswoman. Shipments abroad are promoted by importers. "Some orders go by FedEx, others by the Brazilian Mail Exporta Fácil system," she explained.

Raw material is supplied to the company from São Paulo by a riverbank community from the outskirts of Manaus, in the state of Amazonas. "Before my first purchase I went there personally to learn about the seeds and the site where they are collected," she recalls. "They pick the seeds, drill a hole in them and treat them so the product will last longer," she said.

According to Renata, apart from the models she develops, it is also possible to comply with customer color demands. To guarantee access to new customers, the company uses the Internet, with a site that allows for online purchases, it is also registered in sales sites and at chambers of commerce.

Another strategy is participation in fairs like the Fenit, in São Paulo, and Eclat de Mode, in Paris. "We only went to France as visitors. We still managed to make several new contacts," she guarantees.

Service

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