

PARIS FASHION WEEK
BRAZILIAN BRANDS
SS27

PREMIERE CLASSE
02-05 OCTOBER

SPLASH PARIS
03-05 OCTOBER

Premiere Classe

RUN X ANDAM SHOWROOM



ARGALJI

Argalji is a fashion brand that uses modeling as its experimental canvas to create pieces that reflect over 20 years of experience in the field. From Paris to London, the designer deepened her technical knowledge and consolidated her research in experimental modeling, with a strong emphasis on precision, innovation, and construction. From this journey, Argalji was born, an authorial brand that carries the DNA of valuing the creative process and modeling as a language of expression.

 @argalji_ | argalji.com



ELISA PARPINELLI

Brazilian-born and based in Milan, Elisa is an artist and designer who has worked behind the scenes at some of Italy's most prestigious fashion houses, including Prada and Versace. She studied Fashion Design at Istituto Marangoni and graduated in 2012. Boldness and artistry are the hallmarks of Elisa's work. She has a particular talent for infusing exceptional vintage pieces with contemporary lines, creating a distinctive and unexpected dialogue between Art Deco and Art Nouveau.

 @elisa.parpinelli | elisaparpinelli.com.br



FENDA

Fenda was born while sailing the waters of West Papua, founded by Roberta and Sam, a Brazilian and a British jeweler who embody the true spirit of craftsmanship. From the conception of a dream to the creation of the brand, years were spent refining their creative and artistic vision across different cultures and countries. Fenda took shape between Sri Lanka and London and has now found its home in the spirit, rhythm, and Brazilian soul of bossa. Each Fenda piece spends an average of 240 minutes in our own hands, crafted in our studio and inspired by the ancient lost-wax technique practiced by civilizations throughout history. No sketches, no screens – only intuition and a deep connection to art guide our hands. Tradition meets contemporary design, resulting in unique and one-of-a-kind jewelry, thoughtfully made to last a lifetime.

 @fendajewellery | fendajewellery.com.br

MATILDA

Matilda is a national reference in the hair accessories space and is well known for its comfortable and original headpiece designs. Our wide range of bows, headbands and fascinators include more than 300 styles for different occasions ranging from day-to-day wear, to festivals, derbies, parties and weddings. We believe that headpieces have the power to instantly raise our self-esteem and boost our confidence! However, our objective is not only to empower the women who wear our pieces but the artisans who make them. The pieces are 100% handmade by seamstresses and informal artisans who come from low-income or vulnerable backgrounds. We train them so that they may work from home and gain financial independence.

 @oi_matilda | oimatilda.com





SARAH CHOFAKIAN

Sarah Chofakian is a Brazilian luxury footwear and accessories brand known for its unique blend of artisanal craftsmanship and contemporary design. Established in 1997, the brand has earned a reputation for its handmade leather shoes that are both elegant and innovative, showcasing meticulous attention to detail. Each piece is a testament to the brand's commitment to quality, featuring rich colors and sculptural elements that set it apart in the world of luxury fashion. With a palette that ranges from deep, rich tones to playful bursts of color, and designs that explore a variety of shapes, these collections are all about expressing individuality and sophistication. Whether you're seeking a statement piece or something with understated elegance, Sarah Chofakian's offerings are crafted to elevate your wardrobe and bring a touch of art to your every step.

📷 @sarahchofakian | sarahchofakian.com.br

Premiere Classe

Booth #178



SERPUI

For Serpui, her creations are not just beautiful handbags but rather works of art. The collection fully translates her signature design vision: a unique mix of natural and high-end design. Often seeking inspiration in local markets worldwide, the designer brings her ideas to life through the sophisticated craftsmanship of her team of artisans. SERPUI's creations, 100% handmade, are fun, unique, and can be found in the best boutiques worldwide.

 @serpui | serpui.com.br



SOLEAH

Soleah represents the meeting between the passion for unique and exclusive design and artisanal excellence. Using only noble materials, each design is an expression of our dedication to what we consider the main pillars of a final product: quality and durability. Our approach to the production process fits into slow fashion and handmade, ensuring that each product is unique, carrying with it the care and expertise of our artisans. At Soleah, we value 100% in-house manufacturing, calling our factory the creative LAB. There we seek our excellence, offering the final product with a versatile and contemporary aesthetic for women who appreciate elegance, quality and functionality in each piece. The expertise of our artisans guarantees perfection from sewing to the handle, going through every curve and detail of our bags.

 @soleahoficial | soleah.com.br

Premiere Classe

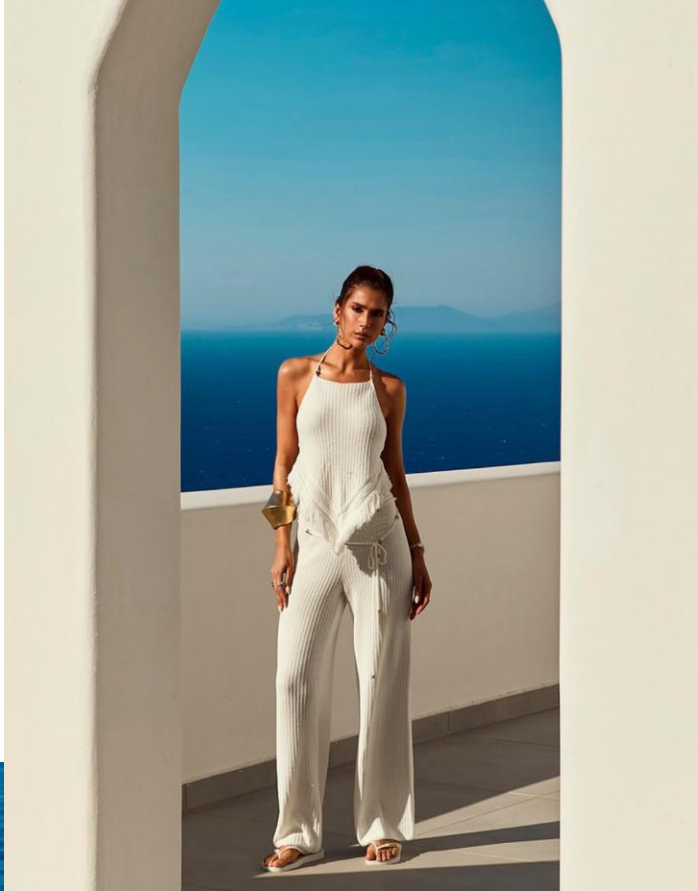
Booth #122



SY&VIE

Sy&Vie and the special art of transforming bags into exquisite handcrafted sculptures. Brand rescues ancient craftsmanship techniques such as woodcarving, marquetry and embroidery, with a colorful, modern look. The bags are mainly monochromatic in a ton- sur-ton color palette and play with the variations and diversity of materials such as wood, leather, silk, mirror, acrylic, and straw; a true contemporary potpourri. Sy&Vie was born of a passion for creation, a “boutique” brand that delivers splendid pieces that are timeless, unique and share beauty and happiness.

 @syetvie | syetvie.com



ÁGUA DE COCO

ÁGUA DE COCO a Brazilian beachwear and lifestyle line founded in 1985. Inspired by the nature and culture from Brazil, ÁGUA DE COCO celebrates the natural glow of those who carry the sun within themselves and inspire people to live this energy wherever they are. ÁGUA DE COCO. WEAR YOUR LIGHT

📷 @aguadecoco | aguadecoco.com



CECILIA PRADO

Combinations of yarns, colors and textures come together to create a modern, striking style, which expresses the persona of Cecilia Prado. The pieces are created with bold design and extraordinary modeling, resulting from the constant search for new creation methods and knitting techniques. The brand has a beachwear line called Cecilia Prado Mare, which focuses on bikinis and cover-ups. The elaborated pieces in knit and lycra are released along with the summer collection.

Cecilia Prado collections can be found in department stores and boutiques in around 20 countries. Besides an own brand store at JK Iguatemi in São Paulo also seventy multi-brands in Brazil.

📷 @ceciliaprado_oficial | ceciliaprado.com.br



LA SIRÈNE

Bikini La Sirène is a luxury Brazilian bikini brand that aims to deliver high-quality and comfortable pieces, making every woman feel special. La Sirène conceives a new vision of fashion and comfort through which beachwear elevates you to a tropical state of mind where happiness and simplicity prevail.

📷 @bikinilasirene | bikinilasirene.com.br



LENNY NIEMEYER

Founded by Lenny Niemeyer, her pieces are created to highlight the chic glamour of each individual. From swimsuits to ready to wear, Lenny Niemeyer can be found worldwide in South and North America, Europe, Australia, Asia, and the Middle East.

 @lennyniemeyereurope | lennyniemeyer.com



LIS FIASCHI

Lis Fiaschi is a distinguished Brazilian fashion brand celebrated for its unique, handcrafted creations that embody both elegance and sustainability. Originating from Minas Gerais, designer Lis Fiaschi began her journey in 2013 in João Pessoa, turning her love for fashion and manual work into a thriving brand now present in over 10 countries. With collections featured in exclusive boutiques such as Ritz Carlton, Four Seasons, Waldorf Astoria, and Michelle Farmer, Lis Fiaschi offers a wide array of timeless, customizable pieces that resonate with those seeking distinctive, high-quality fashion. What sets Lis Fiaschi apart is not only the variety of items available but also the brand's commitment to personalization. From intricately designed straw bags to versatile beachwear, each product is crafted to meet the unique preferences of the wearer. The use of natural, eco-friendly materials like Buriti, Corn, Taboa, and Rattan straws, alongside Jute fiber and natural ostrich-colored feathers, ensures that every piece is not only beautiful but also sustainable.

📷 @lisfiaschi | lisfiaschi.com.br



PARIOCA

Parioca is a resort unisex brand born in Rio de Janeiro in 2015. The focus is on irreverent prints and a bold sense of humor. Inspired by contemporary Brazilian beach culture, it first with playful images and brings the desire for endless summers. The easy cut and smooth fit are unashamedly easy, just like a day at the beach should be. The name Parioca was inspired by two emblematic cultures; the Cariocas and the Parisians. From the French came the seductive personality, from Rio, the natural self-confidence and from this unexpected mix the daring and summer temperament was born. Parioca offers more than elegant beachwear, it promotes a lifestyle and shapes an attitude.

📷 @parioca.riodejaneiro | parioca.com.br



SINESIA KAROL

Hailing from the island beach town of Vitória, Brazil, just north of Rio de Janeiro, Sinesia Karol's interest in apparel and design was piqued at an early age, influenced by her mother who handmade much of the family's clothing. Growing up in a beach community allowed Sinesia to become a keen observer of fashion and style in an ocean setting while offering her a deep foundation in Brazilian art, music, and architecture.

📷 @sinesiakarol | sinesiakarol.us.com



SOPHIA HEGG

Founded in 2014 with the purpose of rescuing the identity of Brazilian women and our own ancestry, our creations revolve around the appreciation of craftsmanship combined to a new sense of minimalism. Every detail carries within its minutiae techniques, rituals, stories, and artisanal traditions. Our fuel is local design and the use of sustainable elements. We believe in and are committed to minimizing environmental impacts, valuing manual labor, and respecting the principles of slow production. Welcome to the Sophia Hegg universe!

@sophiahegg
sophiahegg.com.br

📷 @sophiahegg | sophiahegg.com.br



TRIYA

Triya was born in São Paulo, from a common passion of 3 friends: beach, summer, sun. Created in 2005 the brand arose from the desire to see something new on Brazilian beaches, with color, art and bossa! Designed for today's versatile, creative women, the pieces are inspired by nature, music and cinema. Art, in all its forms, serves as the starting point for collections. Fresh DNA with solar and high astral. The TRIYA woman is light, modern, and carried away by the peace of the sea. With three years of life the brand had already gained its space in the suitcase of beach lovers and made its debut in the catwalks of the Rio Summer Fashion Week. In 2009, it became part of the Fashion Rio line-up and today it is part of SPFW - São Paulo Fashion Week, consolidating itself as one of the main exponents of Brazilian beachwear. Today, the exclusive prints and special fitting are a big success in Brazil and begin to conquer the world.

📷 @triya_brasil | triya.com



WAIWAI

Its essence is Carioca, with bossa coming from the foot in the sand from the beach, Its magnetism, essentially tropical. The focus is the roots. No wonder, its name derives from the indigenous languages of Brazil. It's about Brazil.

Waiwai Rio was born in 2015 by the hands of designer Leo Neves - a brand of handmade purses that exalts the charms of his homeland with fun twist. He himself is an eternal boy from Rio, a natural esthete who has strengthened this verve with a strong work as a stylist, as well as years of design assistance for the strongest names of the Carioca scene. Adequate of the slow fashion, the Waiwai privileges the national production. Its precious manufacturing processes culminate in design accessories that are the translation of a contemporary Brazil, blending rustic raw materials to other cutting edge ones. The result is pieces of wood and rattan with interference from leather, silk, acrylic and metal.

 @waiwai.rio | waiwairio.com



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