**INSPIRAMAIS 2020\_I
THE BRAZILIAN REFERENCES PROJECT BRINGS LIGHTNESS AND PLAYFULNESS AS ESTHETIC INSPIRATION, AND VALUES INDIVIDUALS AND CULTURES**

During this latest edition of Inspiramais, held in São Paulo on June 4th and 5th, the **Brazilian References project** presented the result of work based on extensive and up-to-date research on the Brazilian fashion identity, connecting global fashion trends with inspirations rooted in our culture.

The focus was placed on the city of Petrópolis, in the state of Rio de Janeiro, on the dreams and inventiveness of Santos-Dumont, and on the resistance of the African culture. These elements were unfolded into new ways and languages for surfaces, shapes, looks of materials, and product construction.

“The project brought lightness and playfulness for visitors, who eventually drew inspirations not only in terms of esthetics and fashion, but also in terms of social issues. The Brazilian References project has a whole discourse on the evolution of society and market, and incorporates new parameters for production, sales and connections among people, valuing individuals and cultures. We look at Santos-Dumont as an inventor and how his creation process makes us think in a daring way”, explained designer Julia Webber, the project’s curator.

The **Brazilian References** project was marked by modular constructions, the esthetics of digital lines, 3D effects, and the reuse of materials and waste, with a bias toward sustainability as a fashion statement.

For this edition, the Brazilian References project was carried out in collaboration with the following companies: Aletta, Cipatex, Cuscoloko, Curtume Finileather , Curtume Nova Kaeru, Despi, Junior Costa, LRB Tecidos, Mangue, Manoela Moog, Master Bord, Nipesi, Stickfran, Werner, and Visual.

Inspiramais – Fashion Materials Design Exhibition – is the only one of its kind in Latin America, and brings together information that unifies the language and methodology for the entire fashion production chain.

Responsible for encouraging a process that involves the entire industry and intends to develop fashion with a genuinely Brazilian identity, Inspiramais fully covers the design and fashion markets in Brazil, Latin America and European countries, aligning contents for the leather, footwear, accessories, clothing, furniture, and costume jewelry industries.

**The Brazilian References project is** promoted by the Brazilian Association of Companies of Components for Leather Footwear and Manufactured Goods (Assintecal), Brazilian Textile and Apparel Industry Association (ABIT), Center for the Brazilian Tanning Industry (CICB), and Brazilian Trade and Investment Promotion Agency (Apex-Brasil).

The next Inspiramais has already been scheduled to be held on January 15th and 16th, 2020. For further information, please visit: [www.inspiramais.com.br](http://www.inspiramais.com.br/)

**Information for the press**

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