**Local Iconography Project: Petrópolis, in the state of Rio de Janeiro, inspires the creation of fashion and design products**
*“Petrópolis allows us to apply its colors, textures and shapes to work that will become clothes, shoes, jewels, pieces of furniture, and objects. This singular historical narrative will give way to an emotional memory. It will remain present in the products and will be forever told in the future.”*

The place is *Rio de Janeiro* and the quote above was said by stylist and designer Walter Rodrigues, who scanned Petrópolis to decode the region for the *Local Iconography project,* *thorough and on-site work* developed based on four aspects: Nature, Royalty, Architecture, and Africa. On the basis of these axes, specific prototypes and a color palette will be developed.

The project will become a powerful video material, consisting of the decoding of images of Petrópolis to transform them into inspirations for the creation of products. It encourages us to search for new paths for Brazilian fashion, paths that show the local identity, turning it into a value recognizable by consumers.

“This identification is based on attributes that are part of our routine, but pass unnoticed in our daily lives. However, they can become sources of inspiration for the creation of products that feature originality, without being folkloric. This keen eye enables us to find in this globalized economy - of mass and standardized productions - a way to meet the requirements of today's consumers, who, in addition to satisfying their needs, seek a meaning in everything they buy”, concluded Walter Rodrigues.

The research work was carried out in February 2019 and was entirely coordinated by Walter Rodrigues himself. Zé Roberto Muniz was in charge of the photography, and Marx Franzen did the video shooting. This research work will be launched at [Inspiramais 2020\_II](http://www.inspiramais.com.br/), on June 4th and 5th in São Paulo.

Currently, Local Iconography is one of the most important projects in Brazilian fashion. It is carried out by the Brazilian Association of Fashion Designers (Abest), Brazilian Micro and Small Business Support Service (Sebrae) and Brazilian Association of Companies of Components for Leather, Footwear and Manufactured Goods (Assintecal).

**Information for the press**
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