

BRAZIL
CREATING
FASHION
FOR
TOMORROW

A chain of women

SUPPORTED BY
malwee

IN PARTNERSHIP WITH

EMBASSY OF
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MINISTRY OF
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MINISTRY OF
DEVELOPMENT,
INDUSTRY, TRADE
AND SERVICES

BRAZILIAN GOVERNMENT
BRASIL
UNITING AND REGULATING



THE EXHIBITION

Brazil: Creating Fashion for Tomorrow opened London Fashion Week for the second year in a row on 12th September 2024, highlighting the pivotal role women play in shaping the fashion industry. The exhibition, curated and organised by Camila Villas, Lilian Pacce, and Marilia Biasi, was hosted in collaboration with the Embassy of Brazil in London and APEX, and sponsored by Malwee.

Titled *A Chain of Women*, this edition focused on spotlighting the contributions of women in fashion. It showcased a curated selection of brands and initiatives led by talented Brazilian women, while addressing key issues affecting women in fashion and the broader economy. The exhibition emphasised the creativity, quality, and expertise of both designers and artisans, particularly those advocating for sustainable fashion, female empowerment, and sisterhood. Special attention was given to collaborations with women from low-income communities, working to improve living conditions for hundreds of families.

Open to the public from 13th to 17th September 2024, the exhibition attracted over 1,000 visitors. It garnered attention from international press and opinion leaders, including *Forbes*, *Wonderland*, *Monocle*, *Fashion United*, and activists like Dominique Palmer and Tori Tsui. It was also featured in major Brazilian media outlets, such as the newspapers *Folha de S.Paulo* and *O Globo*, as well as the magazines *Vogue*, *Elle*, and *L'Officiel*.





Featured in this photo: Vicenta Perrotta



VENUE & SET DESIGN

Sala Brasil is a Grade II-listed historic location in England, situated on the ground floor of the Embassy of Brazil. This open-plan space, built in 1906, was originally designed by Hunter & Partners architects as the London headquarters of P&O, one of Britain's leading cruise-line corporations, founded in 1837.

The concept behind the exhibition was to present each piece as a work of art, designed by the creative minds of women and crafted by their skilled hands. That's why we chose to display the pieces in the same way works of art are displayed in galleries: hung on the wall, in dialogue with pieces placed on mannequins, creating a dynamic interaction within the exhibition space.

In the windows facing the street, we hung a beautiful hand-crocheted title, "*A Chain of Women*", on one side, and a custom macramé chain created by the *Elas Fazem Nós* collective (*They Make Knots*), on the other. Upon entering, visitors were greeted by a striking photograph, printed on fleece, of the women holding up the crocheted title they had created with the support of the Malwee Group.

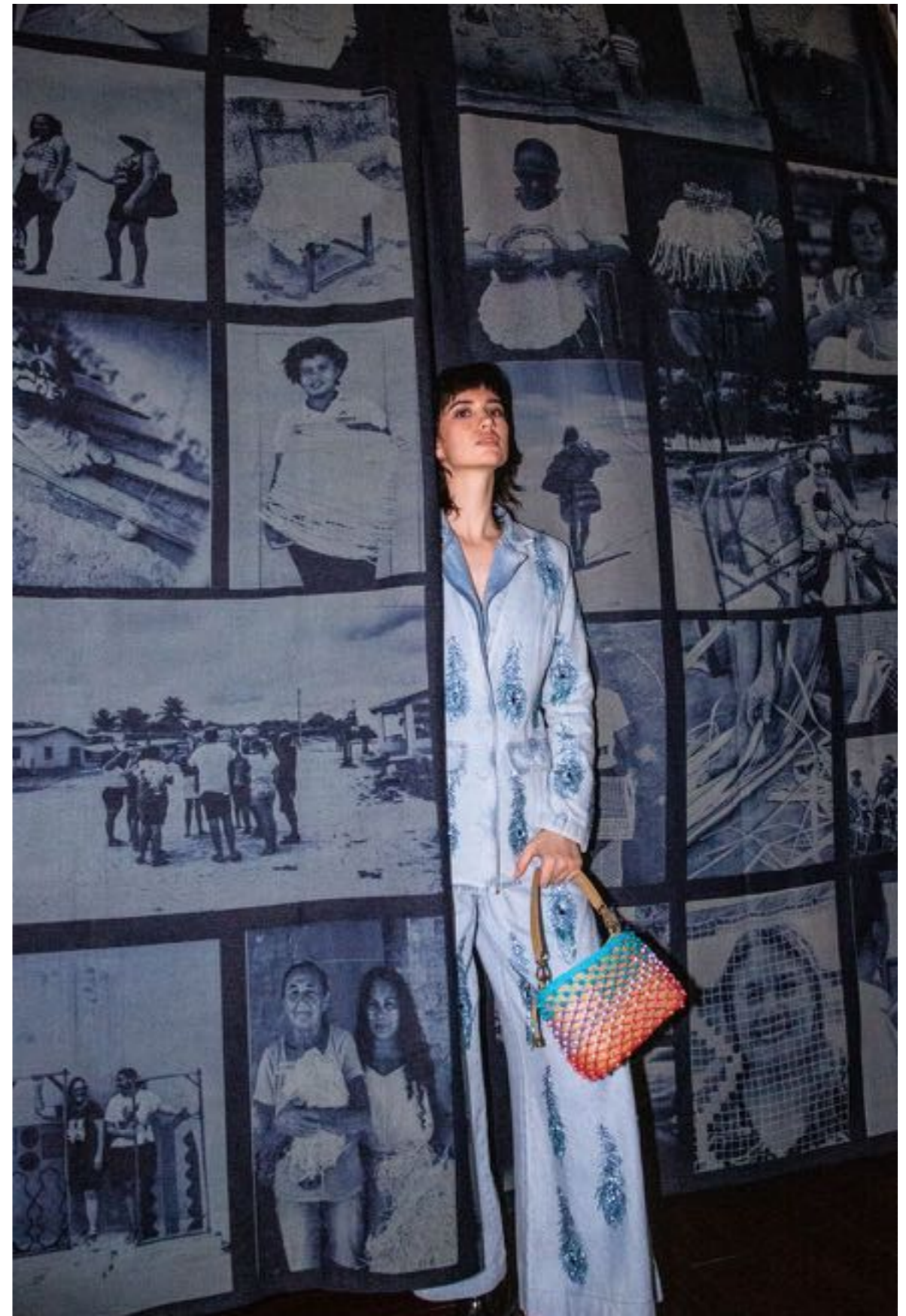
At the back of the room, three intricately laser-engraved denim panels paid tribute to the remarkable women behind the pieces in the exhibition. These panels symbolised the strong and inspiring chain of women working towards a fairer, more equal, and sustainable fashion industry—something to take pride in.

The stunning jewellery pieces were displayed on a circular plinth surrounding a central column, matching the vibrant blue of the denim panels.

The set design was done in collaboration with Gigi Colagrossi, Helena Cebrian, and Luiza Chara.



Featured in this photo: Malwee, WTNB and Isabela Capeto



Featured in this photo: PatBo and Irá Salles



CREATORS & INNOVATORS

The BCFT 2024 spotlights 27 Creators & Innovators. Brands showcased beautifully crafted pieces developed in partnership with communities from various regions of Brazil, including embroiderers in the state of Ceará, Yawanawá indigenous craftswomen from the state of Acre, the Barreirinhas Craftswomen's Association in Maranhão, the Elas Fazem Nós collective in Santa Catarina, and many other meaningful initiatives.

Brazilian material sustainability and innovation were showcased both physically and digitally throughout the exhibition. The event highlighted alternative production methods and material sources pioneered by women.

All companies presented pieces aligned with the UN's Sustainable Development Goals, aiming to reduce poverty, eradicate hunger, ensure equitable and quality education, and promote gender equality, thus empowering women and girls.



Featured in this photo: Vicenta Perrotta and Farm Rio

CREATORS

VICENTA PERROTTA

Atacama gown by Vicenta Perrotta

Project Transmutadoras Latinas

In collaboration with Jens Aguila de la Cordillera and Malo

Nicolas in Iquique, Atacama Desert, Chile

2024

Upcycled pieces from vertederos in Alto Hospicio

Since 2013, Vicenta Perrotta has been running training sessions for transgender people at their Transmoras Atelier in the state of São Paulo, using discarded clothes and leftovers. The Transmutadoras project is all about bringing together former trans students to become facilitators of textile transmutation – a truly inspiring endeavour. The Atacama gown is part of the Transmutações Latinas project. Working with local artists Jens Aguila de la Cordillera and Malo Nicolas, Perrotta transmuted some of the 39,000 tonnes of garments dumped in this part of Chile each year into a new gown. This piece is a collective manifesto on the importance of reframing textile waste and second-hand clothes, and raising awareness of the impact of a society that seems to revel in the act of discarding.



CREATORS

FARM RIO

Rauti beaded maxi dress by Katia Barros for Farm Rio
In collaboration with Yawanawa Sociocultural Association (Acre state)
Fall 2021
Beaded rauti fringes
Viscose Lenzing™ Ecovero™, glass beads

For over seven years, Farm Rio has collaborated with the Yawanawa community to enhance the development of their indigenous jewellery. Inspired by this jewellery, Farm's creative team designed a print that pays homage to the Yawanawa's rich connection to Brazil's nature and vibrant culture, incorporating elements such as the snake and the butterfly. These vibrant beaded pieces, imbued with the timeless wisdom of the forest, symbolise the future for the Yawanawa community, giving a fresh interpretation to the traditional term 'rauti', which means 'ornaments of beauty and protection'. The fringes of the dress, which took the Yawanawá women Laurita, Meyu, Marilene, Chaga and Mariasuzana 20 days to make, has about 10 metres of fringe made from 5 kilos of glass beads.





Featured in this photo: Flavia Aranha, Nalimo, Isabela Capeto and Ecotece + Bela Brand

CREATORS

FLAVIA ARANHA

Chinil vest and trousers by Flavia Aranha

In collaboration with artisans from the state of Minas Gerais

Summer 2019

Weaving, natural dyeing

Organic cotton, silk

The hands that woven the Chinil vest are the guardians of the stories told by designer Flavia Aranha, bringing a handicraft that sustains, generates income, and inspires. The creation celebrates the partnership with Central Veredas, in the north-west of Minas Gerais, impacting over 300 women. Chinil is the traditional weaving technique preserved by the women of the region. The organza trousers are made from Brazilian silk, sourced from family farms in Maringá, in the Silk Valley, in the state of Paraná. It is dyed with 'pau-brasil' (redwood), provided by artisanal violin bow makers from the state of Espírito Santo, transforming leftover raw materials into vibrant pieces that pursue social justice, inspiration, and environmental conservation.





Featured in these photos: Flavia Aranha, Nalimo and Marina Bitu

CREATORS

NALIMO

Ciranda ancestral dress and sandal by Day Molina for Nalimo

In collaboration with independent artisans from the state of Pernambuco and Ceará

2024

Batik lace, bobbin lace, crochet, embroidery, hand painting, weaving, macramé

Banana straw, carnauba straw, corn straw, mallow fibre, upcycled fabric

Indigenous designer Day Molina has a strong connection to her maternal family. She created this piece as a tribute to her grandmother Nana from the state of Pernambuco and its main river, the Capibaribe. It was from her grandma that Day learned the art of making clothes with love and care. Weaving is a way of teaching by example and by the oral tradition. This dress is exquisitely handmade, combining several artisanal techniques and the hands of many women, including grandma Nana, Day herself, artisans from the hinterland of Pernambuco and the lacemakers of the town of Cariri.



CREATORS

ISABELA CAPETO

Bias tape jacket and trousers by Isabela Capeto
In collaboration with artisans from Campo Grande (Rio de Janeiro state)
2024
Patchwork, embroidery
Cotton

Behind each Isabela Capeto's embroidery piece are the skilled hands of dedicated artisans. Many of them have been with the brand since it began, forming a close-knit community with a deep connection to Capeto's journey, which stands out for its commitment to preserving artisanal excellence at the heart of the brand's identity. Its creations are unique and produced in limited editions (maximum of 14). The brand currently works with five team leaders who travel to the atelier, collect the garments and distribute them to over a hundred employees. This garment was made by the women of a cooperative in the city of Campo Grande, led by Fabricia Lima. It is embroidered with strips of bias tape, each section cut and sewn by hand using different thread embroidery techniques.





Featured in these photos: Isabela Capeto and WTNB



ECOTECE + BELA BRAND

Kozmo collection by Maria Laura Litterio in collaboration with Raquel Wymann

State of São Paulo, Summer 2024

Sewing, digital print

BCI cotton, recycled lycra

The NGO Ecotece empowers vulnerable groups and ensures ethical production and social responsibility for designer Maria Laura Litterio's Bela Brand. The Kozmo collection was made by Flor de Kantuta, a group of Bolivian immigrant women living in São Paulo. The pieces are made from recycled lycra and certified cotton, and come in sizes from XS to XXXL.



Featured in this photo: Malwee, Banco de Tecidos and Irá Salles

CREATORS & INNOVATORS

MALWEE

Hug jacket by Malwee

Knot dress by Malwee

Embrace the Future collection in collaboration with the collective Elas Fazem Nós (They make knots), supported by Malwee Institute, in the state of Santa Catarina

Spring 2024

Crochet, macramé

Thread of the future (multiple fibres)

Malwee, a fashion brand and industry founded in 1966 in the state of Santa Catarina, launched the first sweatshirt made with Fio do Futuro (Thread of the future) in 2022. The unprecedented material is made up of 85% different types of fibres from used and shredded clothes that are collected in partnership with the Red Cross. This innovative and sustainable product is a testament to Malwee's commitment to driving change in the fashion industry. The design presented at BCFT 2024 has joined forces with women from the collective Elas Fazem Nós, part of the Malwee Institute's Menos Resíduo, Mais Renda (Less waste, more income) programme, to give new meaning to textile waste. These women are masters of handicraft techniques such as macrame and crochet. The Knot dress has a recycled knit base with a macrame overlay made with Fio do Futuro rolls. The Hug jacket is multifunctional with exquisite crochet details. The hood, sleeves and hem are detachable, in a playful design that transforms the jacket into a vest, making it even more unique and personal.





Featured in this look: Malwee



BANCO DE TECIDOS

Banco de Tecido by Lu Bueno
Solution for overstock fabric
Since 2014

The Banco de Tecido (bank of fabric) is a unique system for exchanging and selling textile overstock, designed to promote the circulation of reused fabrics. Its business model seeks to solve the issue of surplus production from weaving mills, clothing factories and workshops by putting this material back on the market and becoming part of the circular economy. This initiative promotes social, environmental and economic benefits. Banco de Tecido is a bank where the currency is the fabric.

CREATORS

IRÁ SALLES

Mariana bags by Irá Salles

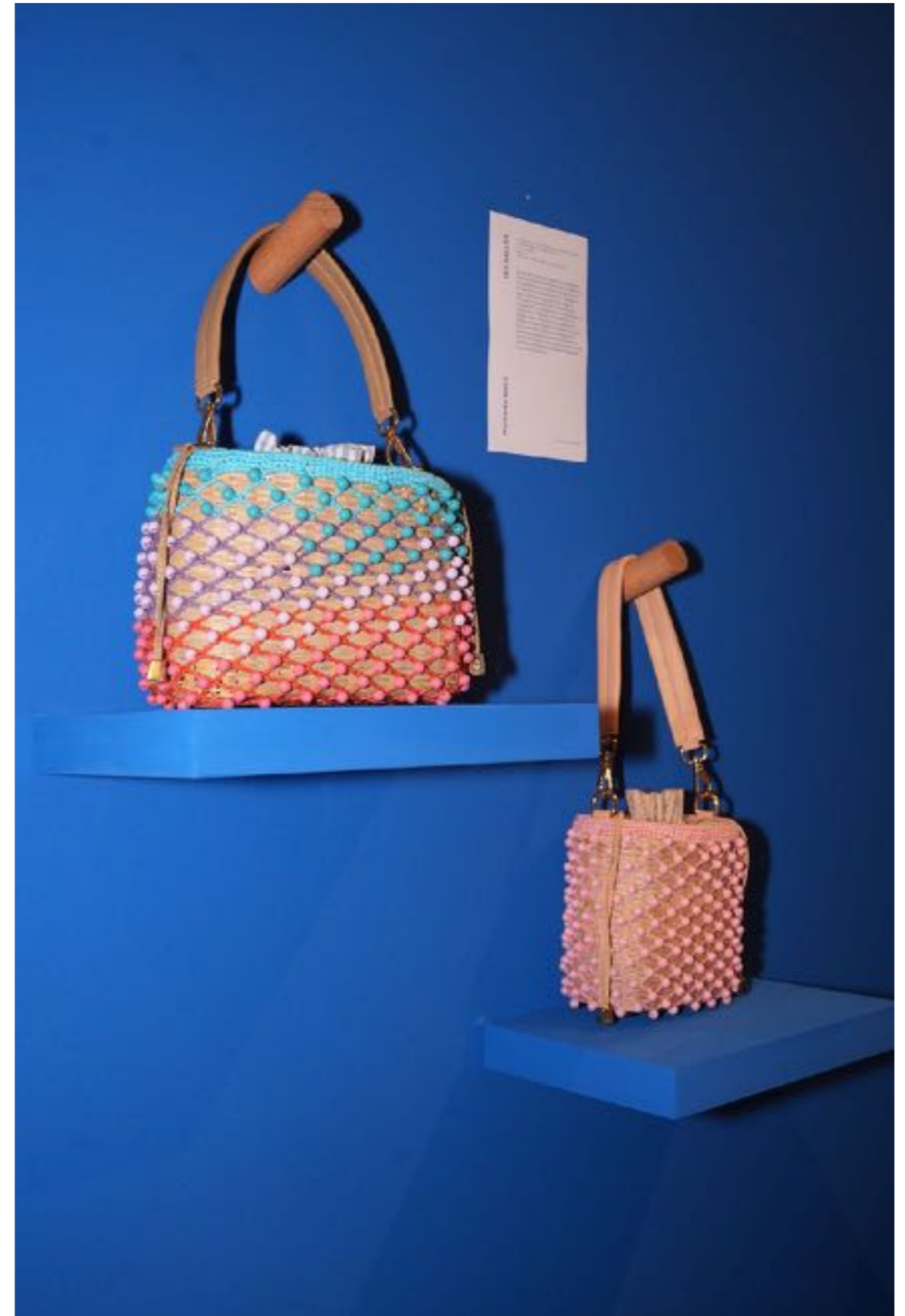
In collaboration with artisans from Tutoia (Maranhão state) and Salvador (Bahia state)

Summer 2024

Crochet

Palm tree, beads, leather, organic cotton

A signatory to the UN Global Pact, Irá Salles has been committed to handicrafts, preserving artisanal techniques and generating income for women in local communities. The Mariana bag is made from a straw basket made in the Tramas Maranhenses community, then covered with a crocheted net in the São Marcos community in Salvador, and finished in Irá Salles' atelier. Since launching her brand in 1999 in Salvador (Bahia), Irá Salles has valued the handmade and the preserving manual techniques, generating income for women in local communities. Her creations are part of the collection of the Tassen Museum of Bags and Purses in Amsterdam.





Featured in this photo: Lenny Niemeyer, VIX, Oricla Elástico + A.C.T. and Nannacay

CREATORS

LENNY NIEMEYER

Buriti dress by Lenny Niemeyer

In collaboration with artisans from the state of Maranhão

Summer 2023

Crochet

Buriti straw

The Buriti dress is made by the artisans of Barrerinhas, in the state of Maranhão, led by Ivonete Neves under the supervision of Raissa Colela. This dress takes two months to crochet. Since 2014, designer Lenny Niemeyer and creative director Telma Azevedo has been working with the communities using their knowledge of handicraft techniques such as weaving, macramé and crochet, as well as dyeing and using natural fibres such as caroá, wicker, carnauba and buriti.





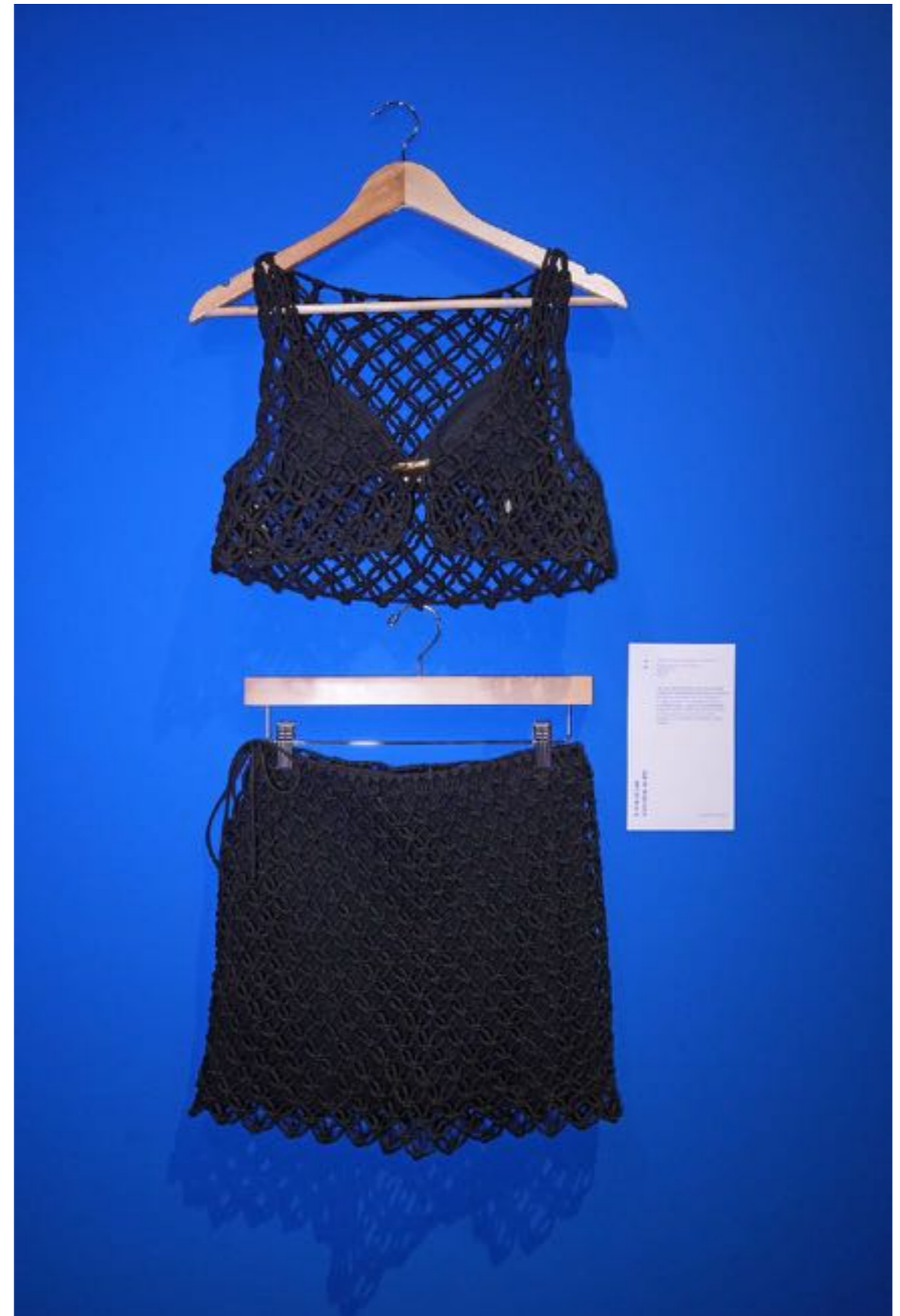
Featured in these photos: Malwee, Catarina Mina, VIX, Lenny Niemeyer, Cura and Tereza Xavier

CREATORS

VIX

Gio blouse and mini skirt by Paula Hermanny and Bianca Brandolini for Vix
Project Casa Vix, Rio de Janeiro
Summer 2024
Macramé
Cotton

The Gio macramé blouse and mini skirt are made from small hand-woven pieces of cotton by artisans trained by Casa Vix, taking an average of 9 hours to complete each piece. Founded in 2022, Casa Vix is a certified free programme dedicated to providing education and opportunities for women in nearby Brazilian communities in Petropolis, Rio de Janeiro.





ORICLA ELÁSTICO + A.C.T.

Oricla Elástico by Agustina Comas, Confecções T. Christina and A.C.T.
 State of São Paulo, 2024
 Upcycling, reroll
 Nylon, lycra

Oricla Elástico is a fabric created from upcycling to reduce waste in the production of fitness clothing. The innovation is a partnership between Confecções T. Christina (one of the largest manufacturers in the sector generating 120 tonnes of synthetic waste per year) and the designer Agustina Comas, a specialist in industrial upcycling. The project allows 20% of this surplus to be reintroduced into the market, addressing key issues in the fashion industry. For this exhibition, Oricla Elástico has partnered with A.C.T., a new brand that aims to combine design, functionality and sustainability in a lifestyle proposal.

CREATORS

NANNACAY

Alessandra dress by Marcia Kemp for Nannacay
In collaboration with craftswomen from the state of Ceará
Resort 2025
Crochet
Cotton

Steffy bag by Marcia Kemp for Nannacay
In collaboration with artisans from Rio de Janeiro
2024
Handmade
Cotton rope

Nannacay works together with 30 communities, mostly led by women artisans, in 15 cities across 10 states in Brazil. The brand estimates that more than 600 human lives are impacted by this relationship. Nãñakay is a Quechua word meaning sisterhood. The Lilian dress is made by a group of 20 artisans from the outskirts of Rio de Janeiro. Most of them are over 45 and have difficulty finding work in the industry because of their age. The basket of the Steffy bag is handmade by a single mother who supports her disable child, and the handle is made by artisans living in remote communities around Rio de Janeiro.





Featured in these photos: Nannacay, Neriage + Projeto Akra, Lenny Niemeyer, Cura and Tereza Xavier



Featured in this photo: Renata Brenha, Demodê, Neriage, Marina Bitu and WTNB

CREATORS

RENATA BRENHA

Acarajé skirt by Renata Brenha

In collaboration with Pro Sampling, London
Summer 2025
Frufu, upcycling
Upcycled curtains

Babado top and Caxixi bag by Renata Brenha

In collaboration with Maes, London
Summer 2025
Hand smocking
Biodegradable acetate recycled from raw materials

Renata Brenha reframes the place of women and Latin America in contemporary fashion. Her approach is based on a proposal of sustainability and the reuse of resources through artisanal practices. The Acarajé skirt is made from upcycled curtains. The ruffles at the bottom are made using the traditional 'frufu', a technique popular in Brazil for making rugs from discarded fabrics. The Babado top and the Caxixi bag are hand-smoked using an innovative technique developed in Brenha's studio.





Featured in these photos: PatBo, Paula Ferber and Renata Brenha

CREATORS

DEMODÊ

Brisa knicker by Maria Zeferina for Demodê
In collaboration with Bilro de Ouro Association (Maranhão state)
Timeless
Bobbin lace
Organic cotton

Areia knicker by Maria Zeferina for Demodê
In collaboration with Tecendo Saberes group (Maranhão state)
Timeless
Embroidery
Organic cotton

At Demodê, Maria Zeferina promotes a fashion industry based on respect for people and nature, from those who grow the crops to those who wear the clothes. Her underwear collection is made from naturally coloured organic cotton, declared an Intangible Cultural Heritage in the state of Paraíba, grown in the Margarida Alves settlement, a family farming system involving more than 200 families.

The design is retro-inspired with a focus on comfort and femininity. The Brisa knicker is decorated with a heart of bobbin lace, a craft inherited from Portuguese colonisation and now part of the culture of the Northeast region of Brazil. The Areia knicker is hand-embroidered on a hoop and reads 'Comfort is the new sexy'.



CREATORS

NERIAGE

Itaca bag and hat by Rafaella Caniello for Neriage
In collaboration with the Akra Project and the artisans of
Madagascar
Summer 2024
Crochet, fringes and stitches embroidery
Natural raffia fibre

For her second collaboration with the Akra Project, Rafaella Caniello worked with around 15 artisans in Antananarivo, Madagascar, to bring to life these pieces made from the natural fibre of *Raphia farinera*, a species native to Madagascar, dyed with certified Reach pigments. Once being crocheted, the bag is decorated with embroidery stitches and fringes.



CREATORS

MARINA BITU

Fuxico dress by Marina Bitu

In collaboration with artisans from the state of Ceará

Summer 2024

Fuxico

Banana fibre

With the support of Senac Ceará, Marina Bitu is spreading cultural knowledge about the Cariri region in the state of Ceará and exploring new forms of craftsmanship. Working with the 20 artisans of the Fibrarte Association, this dress is made from the 'fluffy' straw of the banana tree stem inspired by the ancestral technique of fuxico, which originated in Africa and is popular in the Northeast of Brazil. The straw is sewn into circular shapes, creating unique pieces through the artisanal process. The women of Fibrarte use banana crop residues to generate income by making decorative items, clothing and accessories.



CREATORS

WTNB

Retalhos by Ana Clara Watanabe for WTNB

In collaboration with Senac Pindamonhangaba, state of São Paulo

Winter 2025

Patchwork, hand stitched, upcycling
Regenerative cotton

Retalhos is handmade in collaboration with the Senac Pindamonhangaba training centre in the state of São Paulo, where WTNB has created a class made up entirely of seamstresses of different ages who have received scholarships to work on the pieces for the Tarsila Amarela fashion show in São Paulo in May 2024. Retalhos is made with two types of denim from Vicunha Brasil (Pacito Regen and Ilhéus), both produced with BCI and ABR cotton from regenerative agriculture.





Featured in this photo: Cura, PatBo, Amadeu and Thais Cipolletta

CREATORS

CURA

Straw hot pant and mocassin by Raissa Colela and Isabel Graça for Cura

In collaboration with artisans from the state of Maranhão

Summer 2025

Crochet

Buriti straw, suede, EVA

The management of the buriti fibres is a quilombola technique that is still updated today, from the removal of the buriti palm, to the cooking and joining of the fibres, to the creation of the balls of yarn. Crocheting is the final stage of the process, where the pieces are created and finished. This collaboration promotes the economy and autonomy of 25 artisans organised in a local chain that is sustainable from the beginning to the end of the process.



CREATORS

PATBO

Blue denim suit with embroidery by Patricia Bonaldi for PatBo

Project Costurando Sonhos, Minas Gerais state

Spring 2024

Handmade embroidery

Cotton, glass beads

The two-piece denim suit is part of the Spring 2024 Tropicalia show at NYFW. The handmade embroidery and craftsmanship takes over 160 hours by the artisans. In 2015, Bonaldi founded the Costurando Sonhos school in Uberlandia, her hometown in the state of Minas Gerais, where local women learn embroidery, sewing, hand-beading techniques and garment construction for free. More than 400 women have been trained at Costurando Sonhos.





Featured in this photo: PatBo and Renata Brenha



AMADEU

Amadeu by Flavia Amadeu
 LaVeg™
 State of São Paulo, 2024
 Natural latex on cotton textile

LaVeg™ is a biomaterial made from natural rubber and cotton that aims to be an alternative to animal leather and synthetic materials. It is a vegan, biodegradable, recyclable, PU and PVC free material. Its waterproof laminated rubber surface has a luxurious look with the desired smoothness, thickness and durability for fashion, accessories, footwear and furniture design.

LaVeg™ is the result of many years of research and development and the outcome of unique production technology. The product is available in rolls and made to order in a wide range of colours, textures and thicknesses.



THAIS CIPOLLETTA

**Handbag restoration: before and after by Thaís Cipolletta
London, 2024**

Colour and texture restoration, handbag cleaning, re-edging, re-threading

Leather cleaning solution, leather conditioner, acrylic leather paint and finisher, leather dye, polymer filler, leather scraps, polyurethane paint, cotton cord

Damaged straps and discolouration led this 20-year-old family gift to be stored for years. After cleaning it, Cipolletta cleaned it, hand-matched the original colour, applied pigments thinly, and sealed it for durability and a natural feel. Holding on to items is highly sustainable. Through repair, people can reconnect emotionally with their belongings and find encouragement for more conscious future purchases. Cipolletta's techniques have been leading the standards for luxury restoration for 10 years, since co-founding The Restory. She has trained over 40 artisans and now mentors craftspeople and consults on artisanal services, innovation and new materials.



Featured in this photo: Newsew 3D, Paula Ferber and Catarina Mina



NEWSEW 3D

Newsew 3D by Camila Monteiro

Urban Brazilianness

Summer 2024

3D printing, digital pattern making, zero waste, 3D modeling and AR software

TPU, recycled TPU, PLA, cotton and polyester tulle

3D software simulation and design are integral to a sustainable and fair manufacturing process. It minimises material waste and discarded parts during testing, allowing for more accurate production of the final piece after digital adjustments. Most products are designed to be disassemblable, facilitating customisation and increasing their lifespan. Production currently uses TPU filament, which is recyclable, and PLA, which is biodegradable. NewSew is starting a production with suppliers of recycled and biodegradable TPU filaments. The goal is to develop its own filament in partnership with a filament brand in the near future.

CREATORS

PAULA FERBER

Aninha bag by Paula Ferber
Diva bag by Paula Ferber
Mobile holder by Paula Ferber
Project Muzambinho (Minas Gerais state)
Summer 2024
Crochet
EVA green

Since 2016, Paula Ferber has led a group of 15 artisans trained in crochet, tressé, and basketry in the interior of the state of Minas Gerais. She develops hand-crocheted bags using EVA green, a vegetable resin made from sugar cane that can be recycled and reused like the traditional EVA. The straps are made from recycled plastic bottles.



CREATORS

CATARINA MINA

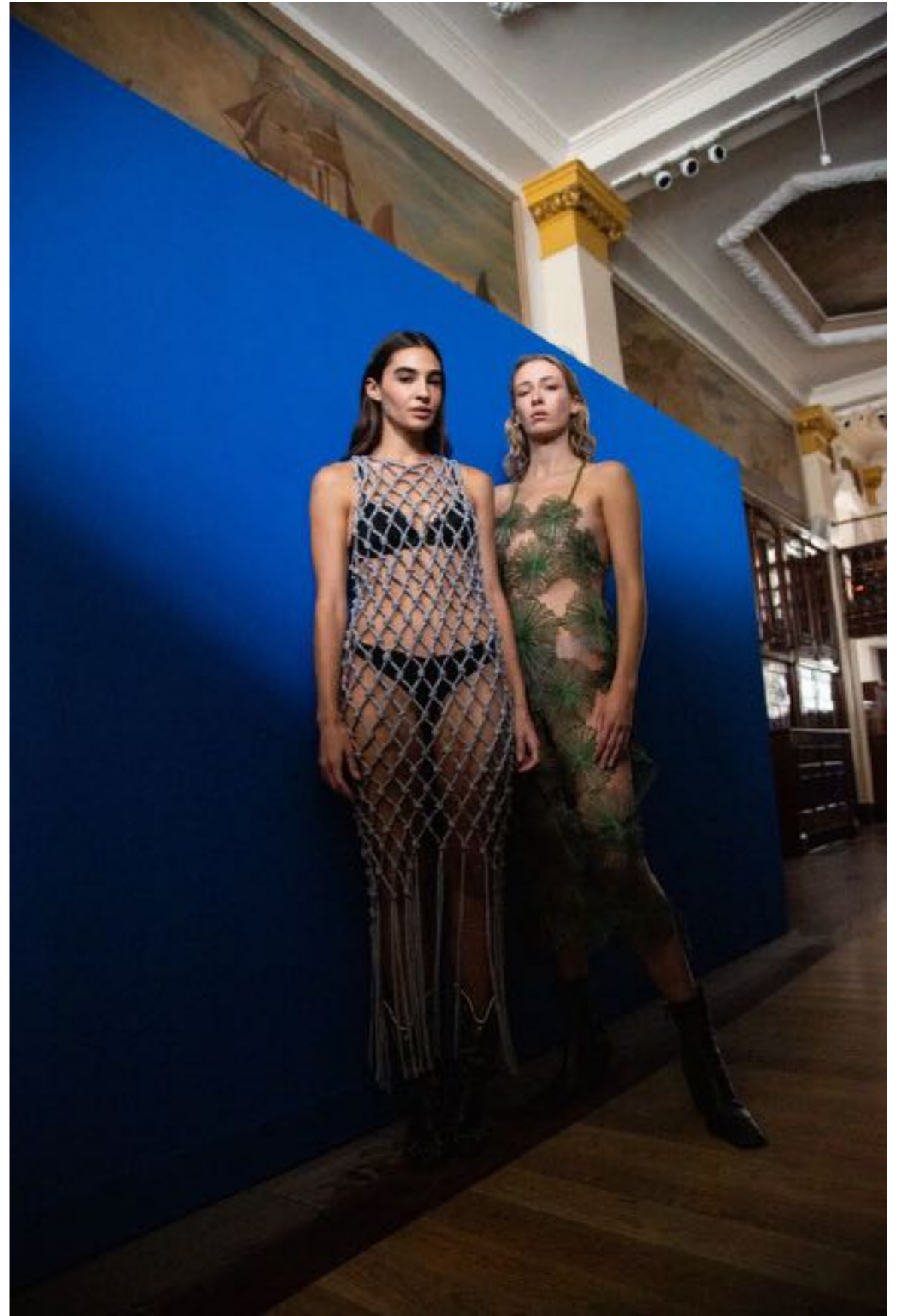
Mandacaru dress by Celina Hissa for Catarina Mina
Project Travessias Artesanais, Jaguaribe and Itaitinga in the state of Ceará
Fillet lace
Cotton

Cobogó earring by Celina Hissa and Carlos Pena for Catarina Mina
In collaboration with the straw artisan group of Sobral (Ceará state)
Summer 2024
Carnauba straw, metal

Celina Hissa focuses her practice on the supply chain in Ceará, the state where she lives and works. More than 300 women in 31 communities work with crochet, lace, macramé, carnauba straw, marquetry and woodcraft. Projects such as Carnaúba, Uma Conversa Sincera, Artesanais, Olê Rendeiras, Fio Oficina, and Travessias have increased the income of artisans by up to seven times.

The Mandacaru dress takes 60 days to put together the fillet lace and crochet. The Cobogó earrings are made from a type of straw that is typical of the Ceara region. The straw is harvested from a palm tree known as the 'carnaúba' or the 'tree of life' as everything from it can be used in some way.





Featured in these photos: Catarina Mina and Malwee



Featured in this photo: Silvia Furmanovich, Farm Rio and Tereza Xavier

CREATORS

SILVIA FURMANOVICH

Butterfly earrings by Silvia Furmanovich

Mini half-moon earrings by Silvia Furmanovich

Multi-skirt chandelier earrings by Silvia Furmanovich

In collaboration with artisans from Chile

2024

Weaving

Horse mane, diamonds, blue London topaz, 18k yellow gold

Horse mane weaving, a centuries-old technique handed down from mother to daughter in rural villages such as Rari and Panimavida in Chile, inspired Silvia Furmanovich to create a special collection of earrings. Often described as 'living treasures', these women use strands from the horse's mane along with vegetable fibres to enhance the durability of the creations. The end result is a beautiful sculpture, with years of tradition. In addition to working with artisans in Chile, Furmanovich's high jewellery showcases a variety of traditional crafts such as lacquer and bamboo from Japan, miniature painting from India and marquetry from Brazil.





Featured in these photos: Lenny Niemeyer, Silvia Furmanovich and Tereza Xavier

CREATORS

FARM RIO

Rauti beaded jewellery by Yawanawa Sociocultural Association (Acre state)
Necklace, bracelet and earring from Farm Rio Design Team
Cultural Archive
Glass beads

The pieces made by the Yawanawa women carry the timeless wisdom of the forest, and the vibrant composition of the beads represents a more recent expression. This practice leads to a path of female empowerment within the community - one of the few in Brazil led by a female shaman (spiritual leader), Hushashu Yawanawa. They also embrace a new understanding of rauti, a deeply meaningful term that translates as 'ornaments of beauty and protection'.



CREATORS

TEREZA XAVIER

Talismã bracelet by Tereza Xavier

Customised from the original work of the Waimiri Atroari women (Roraima state)
Since 1995

Waimiri Atroari ancestral weaving and embroidery
Arumã fibre, aquamarine, 925 silver

Alto Juruá bracelet by Tereza Xavier

Customised from the original work of the Ashaninka women (Acre state)
Since 2023

Handloom and embroidery
Wool, aquamarine

Darcy Ribeiro bracelet by Tereza Xavier

Customised from the original work of the Kayapó-Xicrin women (Pará state)
Since 1997

Kayapó ancestral weaving
Tucuma straw, aquamarine, 925 silver

Vesica Piscis bag by Tereza Xavier

Customised from the original work of the Xavante women (Mato Grosso state)
Since 2015

Xavante ancestral straw braid
Buriti palm leaf, cotton, precious stones, 925 silver

Since launching her brand, designer Tereza Xavier has worked with various artisan and indigenous communities in Brazil. She emphasises the ancestral knowledge of each craft within the framework of sacred geometry, as seen in the Vesica Piscis bag. The aquamarine embroidery on the Alto Juruá bracelet represents the jaguar that the Ashaninka usually paint on their bodies, symbolised by a circle with a dot inside. The Darcy Ribeiro bracelet won a De Beers Award in 1997 and the Talismã bracelet in 1998. She believes in jewellery as a protective tool. She transforms original indigenous design into high jewellery, creating bespoke pieces with embroidered stones, seeds, and wool from artisans in Ceará and Rio de Janeiro.



CREATORS

FLAVIA ARANHA

Ceramic bead jewellery and Tina bracelet by Flavia Aranha
In collaboration with artisans from the state of Minas Gerais
Summer 2019, summer 2023
Clay, jarina seeds, gold-plated silver, gold-plated brass

Since 2017, Flavia Aranha has partnered with the artisans of the Coqueiro Ocampo Association, from the Jequitinhonha Valley, in the state of Minas Gerais, known for its ceramic expertise. The beads for the earrings and necklace are made from natural clay, reflecting the original colour of the soil they walk on, and finished with an artisanal firing process in partnership with the Iracema Studio. The Tina bracelet is made with ceramic beads and jarina seed, considered to be plant ivory. They are found in the Amazon region, collected in the forest and carefully selected.



Projection Room

The projection room showcased 17 videos produced by the brands, highlighting their collaborations with artisan communities. These videos illustrated the incredible work these brands do to empower and improve the conditions of these communities, while also creating pieces using heritage techniques that preserve traditional Brazilian craftsmanship.



PANEL DISCUSSIONS

As part of the BCFT "A Chain of Women" exhibition, two insightful panel discussions were held:

New Ways to Add Value: Recycle and Repurpose

This panel featured Agustina Comas, a specialist in upcycling within the fashion industry, Audrei Russo, Chief Brand Officer at Grupo Malwee, and Bruna Petreca, Senior Research Fellow in Human Experience and Materials at the Royal College of Art. They discussed innovative approaches to waste management and how such strategies can enhance the value of the supply chain. The discussion was mediated by Lilian Pacce.

Empowering the Chain of Women: Fostering Communities Through Collaboration

This session brought together Ana Clara Watanabe, Founder and Creative Director at WTNB, Cecilia Baima, Co-Founder of Marina Bitu, and Maria Laura Litterio, CEO and Creative Director at Bela Brand. The panellists explored the role of design in community-building and how collaboration can drive the fashion industry towards greater social justice and equality. Camila Villas served as the mediator for this discussion.



Forbes

MONOCLE



London Fashion Week 40th Anniversary Highlights
Established British brands Burberry, JW Anderson and Mark Fast plus emerging talent Chet Lo, Febea and Sabirah were among 72 designers at one of the world's top fashion weeks this month.

5. Brazil Creating Fashion for Tomorrow

A Chain of Women exhibition at Brazilian Embassy was part of London Fashion Week September 2024. MAX GOLDMAN

The Brazilian Embassy's fascinating exhibition A Chain of Women showcased Brazilian women designers who used alternative production methods and material sources. Farm Rio was a well known brand on show, with stores all over the world while emerging designer Marina Bitu showed designs made from straw of the banana tree stem. For the exhibition, Farm Rio worked with Yanomawá indigenous craftswomen and Patricia Bonaldi's brand PatBo showed garments made at the sewing school she founded in her hometown of Uberlândia, Brazil.

Forbes
Editor: Joanne Shurvell
Date: 10th September
Circulation: 150,000,000
[LINK](#)



THE MONOCLE WEEKLY
Lilian Pacce, Camila Villas and M...

16 September 2024
 15 minutes

Monocle's Fernando Augusto Pacheco speaks with leading Brazilian fashion voice Lilian Pacce, UNWTO sustainability specialist Camila Villas and Brazilian designer Marilia Biasi, curators of 'Brazil: Creating Fashion for Tomorrow'. The exhibition is being held at the Embassy of Brazil in London until Tuesday 17 of September. This year's theme is 'A Chain of Women'.

Monocle
Editor: Fernando Augusto Pacheco
Date: 16th September 2024
Circulation: 81,504
[LINK](#)



SONG OUT | EVENTS AND THINGS TO DO

The bluffer's guide to London Fashion Week

→

Parties! Clubs! Sweating into bars! Mike Daw and Yazzi Gokcemen on how to live a model life for LFW

MIKE DAW | YAZZI GOKCEMEN
21 HOURS AGO

This week London Fashion Week returns to town and with it comes the feelings of intense **FOMO**. Watch with envy as the big-name designers and models rub shoulders with the chiest of the A-list, while the rest of us are left craning our necks for a glimpse of the good life. But while there's usually only a handful of truly great fashion parties in town — most off-limits if you don't know someone who knows someone — there are plenty of ways to get involved. And why not: 2024 celebrates 40 years of fashion week and of the near 120 official LFW events, about a third are open to the public, meaning this mysterious and elusive world is accessible like never before. Beyond the red velvet ropes and impossible-to-catch catwalks, London Fashion Week continues in the capital's top bars, hotels and restaurants with a glut of glamorous after parties. Here then, is our bluffer's guide to LFW.

Otherwise, a number of evening events, exhibitions and catwalks are on throughout the week, with the best of these including **Brazil Creating Fashion for Tomorrow** (September 12), **Medusa X Fashion Week and the City Runway** (September 13) and **Oxford Fashion Studio x Upstairs at Langan's** (September 14). These hard-to find-evenings are intentionally elusive, but RSVP via the official [LFW schedule](#) online and you'll soon be mixing with those in the know. Elsewhere the **Standard Hotel** is launching a **CIROC** vodka residency in partnership with **KNWLS**, the studio founded by Charlotte Knowles and Alexandre Arsenault, both Central St Martins' graduates. KNWLS has designed a series of in-room merch and collectibles and the hotel is hosting parties in Sweeties, Decimo and a few of the top terrace suites, including a book launch from Law Roach for his debut "How To Build A Fashion Icon". Details for all of this are at londonfashionweek.co.uk.

The Standard
Editor: Mike Daw
Date: 12th September
Circulation: 1,151,000
[LINK](#)

WONDERGUIDES: LFW EDITION

As the 40th edition of London Fashion Week takes over the city, we've curated the best events, exhibitions, and hotspots to join the celebrations — even if you're not sitting front row.

A Chain of Women at the Embassy of Brazil

Brazil: Creating Fashion for Tomorrow has partnered once again with the Embassy of Brazil to present 'A Chain of Women' from the 13th to the 17th of September, just in time for London Fashion Week. This exhibition highlights the crucial role of women in fashion, showcasing a curated selection of Brazilian brands along with sustainable initiatives led by talented Brazilian women from low-income communities. Expect to see Catarina Mina's work with communities in the state of Ceará, Farm Rio with the Yawanawá indigenous craftswomen, Lenny Niemeyer, with its partnership with the Barreirinhas Craftswomen's Association (Maranhão), Marina Bitu, showcasing designs made from straw of the banana tree stem, Dayana Molina's Nalimo, at the forefront of indigenous representation in Brazil, PatBo and its embroiderers' school, along with Renata Brenha and Flavia Aranha's various initiatives.



Photography: Esther Gordon

Wonderland
Editor: Sofia Ferreira
Date: 13th September
Circulation: 1,800,000
[LINK](#)

London Fashion Week officially kicks off on Thursday, September 12, with a 72-strong line-up of emerging and established designers, including Burberry, Roksanda, JW Anderson and Harris Reed, as it culminates its 40th-anniversary celebrations.



Brazil Creating Fashion for Tomorrow 'A Chain of Women' exhibition Credits: Brazil Creating Fashion for Tomorrow

Brazil: Creating Fashion for Tomorrow exhibition

The Brazil: Creating Fashion for Tomorrow (BCFT) presents its second edition at the Embassy of Brazil, London, to open the London Fashion Week, with an exhibition spotlighting the pivotal role of women in the fashion industry. The 'A Chain of Women' exhibition features a curated selection of brands, sustainable initiatives and innovations led by talented Brazilian women from low-income communities, including designers PatBo, Farm Rio, Vix and Nannacay, and material sustainability and innovations in the country in partnership with Apex.

The exhibition will host an exclusive preview on September 12 and then be open to the public from September 13 to 17.

Fashion United
Editor: Don-Alvin Adegeest
Date: 18th September
Circulation: 194,700
[LINK](#)

ELLE

Expo brasileira
 O Brazil: Creating Fashion for Tomorrow apresenta sua segunda edição na Embaixada de Londres dos dias 13 a 17 de setembro. A exposição chamada "A Chain of Women" vai mostrar o papel fundamental da mulher na moda brasileira por meio de criações de marcas como Catarina Mina, Lenny Niemeyer, Nalimo, Renata Brenha e Flavia Aranha. Imperdível!

ellebrasil • Follow

ellebrasil A mais subversiva das semanas de moda começa nesta quinta-feira (12.09). Sim, estamos falando de Londres! Com algumas marcas fora do line-up (vamos sentir sua falta, @mollygoddard) e outras entrando, o evento completa 40 anos de pura loucurinha. No carrossel, a editora-assistente @giumesquita separou o que há de mais importante para você saber sobre a temporada de verão 2025 da cidade inglesa, além de entregar o calendário completo (no horário de Brasília!). Estamos ansiosos para ver o que vem por aí! Qual desfile você não vai perder de jeito nenhum?

5w

nutridanijodar @amandabaldin perfeita !!!! 🥰🥰

784 likes
 September 12

Log in to like or comment.

ELLE Brazil
 Date: 12th September
 Circulation: 1,000,000
[LINK](#)

PRESS HIGHLIGHTS



Tori Tsui, Climate activist, mental health advocate, and writer
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Dominique Palmer, Climate justice activist, speaker, and youth leader
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PRESS HIGHLIGHTS

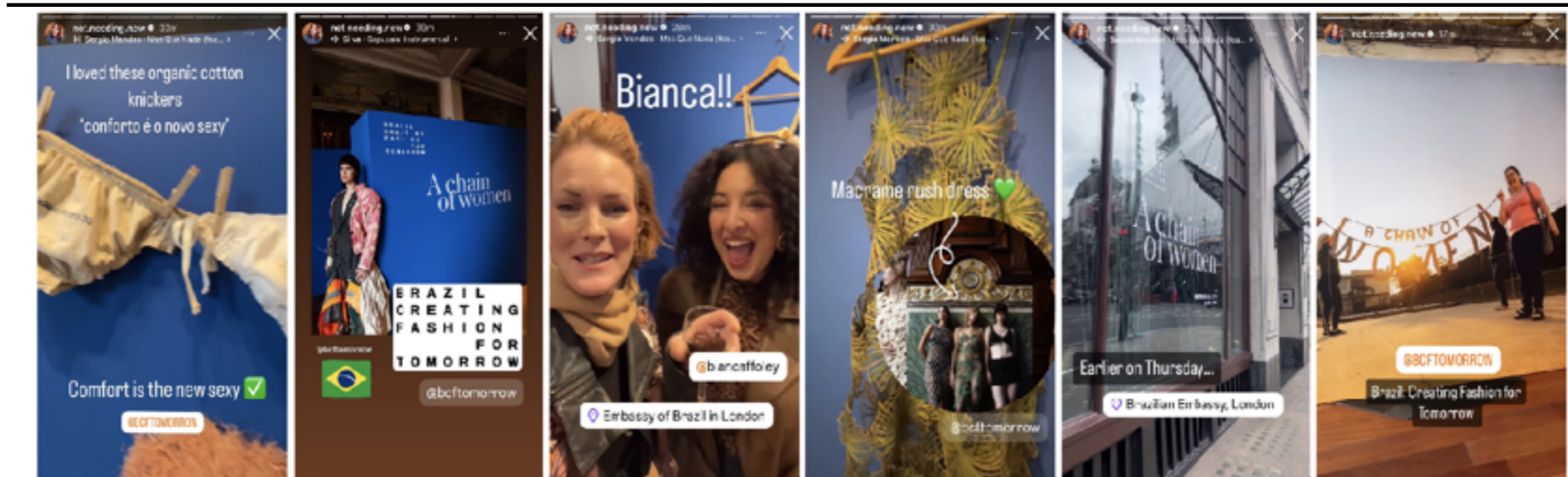


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[LINK](#)

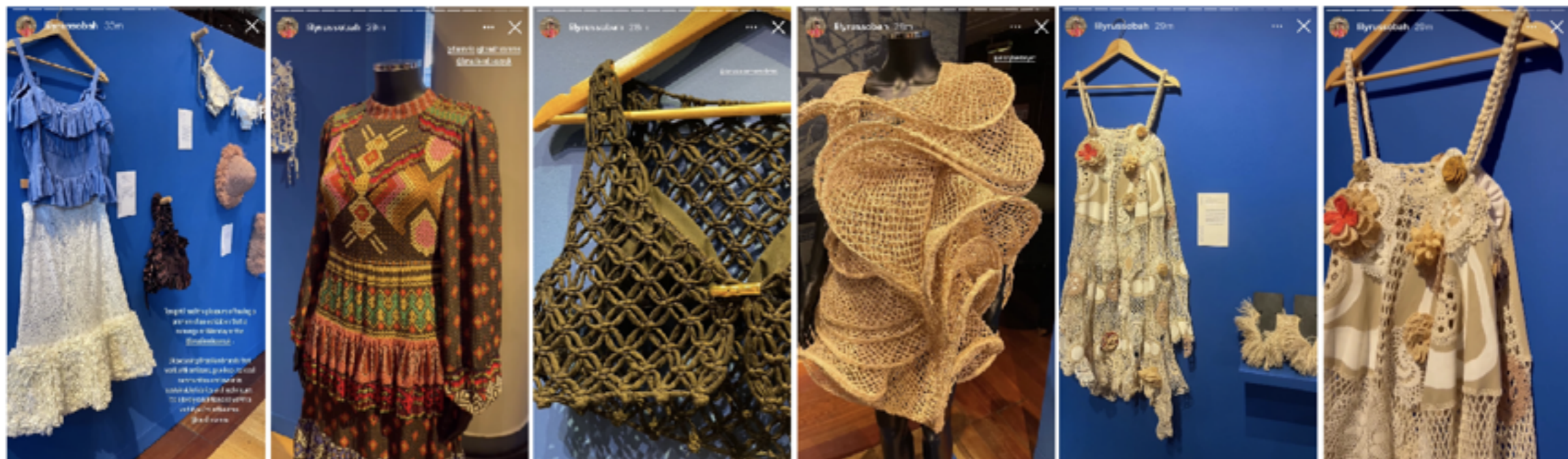


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PRESS HIGHLIGHTS



Anna Kilpatrick, Not Needing New
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Lily Russo-Bah, Fashion Director, Marie Claire UK
11,000 followers



Join Us for the Third Edition of Brazil: Creating Fashion for Tomorrow (BCFT) – 2025

After the success of its previous editions, Brazil: Creating Fashion for Tomorrow (BCFT) will be back for its third edition in 2025! As part of London Fashion Week, the event has become a vital platform for showcasing the cutting-edge innovations and sustainable practices driving the future of fashion.

As we begin curating the next wave of groundbreaking Brazilian talent, we invite Brazilian creators and innovators to be part of this transformative journey. BCFT is where creativity, sustainability, and responsible practices come together to help inspire and shape a more innovative and ethical fashion industry.

For further details or to express your interest, please contact us at hello@bcft.uk.

Together, creating fashion for tomorrow.





CREDITS:

Brazil: Creating Fashion for Tomorrow is curated by Camilla Villa, Lilian Pacce and Marilia Biasi

“A Chain of Women” was supported by Malwee in partnership with Embassy of Brazil in London and Apex Brasil

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Exhibition Photos by Carol Lancelloti, Marilia Biasi and Valeria Rosso

