

**B R A Z I L  
C R E A T I N G  
F A S H I O N  
F O R  
T O M O R R O W**

**SIMPLE ORGANIC**

EMBASSY OF  
**BRAZIL**  
LONDON



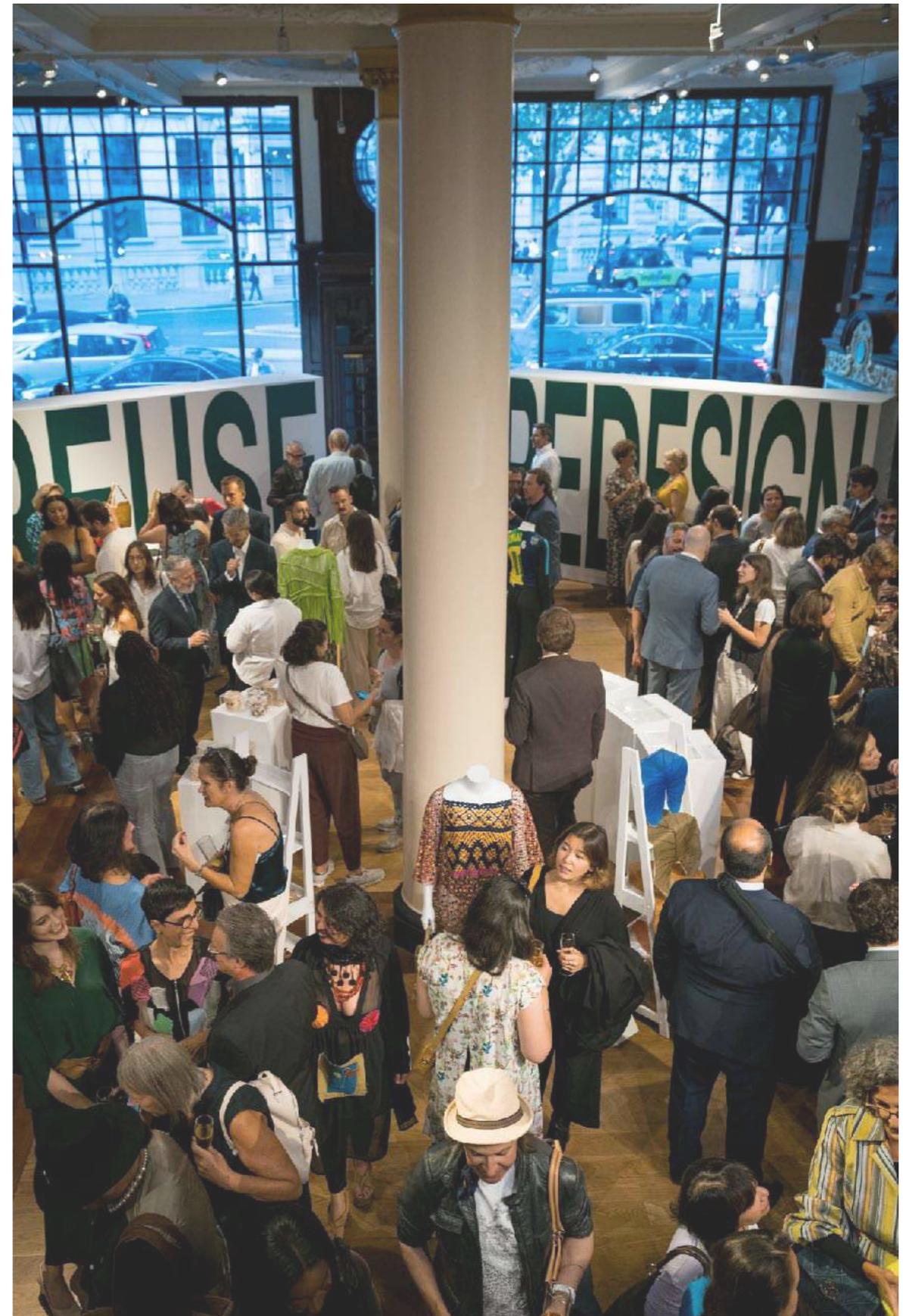
## THE EXHIBITION

**Brazil: Creating Fashion for Tomorrow** opened London Fashion Week on the 14th September 2023 showcasing Brazilian creations that emphasises sustainable and innovative initiatives. The exhibition is led by Camila Villas, Lilian Pacce and Marilia Biasi, who have organised and curated it.

Hosted in collaboration with the Embassy of Brazil in London and the Brazilian clean beauty company Simple Organic, the exhibition united a selection of clothing, bags, shoes, jewellery, materials, and solutions that tackle the challenges presented by the climate emergency by presenting an intimate exploration of the diverse solutions Brazil can offer to the global fashion landscape, encouraging novel practices that intertwine social responsibility, environmental consciousness, and innovative design.

The event's carbon emissions were neutralised by Simple Organic through the efforts of Agroforestry Carbon. This compensation will be achieved by implementing agroforestry systems, which not only restored degraded areas but also facilitated the cultivation of entirely pure food. This initiative has a dual impact, encompassing both environmental and social aspects engaging small-scale producers who might not otherwise have had the chance to participate in carbon offset projects.

The exhibition ran from 14th to 19th September 2023 and received +1,000 visitors.





## VENUE & SET DESIGN

Sala Brasil is a historic England Grade-II listed location, situated on the ground floor of the Brazilian Embassy, with an open plan area. The 1906 construction was originally designed by Hunter & Partners architects as the London headquarters of P&O, one of Britain's main cruise-line corporations, established in 1837.

The exhibition's expography, designed by Pier Balestrieri and Sergio Fuentes of Pier Ponto embraces a sleek and geometric design ethos. This design mirrors the core theme of the exhibition, which centers around sustainable practices and the circular economy. At its heart lies the "origin" – the point from which both organic and inorganic materials, whether natural or laboratory-created, emerge, aiming to minimize the environmental impact and harness social value by empowering communities, indigenous groups, and riverside populations.

Surrounding this pivotal "origin," visitors discovered the innovative creations of the showcased companies. These works exemplify how one can seamlessly blend innovation with sustainable practices, presenting pieces that ignite a passion for fashion while staying eco-conscious.

Encircling this entire narrative, six expansive panels display the overarching pillars that guided the curatorial choices: Respect, Redesign, Reflect, Reuse, Regenerate, and Reduce. These panels are adorned with gigantographic UFarbik vinyls made from recycled PET bottles.



## CREATORS & INNOVATORS

The exhibition spotlights 23 Creators & Innovators, each presenting their exquisite and groundbreaking designs and materials.

Brazil's vibrant creative industry is celebrated for its unwavering dedication to sustainability and the betterment of both the environment and its people. Innovative designers committed to employing techniques that prioritize eco-consciousness and frequently yield positive outcomes. They craft products using a diverse array of materials, ranging from organics to recycled, upcycled, and alternative leather sources.

These forward-thinking designers have seamlessly woven sustainability into the core of their business models, fervently championing approaches that reduce waste, bolster durability, and promote circularity in their design processes.

Material sourcing and innovation play pivotal roles in steering the fashion industry towards a more responsible and constructive path. In collaboration with Textiles Circularity Centre from the Royal College of Art and Brasil Eco Fashion, organiser of the Brazilian Sustainable Fashion Week BEFW, and Instituto Febre, a Brazilian social organisation focused on climate and gender justice in fashion, the exhibition presents solutions developed by Brazilian companies.

## CREATORS

### BOTTLETOP

*Analuisa bag; Luciana bag; Leda bag*

In Salvador, Bahia, Bottletop employs local women to handcraft regenerative fashion accessories such as the Analuisa and Luciana bags, providing skills training for their signature crochet and Mistura weaving technique, which blends upcycled aluminium with zero-deforestation leather. The ring pulls are collected by 'catadores' or 'trash pickers' from the streets in Salvador, an important source of income for people who are often homeless. Once the batch has been selected, they are individually washed, clipped, filed, polished and painted or anodised. Only then are they woven together to start their new life journey as a Bottletop bag.

The Leda is a zero-waste vegan bag handcrafted with 895 hand-picked and hand-painted açai seeds and fine Parley Ocean Plastic® thread made at the Bottletop Amazon atelier that sits on the lands of the Matrinxã Aldeia beside the Gregório River in the heart of the Amazon. Working with the Yawanawá Indigenous community, protecting the biodiversity of the Amazon and its Indigenous guardians, the sacred açai seeds are harvested from the trees, dried, sanded, drilled, polished, hand dyed and woven together into jewellery and handbags.

2006; 2023; 2022

Brazil

Upcycled aluminium tabs; zero deforestation leather

Açai seeds, Parley Ocean Plastic® thread, single seed cast from Humanium Metal

Sourcing country: Brazil

Courtesy @bottletopofficial



## CREATORS

### CATARINA MINA

*Vislumbre kaftan; Lampa bag*

Catarina Mina is a brand that stands out for its social impact and handmade in partnership with craft groups in Ceará state. All pieces have a QR code that can be scanned and traced back to the artisan who developed them. Vislumbre kaftan is inspired by the lightness and grandeur of the Ceará cliffs. Made of Bilro lace from the city of Trairi with mixed colours, it is a collaboration between Celina Hissa, the brand's creative director, and designer Dudu Berholini. The exquisite Lampa bag is entirely handmade employing a mix of artisanal techniques. Pieces of carnauba straw are braided with crochet made with a mix of multicoloured satin threads.

2023  
Brazil  
Bilro lace, 100% cotton  
Carnauba straw, cotton, polyester  
Sourcing country: Brazil  
Courtesy @catarinamina



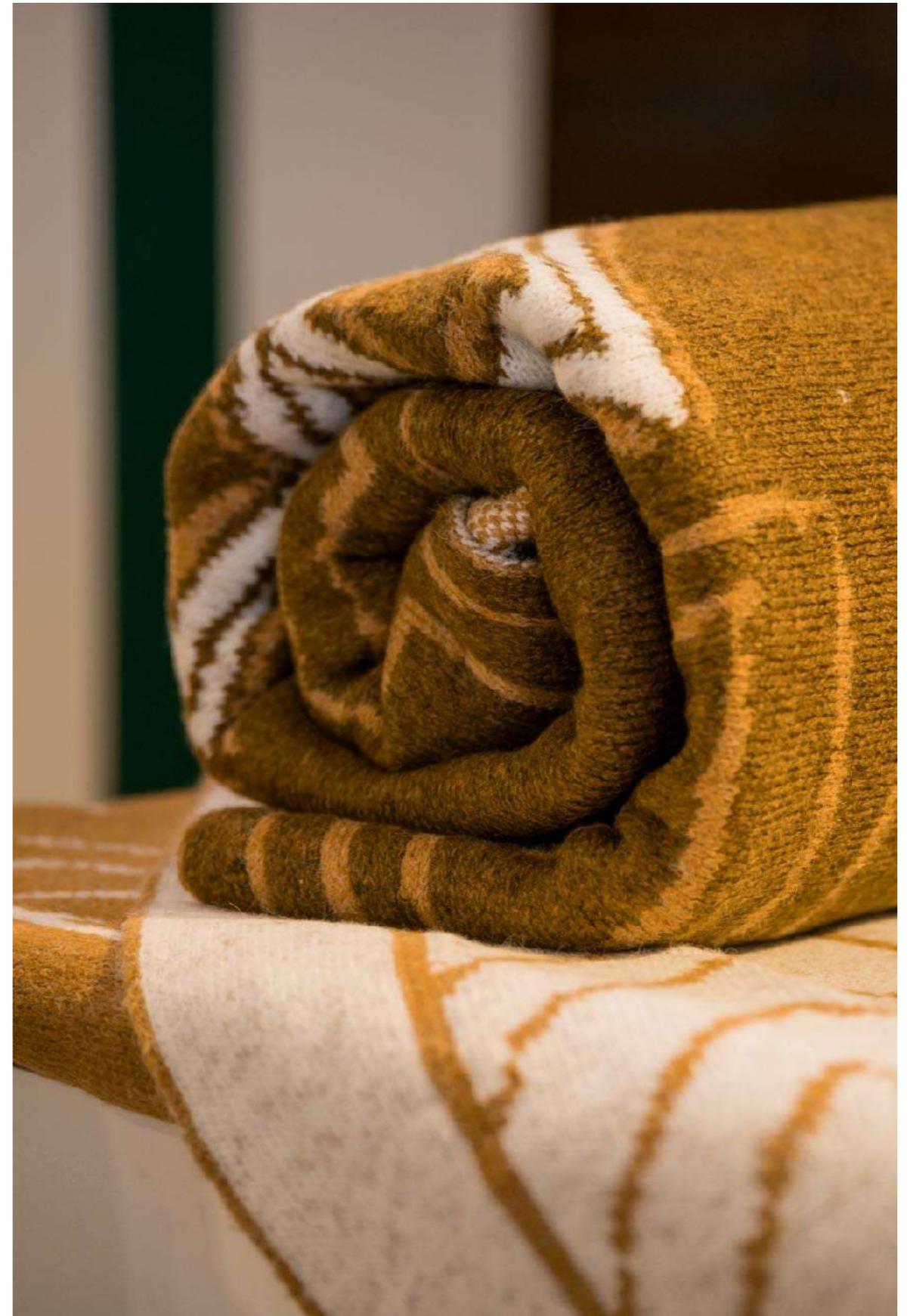
## CREATORS

### CEYLA LACERDA

*Snake skin throw; Eye in the sky throw; Jaguar's paw throw*

Ceyla Lacerda believes that supporting indigenous communities, such as Huni Kuin (Amazon) and Guarani (São Paulo), is a seed against deforestation, pollution and poaching. Sharing their art and mythology to create this unique selection of textiles, these communities receive part of the profit to help preserve their culture. The central part of the Snake Skin throw represents the Mboi pire or snake's skin. The print on the sides shows the tracks it leaves on the ground, which helps Guarani children learn it is a poisonous snake. Eye in the Sky referencing the Guarani word Jaxy tatá which means 'twinkling stars'. To these native people, Tupã is the one who created the stars, balancing the relationships between plants and animals. For the Huni Kuin, the Jaguar's Paw (in the centre) fertilises the land that feeds the village (on both sides) of their people, who are considered the guardians of terrestrial and aquatic ecosystems.

2023  
Brazil  
Viscose; polyamide  
Sourcing country: Brazil  
Courtesy @ceylalacerda



## CREATORS

### CLEMENTS RIBEIRO *Cashmere mushroom*

Working with Barrie Knitwear for over twenty years, Clements Ribeiro developed decorative mushroom made out of upcycled Scottish cashmere fabric swatches. During the product development, once the final piece is approved, samples are produced and tend to get archived. Clements Ribeiro repurposes these swatches by making lavender-stuffed mushrooms, handcrafted in Shropshire by local artisans, where each piece is unique. In addition to being decorative, lavender works as a moth deterrent - the number one enemy of cashmere.

2023  
Britain  
Upcycled cashmere  
Sourcing country: Scotland  
Courtesy @clementsribeiro



## CREATORS

### FARM RIO

#### *Banana tree dress*

Created and made in Rio de Janeiro at the Farm Rio Atelier, these dress has been constructed from organic silk made from the reuse of cocoons discarded by the fashion industry in vegetable dyeing with mulberry leaf and features an embroidered banana tree - an ode to the brand's reforestation project which alongside with One Tree Planted and other partners has planted over 1 million trees so far in 5 biomes of Brazil.

September 2023

Brazil

100% organic silk

Sourcing country: Brazil

Courtesy @farmrio



## CREATORS

### FERNANDO JORGE

*Flicker drop earrings; Flicker circle earrings; Flare ring*

Brazil's magnificent landscape was an endless source of inspiration for the Flame collection. Made with traceable materials, diagonally placed pear-shaped emeralds and contoured lines invoke a dynamic, upward trajectory, inviting energy into Fernando's body of work. For every Flame piece sold, a percentage of profit is donated to Idesam, an international reference institution in innovative socio-environmental solutions contributing to the protection of the environment and traditional communities in the Amazon.

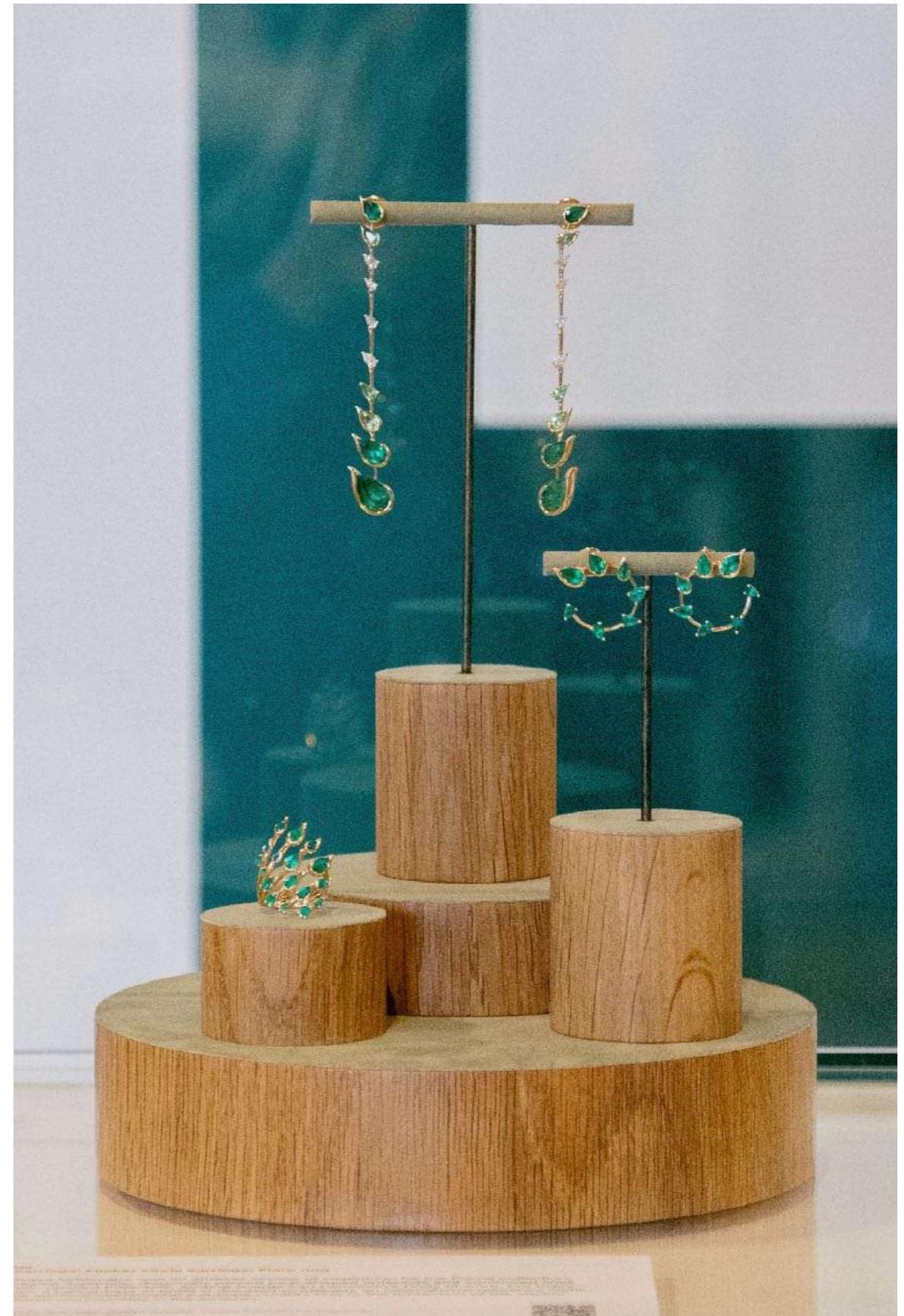
2021; 2022; 2023

Italy

18k yellow gold SMO (Single Mine Origin) certified, emeralds, Paraiba tourmalines and diamonds

Sourcing country: Brazil; Botswana; Ivory Coast

Courtesy @fernandojorge



## CREATORS

### GERBASE

*Fitz jacket; Flora tunic; Emet dress*

Fitz jacket is traditionally made with horsehair canvas on the chest and shoulders, from 1950s vintage cashmere, from a textile mill founded in the 1700s in Yorkshire, England. Due to the limited amount of fabric available, this is an exclusive edition of 10 jackets. Each one is handmade in classic fine tailoring, passed down from generation to generation, in the Gerbase atelier. Flora tunic and Emet dress belong to the Skins system employed by Gerbase that uses genetically engineered microbes – yeast, enzymes and bacteria – to create a biodegradable polymer thread. By growing these cultures in a laboratory, the yarn does not deplete natural resources or create the greenhouse gas emissions of other plant-derived materials, using minimal water and chemicals. This biodegradable polymer is interwoven with stringy fibres produced by pulping eucalyptus wood.

2022  
Britain  
100% cashmere  
40% eucalyptus, 60% BioYarn  
Sourcing country: Portugal; China  
Courtesy @gerbase



## CREATORS

### JOAO MARASCHIN

*Biosis macramé top; Nature Stories trousers and bag*

Employing repurposed materials from deadstock and crafted in collaboration with the British brand MCQ Alexander McQueen, this collection was made in cooperation with more than 70 artisans in Minas Gerais and Rio Grande do Sul, Brazil. Biosis macramé top showcases elements that symbolise territories, while the jersey straps act as bridges connecting them. Nature stories trousers, embellished with intricate handmade embroidery, encapsulate six elements drawn from nature. The fringes adorning the trousers establish a sense of continuity, extending an open invitation to those willing to further embroider them bearing the imprints of all participating artisans across their surface, amplifying their voices within the process. Nature stories bag reinvents these embroidered stories printing them on leather made from repurposed scraps.

September, 2022

Brazil; Italy

65% Recycled polyester; 35% EcoVero viscose

100% Recycled polyester

100% Eco leather

Sourcing country: Brazil; China; Italy

Courtesy @joamaraschin

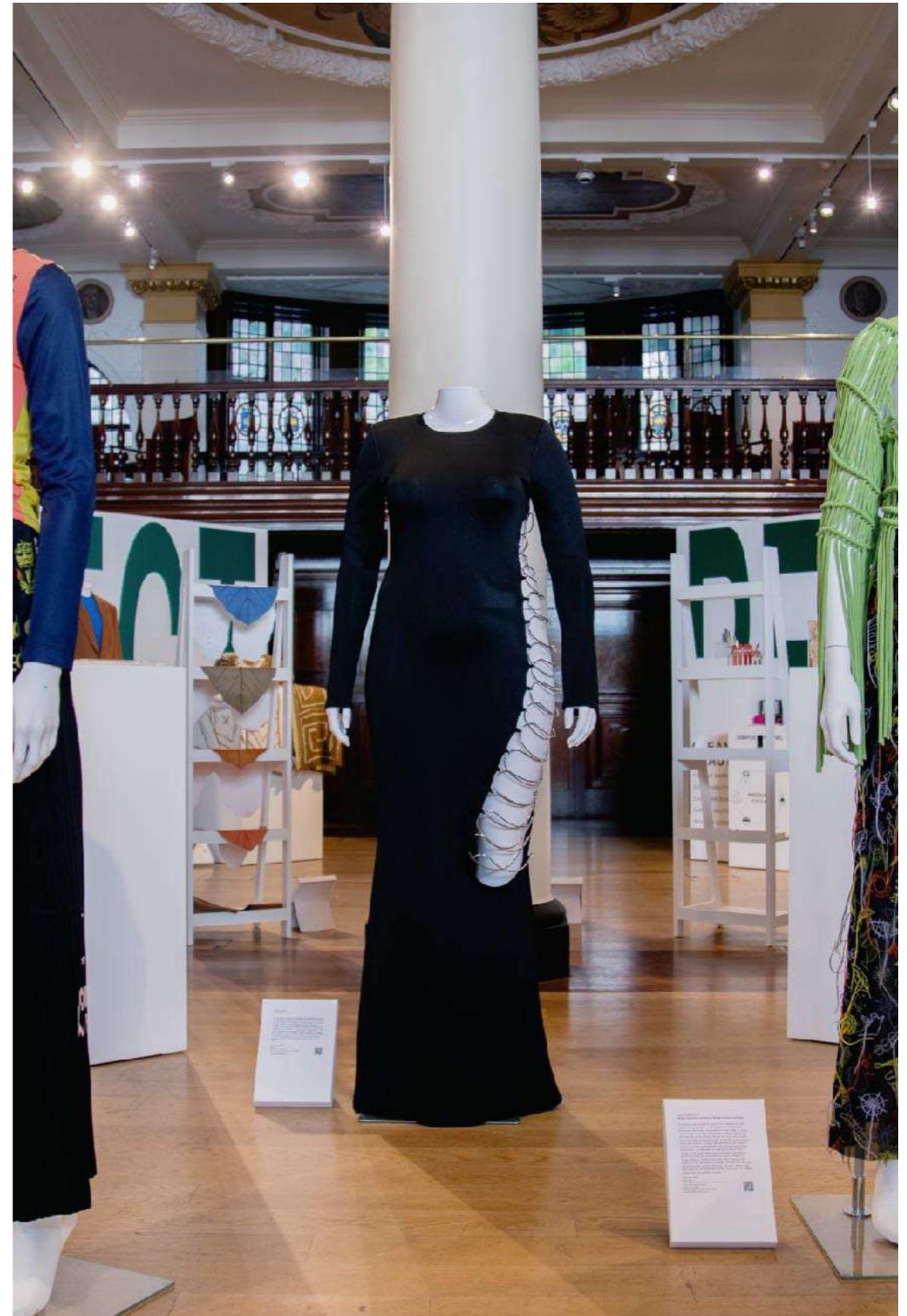


## CREATORS

### KAROLINE VITTO *Metal ladder gown*

Working with surplus materials, Vitto reverses the creative process starting from what is available, promoting circular fashion with pieces in a wide range of inclusive sizings. Vitto is an ambassador for Nona Source, a supplier that provides access to deadstock fabrics from leading luxury brands to young fashion designers. This gown was first showcased at Fashion East in February 2023 during London Fashion Week, and was the choice for R&B sensation Sza. Vitto is the emerging fashion designer supported by Dolce&Gabbana project this year.

Autumn-Winter 2023  
Britain  
Deadstock viscose knit  
93% viscose, 6% polyamide, 1% elastane  
Sourcing country: France  
Courtesy @karolinevitto



## CREATORS

### PEDRO LOURENCO

#### *Leaf biker jacket*

Working with BeLeaf, Lourenco's meticulous work creates a new concept of the traditional biker jacket replacing the skin of exotic animals by a vegan material. Each ear elephant leaf is manually cut in Rio de Janeiro and this production method captures and absorbs CO<sub>2</sub>. The leaves are carefully placed on the pattern before being cut into patches that are reconnected following the direction of the leaf's veins, seeking the minimum amount of leftover to avoid waste. The organic cotton comes from deadstock.

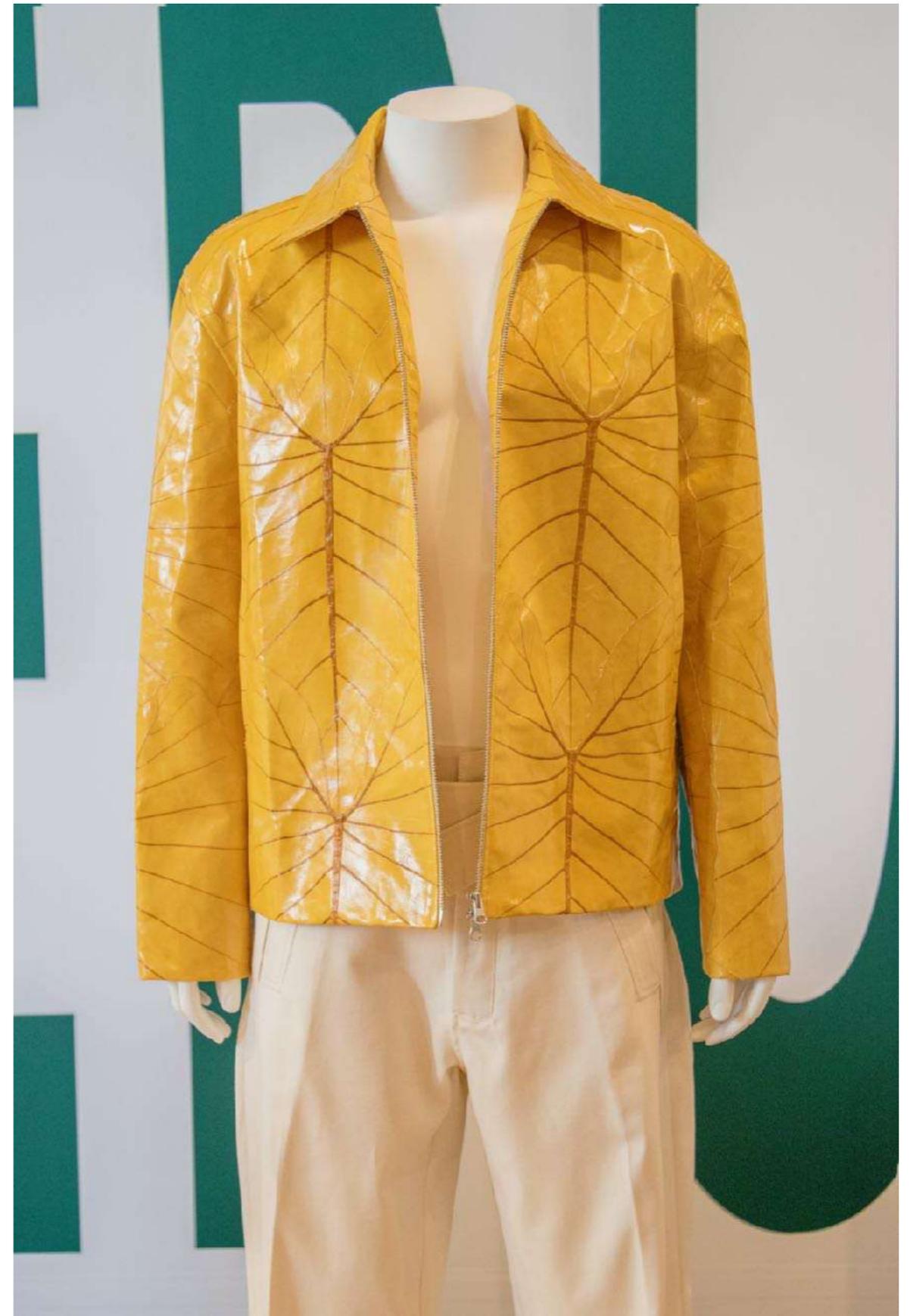
September, 2023

Brazil

BeLeaf and recycled cotton

Sourcing country: Brazil

Courtesy @lourenco\_\_pedro @nova.kaeru



## CREATORS

### RENATA BRENHA

*Futebol pleated trousers; Penta long sleeves top*

Renata plays with Brazilian national clichés and investigates Brazil's identity through fashion icons which, not only are wildly popular, but also reveal the devotional nature of Brazilians as people. Her process involves upcycling and considered craftsmanship, techniques inspired by the brand ethos of Gambiarra, which entails changing the original function of an object through a process of improvisation. Futebol trousers are made from 8 upcycled black football jerseys heat pleated. Penta top is made of upcycled football jerseys, with shirring details.

2023  
Britain  
Upcycled football jerseys  
Sourcing country: UK  
Courtesy @renata.brenha



## CREATORS

### VEJA *Wata II*

Veja sources its cotton from fair trade associations and families, which cultivate it using natural methods without synthetic fertilisers and pesticides. Wata II canvas is made using Regenerative Organic Certified® cotton sourced from Bergman Rivera, Peru, while the lining and laces are made using 100% organic cotton sourced from Brazil and Peru. Veja bought around 1,190 tons of organic and agroecological cotton from 2004 to 2022, paying 50% higher than the price of regular cotton in the market. CooperAcre, Veja's Amazonian rubber partner, is Fair for Life certified ensuring optimal human rights at every stage of production. Fair trade improves the rubber tappers' subsistence providing the means for social community projects and empowerment.

Spring Summer 23  
Brazil

Canvas: 100% Regenerative Organic Certified® cotton  
Lining and shoelaces: 100% organic cotton  
Outsole: 40% Amazonian rubber and 10% recycled rubber  
Insole: 75% bio-based and recycled rubber  
Sourcing countries: Brazil and Peru  
Courtesy @veja



## CREATORS

### WAIWAI RIO *Alix Bag*

With an approach that respects handcrafted authenticity, designer Leo Neves translates his vision into meticulous designs, which in turn are skillfully executed by talented artisans who bring each piece from the Waiwai Rio collection to life. The cylindrical shape made from recycled acrylic is secured with woven rattan sides and is suspended by a metal handle and a detachable leather shoulder strap, offering an elegant contrast.

June 2023  
Brazil

40% recycled acrylic; 20% metal; 20% rattan; 20% leather  
Sourcing countries: Brazil  
Courtesy @waiwai.rio



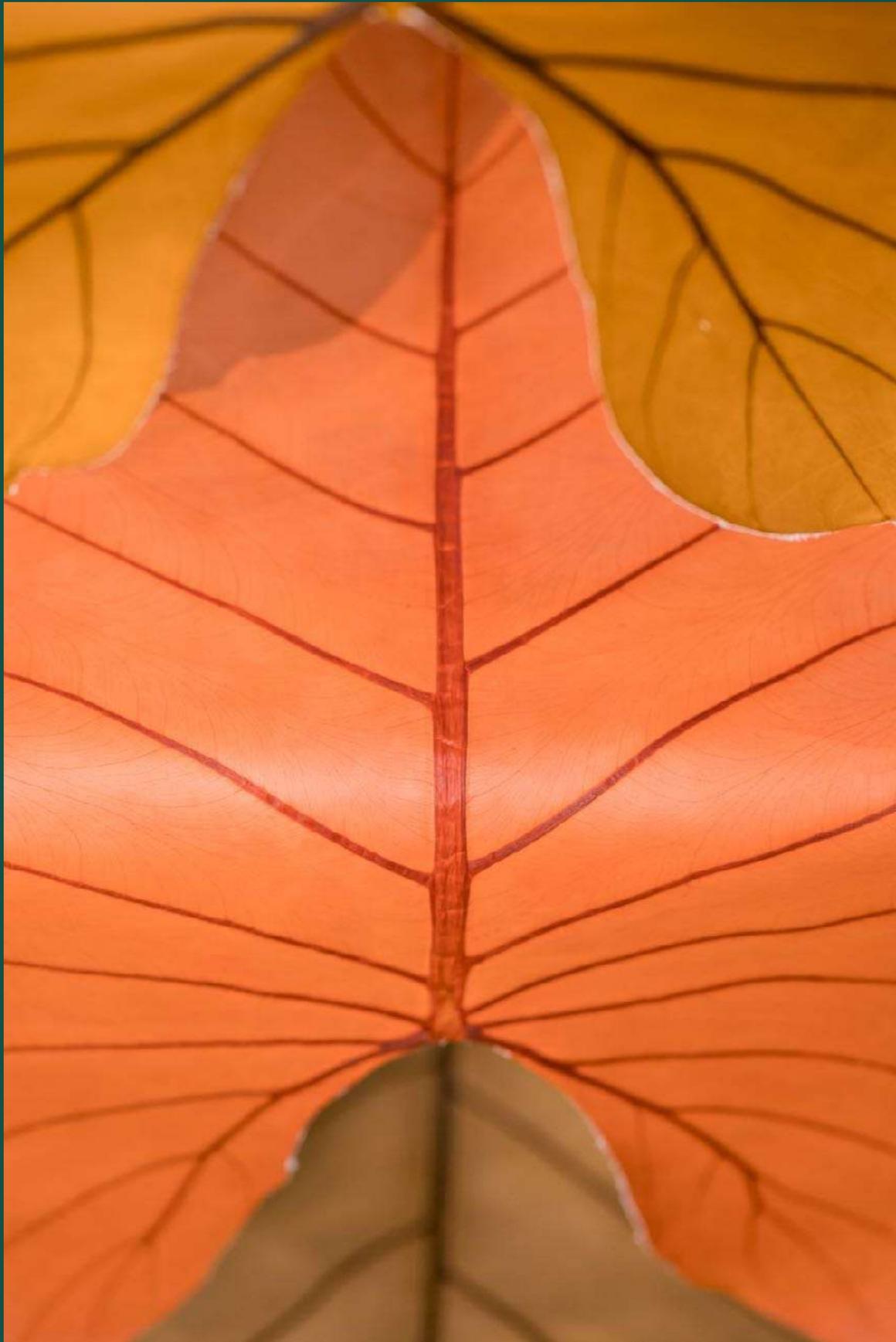


**AIPER**  
*Bacterial biopigments*

These biopigments of bacterial origin are produced through a fermentative biotechnological process from agricultural waste, to dye textiles, contributing to the circular economy. The residual water is easier to treat due to the high fixation of pigments in natural fibres. In addition to being competitive with conventional methods, this material causes minimal environmental impact and ensures a process within the pillars of sustainability, reducing water, energy and CO2 emissions consumption.

Brazil  
Courtesy @aiper.co

## INNOVATORS



### NOVA KAERU *beLeaf*

This material is made from natural leaves of the elephant ear plant (*Alocasia macrorrhiza*) cultivated and collected in sustainable areas next to reforestation farms in Três Rios, Rio de Janeiro state. The process uses only resins and organic polymers of plant origin, and the residues are later composted and used as nutrients for the soil. The factory's proximity to the reforestation farms eliminates the need for long-distance transportation, reducing its carbon footprint. The water used in the process is pH corrected and reused for irrigation of reforestation farms. *beLeaf* is a vegan fabric similar to leather for its softness, comfort and resistance, in addition to preserving the soil, the biome and wildlife.

Brazil  
Courtesy @nova.kaeru

## INNOVATORS



### FARFARM + FIBERSHED BRASIL *Ancestral Future*

Farfarm and Fibershed Brasil present a selection of fibres that are woven into the fabric of Brazilian culture. Buriti, caroá, cotton, curauá, sisal, and tucum, produced through standing forest or agroecological practices in three of the six Brazilian biomes. With the support of the content accessible via QR code, the materials are part of the country's unique biodiversity and vernacular culture – celebrating ancestry to reimagine the weaving of our future.

Brazil  
Courtesy @farfarm.co @fibershedbrasil

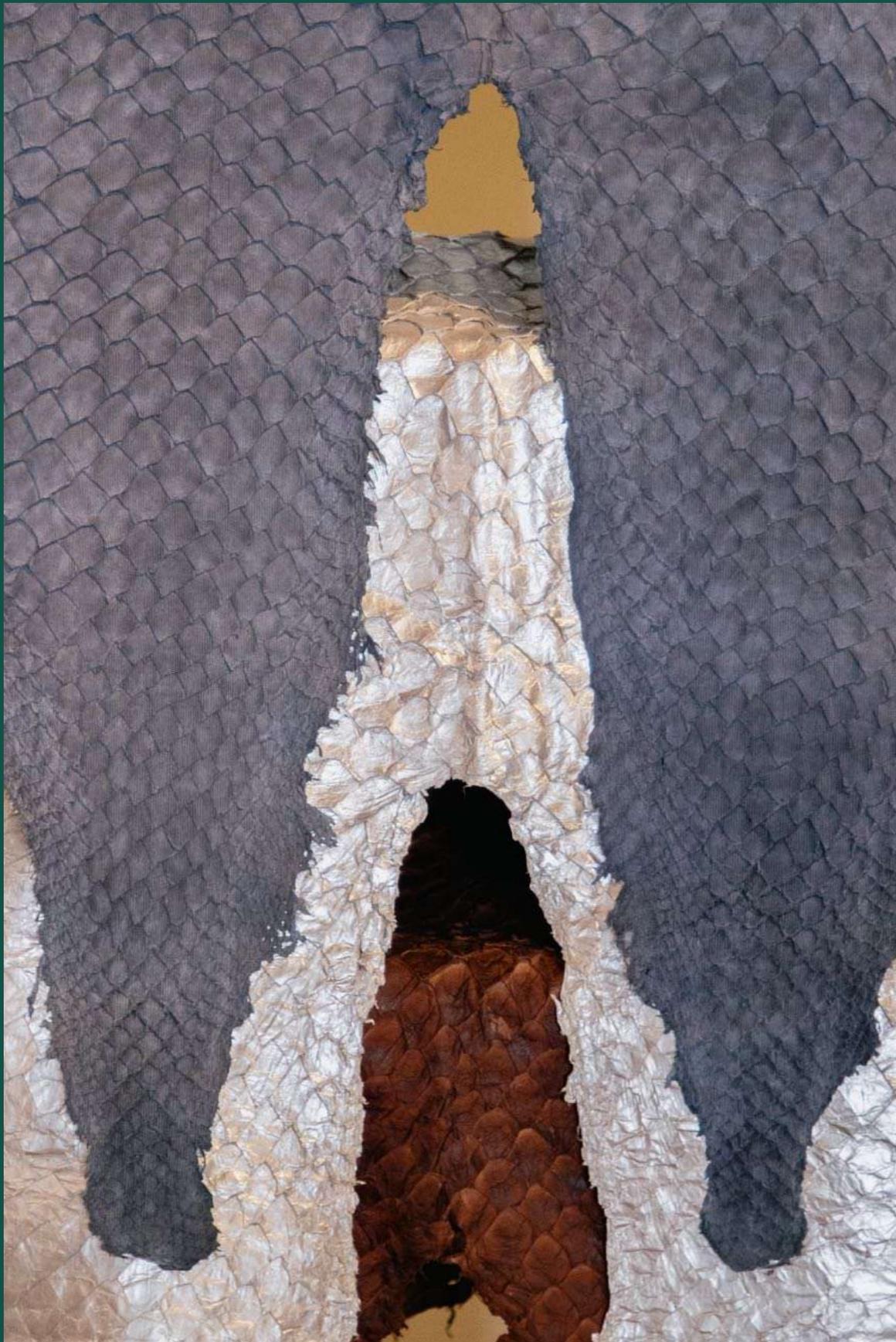


**MABE BIO**  
*Angico bioleather*

Angico bioleather is an innovative plant-based leather alternative that uses regenerative methods to minimise the textile industry's carbon footprint. Plastic-free, its main component is the angico fruit, a native species abundantly found in various Brazilian biomes. The angico tree plays a pivotal role in reforestation efforts and exhibits exceptional carbon capture capabilities.

Brazil  
Courtesy @mabe.bio

## INNOVATORS



### NOVA KAERU *Pirarucu*

It is hard to believe that the skin of pirarucu (or arapaima) can provide such soft and resilient material. After years of investment and research, the skin of this giant Amazonian fish is transformed into a soft and resilient material. The population of pirarucu fish in rivers and lakes has increased over 425% in the past decade, owing to sustainable fishing management where thousands of families in the Amazon region have their survival linked to its conservation and capture. Reversing the threat of extinction through sustainable fishing, what would be discarded as waste, becomes the guarantee of the preservation of the species.

Brazil  
Courtesy @nova.kaeru

## INNOVATORS



### O CASULO FELIZ *Organic Silk*

Growing mulberry trees and raising silkworms are naturally organic processes. The caterpillar is very sensitive and any chemical in the process causes the premature death of the creation. Casulo Feliz, which means Happy Cocoon, emerged in 1988 inspired by artisanal craftsmanship, transforming its cocoons into precious treasures that do not meet the demands of large industries. Dyeing is carried out with natural pigments, a process that does not require water treatment. The silk threads production is a collaborative effort within the local community, small farmers, and entrepreneurs.

Brazil  
Courtesy @ocasulofeliz



**PROJETO AKRA**  
*Arara top and skirt*

Arara Collection, presented in partnership with social and environmental activist Aline Weber, aims to bring awareness to wildlife preservation and to support indigenous people through the Ethno Environmental Research Institute of Xingu-IPEAX. Derived from a Tupi word, Arara is a long-tailed colourful wild parrot, the macaw, which is endangered by deforestation and illegal pet trade. The future of wildlife depends on the protection of rainforests and its local communities. Handcrafted in Maranhao state using the crochet technique, Arara outfit is made from natural buriti palm fibre, a species that easily grows in Brazil. It takes more than 450 hours of manual work to give life to these pieces. Designer Samuray Martins, founder of the Akra Project, carefully transforms buriti's fan-shaped elegant leaves into crafted art pieces, hand in hand with artisans from Amazonia, in a respectful and meaningful collaborative relationship.

2022  
 Brazil  
 Buriti straw  
 Sourcing countries: Brazil  
 Courtesy @akraproject @akracollection

## INNOVATORS



### ROYAL COLLEGE OF ART / TEXTILE CIRCULARITY CENTRE *Biowaste materials*

This selection of innovative biobased textiles is a research led by Miriam Ribul PhD with Roberta Morrow. The UKRI Interdisciplinary Textiles Circularity Centre (TCC) envisions a future where biowaste is used to manufacture high quality textiles to build a UK supply chain of circular biomaterials for the SME apparel-fashion industry. The TCC is led by the Royal College of Art in collaboration with Cranfield University, University of Cambridge, University College London, University of Leeds, University of Manchester and University of York. It is funded by the UK Research & Innovation National Interdisciplinary Circular Economy Research programme.

Britain  
Courtesy @royalcollegeofart

## INNOVATORS



### R-INOVE *Traceable yarn*

This innovative technology enables complete traceability of textile operations by embedding a code onto the textile yarn's longitudinal section before it's transformed into mesh or fabric. Scanning this code grants access to the product's entire history, including its labour practices. All traceability data is securely stored in the cloud, accessible anytime and anywhere, even after washing, via the R-Inove or QR code app.

Brazil  
Courtesy @r\_inove\_rastreabilidade

## INNOVATORS

### SIMPLE ORGANIC CB2 Balm

An innovative vegan moisturiser that combines natural active ingredients at their highest performance, thanks to the technology behind its formula. Developed with a blend of natural active substances from the Amazon, the Cannabinoid Active System has similar efficacy on the skin to CBD. It has a high concentration of phytocannabinoids that stimulate the endocannabinoid system in the skin, modulating cellular signals to reduce cellular stress and repair skin. CB2 Balm stick's clean formula also increases  $\beta$ -Endorphin synthesis, which promotes wellness.

### *Primer Blur Effect*

This Primer stick is waterless, sustainable, and multi-use. It prepares the skin and guarantees a perfect finish for makeup. 100% natural and vegan, it minimises the appearance of large pores without irritating the skin since it's non-comedogenic and free of harmful ingredients such as silicones, parabens, petrolatums, and PEGs.

### *Serums*

This line of serums unites technology with the power of nature to offer high performance in clean beauty. The synergy between premium active ingredients and the power of natural and organic substances is integral to Simple Organic skincare line, which undergoes clinical efficacy studies recording proven results.

1. Niacinamide serum: extremely purified active ingredient, unlike others on the market. It is a bestseller.
2. Polyglutamic serum: improves skin hydration by up to 200% in 28 days.
3. Salicylic acid serum: 100% natural version of salicylic acid.
4. Oxyresveratrol: active ingredient 145 times more potent than synthetic resveratrol.
5. Retinol-like serum: a safer alternative to synthetic retinol.
6. Vitamin C serum: stabilised vitamin C with concentration of 15%.
7. Gaba serum: gamma-aminobutyric acid gives an instant lifting effect.

Brazil  
Courtesy @simpleorganic



## PANEL DISCUSSIONS

In collaboration with Textiles Circularity Centre from the Royal College of Art, Brasil Eco Fashion and Instituto Febre, the exhibition hosted two panel discussions.

*Transition to a Fashion-Textiles Circular Economy: the role of consumers and social implications.*

Researchers from the Textile Circularity Centre, Bruna Petreca and Ricardo O'Nascimento, along with the researcher and activist Eloisa Artuso, from Instituto Febre, discussed how products and experiences can be designed to engage consumers in the circular economy. This aspect is often overlooked in research into circularity. Eloisa provided a social justice perspective, acknowledging other forces that impact consumer behaviour, such as policies, culture, and economic aspects. Together, they considered challenges and opportunities for a smooth systemic transition towards a circular economy.

*Collaboration, design and artisanship: can our wardrobes reflect gender and climate justice in fashion?* Mediated by the author, journalist and curator Lilian Pacce, author and activist Orsola de Castro, along with researcher and activist Eloisa Artuso, and fashion designer João Maraschin discussed the role of artisanship, creativity and collaboration in amplifying the voices of women in the fashion supply chain. Another topic was how we can value our clothes and the people who make them in harmony with local culture and nature. Providing perspectives on gender and climate justice, this conversation inspired and unveiled how fair and responsible social and environmental processes can be revolutionary in a world dominated by fast fashion.



## PRESS



ELLE ASSINE OU COMPRE

MODA

### MODA BRASILEIRA SUSTENTÁVEL É FOCO DE EXPOSIÇÃO DURANTE A SEMANA DE MODA DE LONDRES

Do dia 15 a 19 de setembro, a mostra "Brazil: Creating Fashion For Tomorrow" reúne criações de 14 estilistas brasileiros radicados no Reino Unido, projetos de inovações têxteis e debates sobre moda brasileira sustentável.

POR BÁRBARA POERNER

15 de setembro de 2023

f t w

[Elle Brasil](#)

## Exposição Brazil Creating Fashion for Tomorrow acontece durante a London Fashion Week

Mostra apresenta criações de designers brasileiros que se dedicam a práticas sustentáveis e inovadoras

Por Redação Vogue

15/09/2023 10h20 · Atualizado há 9 horas



[Vogue Brasil](#)



PUBLICIDADE

**Mônica Bergamo**

Mônica Bergamo é jornalista e colunista.

SEGUIR +

### Lilian Pacce organiza exposição brasileira durante Semana de Moda de Londres

Objetivo é destacar estilistas que estão desenvolvendo peças a partir de práticas sustentáveis

f w f t b m

[Folha de Sao Paulo](#)



**Brazil: Creating Fashion for Tomorrow | Panel Discussions**  
Mon 18 September 2023

As part of the London Fashion Week calendar, hosted by the Embassy of Brazil in London and the Brazilian clean beauty company Simple Organic, BRAZIL: CREATING FASHION FOR TOMORROW shines a spotlight on Brazilian creators and innovators who are guided by socio-environmental values. By highlighting the opulence of Brazil's materials, unique craftsmanship, and novel design processes, the exhibition underscores the evolution of Brazilian fashion towards responsible and sustainable practices in the industry.

[London Architecture Diary](#)



marie claire

Moda

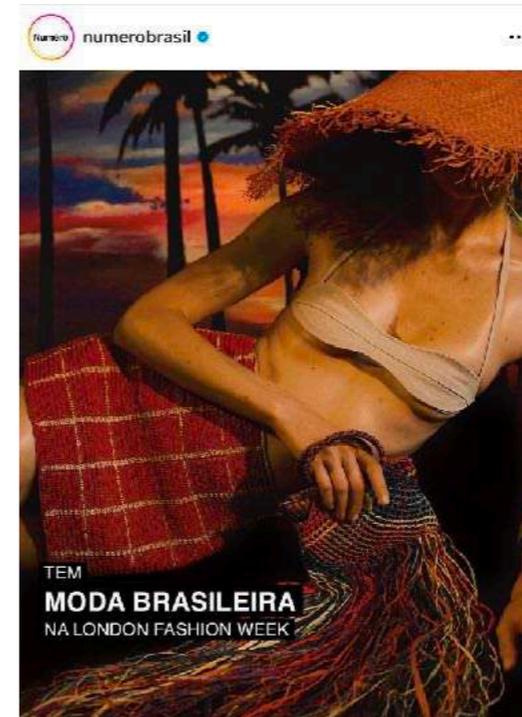
### Time de designers brasileiros abre Semana de Moda de Londres com exposição de arte sustentável: 'Criando para o amanhã'

'Brasil: Criando Moda para o Amanhã' conta com 14 designers que ganharam destaque no cenário mundial com suas obras que transformaram a história da moda brasileira. A mostra acontece entre os dias 15 e 19 de setembro, na Embaixada do Brasil em Londres

Por redação Marie Claire — São Paulo

04/09/2023 05h04 · Atualizado há 2 dias

[Marie Claire Brasil](#)



[Numero Brasil](#)



aló aló bahia

1 SEP 2023

### Exposição 'Brazil: Creating Fashion For Tomorrow' é inaugurada em Londres

Recensão Aló Aló Bahia  
redacao@alocalbahia.com



[Alo Alo Bahia](#)



uol

FFW

EXPOSIÇÃO BRAZIL: CREATING FASHION FOR TOMORROW ACONTECE EM LONDRES

Projeto dá espaço para designers com viés socioambiental de 15 a 19 de setembro na capital britânica.

[FFW](#)

C2 CULTURA & COMPORTAMENTO

 **Direto da Fonte**  
**Gilberto Amendola** *gilberto.amendola@estadao.com*

## Embaixada do Brasil em Londres na Fashion Week

**A** exposição “Brasil: Criando Moda para o Amanhã” marca o início do calendário da London Fashion Week. A mostra, que acontece de 15 a 19 de setembro, ocupa a Embaixada do Brasil em Londres e destaca designers brasileiros que se dedicam à sustentabilidade e práticas inovadoras.

A exposição reúne 14 estilistas que trabalham com sustentabilidade, a maioria sediada em Londres, e empresas que desenvolvem novos materiais, incluindo um departamento do Royal College of Fashion em parceria com a USP.

Entre os destaques está Renata Brenha, que transforma camisas de futebol descartadas em roupas novas. E Clements Ribeiro, que reaproveita sobras da produção de cashmere para a produção de acessórios decorativos.

O “Brasil: Criando Moda para o Amanhã” é organizado por Camila Villas, Lilian Pacce e Marília Biasi.

**Uniformes de futebol na moda**



XAVIER MAS

O Estado de S. Paulo, September 2023

MODA  
 Por MARCIA DISITZER



## MUNDO AFORA

A jornalista Lilian Pacce, assinou, ao lado de Marília Biasi e Camila Villas, a curadoria da exposição “Brazil Creating Fashion for Tomorrow”, durante a Semana de Moda de Londres, que terminou na última terça-feira. O projeto foi uma colaboração da embaixada do Brasil em Londres com a empresa de cosméticos Simple Organic. A ideia foi jogar luz no artesanato brasileiro ao mostrar o trabalho de marcas e estilistas brasileiros que adotam práticas que misturam inovação no design, consciência ambiental e responsabilidade social. “O evento de moda sustentável deve entrar no calendário da embaixada do Brasil em Londres”, comemora Lilian, feliz com o sucesso. “Foi um divisor de águas.”



## SECOND EDITION

The upcoming second edition of "Brazil: Creating Fashion for Tomorrow," scheduled for September 2024, is already in the planning stages. We are actively engaged in discussions about the event, and we're also in the process of researching and selecting the innovative works that will be featured.

If you are a Brazilian creator, innovator, or a brand that operates in Brazil, produces for the UK and European markets, and is dedicated to promoting and inspiring responsible and sustainable practices in the fashion industry, we welcome your applications.

For additional information, please contact us at [hello@bcft.uk](mailto:hello@bcft.uk)

