

FLAVIA ARANHA



Press Release

Berlin Fashion Week 2010: organic fashion from Brazil!

Flavia Aranha and pdb introduce Brazilian ecochique fashion

Nuremberg/Berlin, July 5, 2010 – During the international Berlin Fashion Week 2010 the green fair THEKEY.TO (July 8 to July 2010) is presenting organic and globally responsible fashion.

On this occasion the young Brazilian label "Flavia Aranha" presents around 40 pieces of her new collection "petala-petal".

Fashion professionals can get a first impression of her new timeless, airy-loose collection whilst visiting THEKEY-Fashion Show on July 8 or through visiting Flavia Aranhas stand at THEKEY-fair.

Feeling nature on your skin

Flavia Aranhas' Work reflects poetry, lightness and a new modern Brazilian lifestyle. Her work differentiates through unique cuts, a special organic coloring with shades and organic fixation. All models are made of bio-cotton, silk, flax and ramie.

In her collection you will love her timeless design, the pure cotton and the natural coloring made of plants and leaves of the Brazilian tropical forest. Her colors do not exist on any pantone scale, but come alive on the fabric through various textures. Her fashion is completely free of chemicals.

In Brazil the knowledge on organic coloring comes from poor rural areas and is transferred from generation to generation. This cultural heritage was nearly lost and Flavia helps to keep it alive in today's world.

All models of the collection are home-sawn in Sao Paulo.

Please request high resolution pictures with pdb if needed.

pdb-piadobrasil
Pia Brosda
Dürrenhofstrasse 39
90478 Nürnberg

tel.: +49 [911] 495 20607
mail: brodda@piadobrasil.com

home:
www.piadobrasil.com
www.flaviaaranha.com

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About THEKEY.TO

THEKEY.TO was successfully launched in July 2009. It began with the vision of an international team of interdisciplinary professionals who decided to give birth to the first international event for green fashion, sustainable lifestyle and culture in Berlin.

THEKEY.TO brings together twice a year, the most innovative and contemporary brands of the international green fashion and design scene, brands at the leading edge in terms of successfully merging style and a responsible approach. Professionals can visit THEKEY on July 8 and 9 from 10 am to 7 pm at the Berliner Postbahnhof (Straße der Pariser Kommune, 10243 Berlin, close to Ostbahnhof), on July 10 the fair is open to the public. A shuttle brings visitors from bread & butter to Postbahnhof.

About Flavia Aranha:

Flavia Aranha (26) was born in the small Brazilian city Campinas close to Sao Paulo. She studied Fashion Design at the University Santa Marcelina in the metropolis Sao Paulo. The young designer, for whom fashion is an expression of art, already designed accessories for the famous brazilian fashion brand Osklen and has worked four years for the premium label Ellus, before starting her own organic label in Vila Madalena, the artists quarter in Sao Paulo. Flavia Aranha is already known for her outstanding "ecochique" in the city of Sao Paulo and also far beyond the borders of Sao Paulo state.

About pdb

In Europe Flavia Aranha is represented by the company pdb-piadosbrasil. pdb sells four Brazilian brands in Europe. The company is prosecuting a direct sales strategy. pdb with its headquarter in Nuremberg is organized in four brand categories: organic fashion, premium shoes, beachwear and streetwear.

Press contact:

pdb-piadosbrasil
Pia Broda
Dürrenhofstrasse 39
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tel.: +49 [911] 495 20607
mail: broda@piadosbrasil.com

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