

ExportNEWS

Grendene[®]
Export Division

July • August • September / 2012
Year II • No. 7



USA • Grendene USA Inc.

CELEBRITY SIGHTINGS



This summer was hot for Ipanema! Celebrities take their Ipanema's everywhere they go! Check out these pictures of Courtney Cox (from the TV Show "Friends") and her daughter Coco spotted arriving at LaGuardia Airport in New York. Coco is wearing the Ipanema Trends!



Fashion Icon and singer Gwen Stefani really is the epitome of cool. She is effortless and classic but still edgy...even on her casual days while out and about in West Hollywood, California. Gwen was recently seen wearing her Ipanema Brilliant flip flops. Way to go Gwen! Also excited to see Gwen Stefani photographed wearing Ipanema for the second time while leaving the South Florida Science Museum with her son. Culture and fashion always go together!



IPANEMA @ THE MTV MUSIC AWARDS

Did you see? Bridesmaids actress Rebel Wilson wearing the Ipanema Brilliant in Pink on stage with The Wanted at this year's MTV Video Music Awards? Rebel's stylist pulled these from our PR Agency the day before the VMA's.



PRESS

And because everyone wants to know what's hot among celebrities, online and print media are always posting photos and information about celebrity fashion. Below are some examples of press material on Gwen Stefani and Courtney Cox's daughter Coco.



Gwen Stefani wears Ipanema Sandals

POSTED: BY Susana
ON AUGUST 8TH, 2012
0 COMMENT



IPANEMA IN THE PRESS

Ipanema goes from hot to hotter and magazines are continuing to include Ipanema in their summer stories. Keep up the pace editors, because we are loving it to!





USA • Grendene USA Inc.

NYFW MODEL LOUNGE



Want to know the latest names in fashion? Just go to NYFW, one of four major fashion weeks held around the world. Ipanema partnered with Modellounge during NYFW, an exclusive retreat for fashion models where they can relax before, between and after daily appointments during Fashion Week. Models visiting the lounge received a pair of Ipanema and were encouraged to post photos and comments about Ipanema on their favorite social media sites. This is tremendous exposure for Ipanema sitting alongside the most respected fashion brands in the world and on the feet of the girls that walk the runways.



RIDER SANDALS



Over the past four years a growing business area for Rider Sandals has been developing within the Cruise Ship business. From the beginning testing on a few ships to the advance to forty five (45) ships currently selling Rider Sandals, sales have been strong on the high seas. This year Rider will be selling to Royal Caribbean, Holland America, Costa Cruise Lines, Celebrity Cruise Lines, Ibero Cruceros and Norwegian Cruise Lines covering the Atlantic, Caribbean and Pacific coasts. The Starboard Cruise Service buying group has identified Rider Sandals as a key product line supplier and we have significantly developed our position as an important part of their merchandise mix. It is our view that the partnership between Rider Sandals and the cruise ships is strong, has shown a larger interest in the Rider brand and will continue to develop year to year.

FORD RACING FESTIVAL NASCAR WEEKEND



Ipanema participated in the Ford Racing Festival during the Nascar Weekend in Montreal/Canada. This took place in one of the busiest streets in downtown Montreal, on Crescent street. A festival which attracted many tourist, as well as locals. We had a street team that circulated the streets, giving out keychains and postcards for the Facebook contest. This was accompanied by a 15 sec spot on a digital screen, which aired over 500 times a day for the weekend.

BESOIN DE VACANCES ?
NEED A VACATION?
Pourquoi pas une petite escapade au Brésil!
How about a little escape to Brazil!

*Ipanema
a little piece
of Rio
at your feet.*

IPANEMA Canada vous offre cette chance.
IPANEMA Canada can make this possible for you.

**COUREZ LA CHANCE DE GAGNER
2 BILLETS POUR RIO !**
*Pour accéder au concours, cliquez sur le bouton
J'aime en haut de la page.*

**GET A CHANCE TO WIN
2 TICKETS TO RIO!**
*To access the contest, you must become a fan by clicking
the Like button on top of the page.*

IPANEMA
BRAZIL

Ipanema Canada
11,335 likes · 36 talking about this

Like Message

TRIP TO RIO

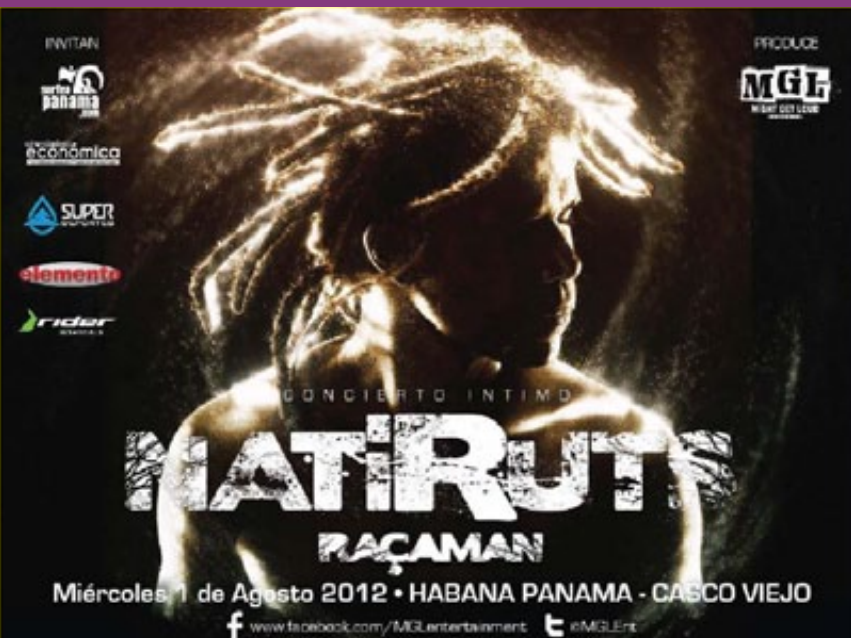
By liking Ipanema Canada Facebook page and filling out a form, the individuals would have a chance to win a round trip to Rio de Janeiro, courtesy of Ponyride.

 Jamaica • Snead and Sons



The Summer/Playground/Fantasy, also known as SPF Weekend is Jamaica's annual weekend-long lineup of parties that transforms St. Ann into a casually posh atmosphere with a luxury flair. This year Ipanema has sponsored the event that happened from August 3rd- 6th, gathering international DJs, beautiful people, highly sought-after venues and amazing food.

 Panama • Performance Sports



In August, the distributor of Panama has sponsored the Natiruts concert with the Rider brand. The brand releases were displayed on the event entrance along with key rings distribution. Natirus band is 100% Brazilian and expresses a message of love, peace, positivity and freedom.



Ipanema brand was present in the Fashion Brasil 2012 event that took place in Havana, Cuba from September 6th to 7th done by Brazilian Agency of Promoting Exportations and Investments (Apex-Brasil) in partnership with the Brazilian Association of Textile and Confection's Industry (ABIT), the Brazilian Institute of Gems and Precious Metals (IBGM), the Brazilian Associations of Shoes Industries (Abicalçados) and the Chamber of Commerce of the Republic of Cuba.

On the second day of the event there was, apart from business meetings and Brazilian products showrooms' visits, a fashion show in the Clube Havana. The night was closed with a cocktail party in celebration of the "National Day of Brazil", relating to the 7th of September, the Brazilian Independence Day. During the event, 500 promotional pairs of Ipanema made exclusively for the Fashion Brasil event were distributed among the selected guests including members of Cuban Government and ambassadors.



Ipanema definitely entered into the Colombian fashion world through his first participation in one of the major fashion events in South America, the ColombiaModa 2012. In the outer lounge located at the main entrance of the event, participants were invited to transport themselves for the Ipanema atmosphere through the photo panel (photoshooting), juice bar and social environment along with gift distributions. Besides that, Ipanema was present with his booth inside the main hall where Ipanema displayed his entire collection of products. In order to add even more value to the brand, Ipanema has developed a special collection of products along with Agua Bendita the leading brand of beachwear in Colombia. The prints were inspired by the 2013 summer collection of Agua Bendita, even the stripes were trimmed manually. In closing Colombiamoda 2012, was the catwalk Ipanema by Agua Bendita.

 Colombia • Via Tropical



Ipanema is already displayed the new brand visual into the one of main chain of supermarkets, its Carrefour from Colombia.



IFLS FAIR

Our local distributor has participated of the IFLS fair that took place in Bogota, where they introduced the new releases of Grendene. Even on this occasion, was released the Shakira range that was strongly welcomed for the visitors and media.

 Peru • Ind. Windsor



Our local distributor has presented into the Shoe Market in Lima the new ranges of Grendene, during this opportunity were the main Peruvian customers.



Peru • Ind. Windsor

Our distributor has developed locally bags concerning our brands: Rider, Ipanema and Grendha which were distributed to the participants of the festival of San Juan, very traditional in the Peruvian jungle.



Venezuela • C. Nobilis

Our distributor has developed locally new beach bags, by now with other stamps. The beach bags complete the beachwear collection that has been offered along with the Ipanema sandals.



Some thousand of TV cards (pre-paid) in Venezuela has the Ipanema brand.



Germany • Bread & Butter

IPANEMA AND RIDER AT BREAD & BUTTER

Last July IPANEMA and RIDER took part of Bread & Butter, the tradeshow for selected brands which was held in Berlin, Germany. Visitors had the opportunity to know and taste the new launchings and experiences these brands are bringing to the market.



Greece • Adam's Shoes

IPANEMA ON TV

Ipanema is a fashion icon and then, nothing better than advertising it through TV fashion shows. It's what our distributor in Greece is doing. In June, the brand was in evidence at ANT1 in 5 fashion programs aimed to the female audience.





CIFF – COPENHAGEN

From August 09th to 12th was held at the Bella Center in Copenhagen the CIFF (Copenhagen International Fashion Fair), the most important trade show in Denmark. Many current and potential clients visited the IPANEMA and RIDER booth and enjoyed the Brazilian atmosphere with an original Brazilian Carnival Group. Parallel, the press and VIPs that visited the booth got a free pair of Ipanema sandals.



BRAZILIAN DAY STOCKHOLM

On August 04th the Kungsträdgården square in Stockholm was the stage of the Brazilian Day. Our distributor Sanita Footwear set up a hut on this event to promote Ipanema and Rider. The event had a intense traffic of people because it happened simultaneously to the Pride Parade (estimated 300.000 people on streets). The result was the good visibility to the brands with about 300 pairs of sandals sold out and 50 pairs distributed to VIPs.





Czech Republic · Term

ARTIFICIAL BEACH IN BRNO

During the months of July and August, an artificial beach has been placed in the main square of Brno, where people could relax by the sun and have some tropical drinks. Term sponsored the initiative, giving away to selected customers Ipanema and Rider sandals.



Hungary · Katex

IPANEMA FLASH MOB



Katex organized a Flash Mob in the center of Budapest last July to promote the Ipanema Beach Volleyball Tournament 2013. The crowd received Ipanema balloons and danced to a special choreography in the park.



 United Kingdom • G.H. Warner

THE 2012 OLYMPIC GAMES - LONDON (UK)

For over two weeks during July and August, London was host to the 2012 Olympic Games, officially the Games of the XXX Olympiad. More than 10,000 athletes from 204 nations participated in what has been considered as one of the most successful Olympic Games of the modern era.

Attention was centred around Stratford, home to the Olympic village and main stadium, and also home to Westfield Stratford City, the largest urban shopping mall in Europe. The Ipanema kiosk within the mall was incredibly busy throughout the games with visitors from many nations including Brazilian gold medallist (volleyball) Jaqueline Carvalho.

Rider Sandals also visited the home of the canoe and rowing competitions, north of London, with Olympic Kayak finalists Steven Ferguson and Darryl Fitzgerald from the New Zealand team welcoming Rider to the event.

All eyes will now be towards Rio 2016, where we are sure Ipanema & Rider will have an even larger presence in their home country.

MODA & PURE - LONDON



On August the distributor G.H. Warner attended both Pure London Exhibition and Moda Birmingham, the two UK's leading fashion buying events. The fairs were very successful and the stands were incredibly busy. The Ipanema stand was one of the most popular at the shows. Most the visitors were independent boutiques from UK.



IPANEMA MAGAZINE CAMPAIGN

During the whole European summer, Ipanema was advertised in Portugal in important fashion magazines such as Vogue, Elle, Maxima and Activa. That's a perfect combination: Ipanema and fashion.

 Mauritius • Young Bros

Our local distributor has developed locally the plastic bags “GO GREEN MAURICIUS”, they were done by using 100% of recyclable materials. The plastic bags were given to the customers that bought Grendene’s products.



 Taiwan • Songol

During the month of July, a bus completely customized with Ipanema concept, circulated along the Taiwan streets.



 Taiwan • Songol

From July 11th to 15th, the Ho-Hai-Yan Gongliao Rock Festival took place in Taiwan. Over 1.000.000 people enjoyed good music and Ipanema. The brand was presented with a very excited and breathtaking promotion.



FACEBOOK IPANEMA PHILIPPINES

IPANEMA HAS 123.000 LIKES IN THE PHILIPPINES!

facebook

Pesquise pessoas, locais e coisas

Morgana Be



Ipanema Philippines

123.612 curtiram • 2.667 falando sobre isso

▼ Curtiu

Mensagem



Produto/Serviço
the world's most sold Brazilian flip flop in the world. source:
http://en.wikipedia.org/wiki/Gisele_Bundchen



👍 123 mil



FAQ: Ipanema Spoil Your Sole Promo
Q: How does the Ipa
Spoil Your Sole Promo

2 ▼

Sobre

Fotos

Opções "Curtir"

Eventos

Notas 12

ATENEO OPEN VOLLEYBALL TOURNAMENT



ATENEO OPEN 2012





ANGONO BAYANIHAN SPONSORSHIP



Bayanihan A CONVERGENCE OF ANGONO'S ART EXPRESSIONS

<p>EXHIBIT OPENING 12 August 2012 at 4:00 pm</p> <p>VILLA JHOANA RESORT 1070 Ibanez Street Carebi Subdivision, Barangay San Isidro, Angono, Rizal</p>	<p>EXHIBITION VENUES: BLANCO FAMILY MUSEUM NEMIRANDA ART CAFE and THE SECOND GALLERY</p> <p>Curated by SARA LUISA SIKI</p> <p>With closing ceremony on 18th August, 6:00 pm at Villa Jhoana Resort</p>	<p>With the kind participation of</p> <p>CULTURAL ATTACHÉE OF THE ITALIAN EMBASSY</p> <p>Exhibit runs until 18th August, 2012</p>
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CO-PRESENTED BY **IPANEMA**

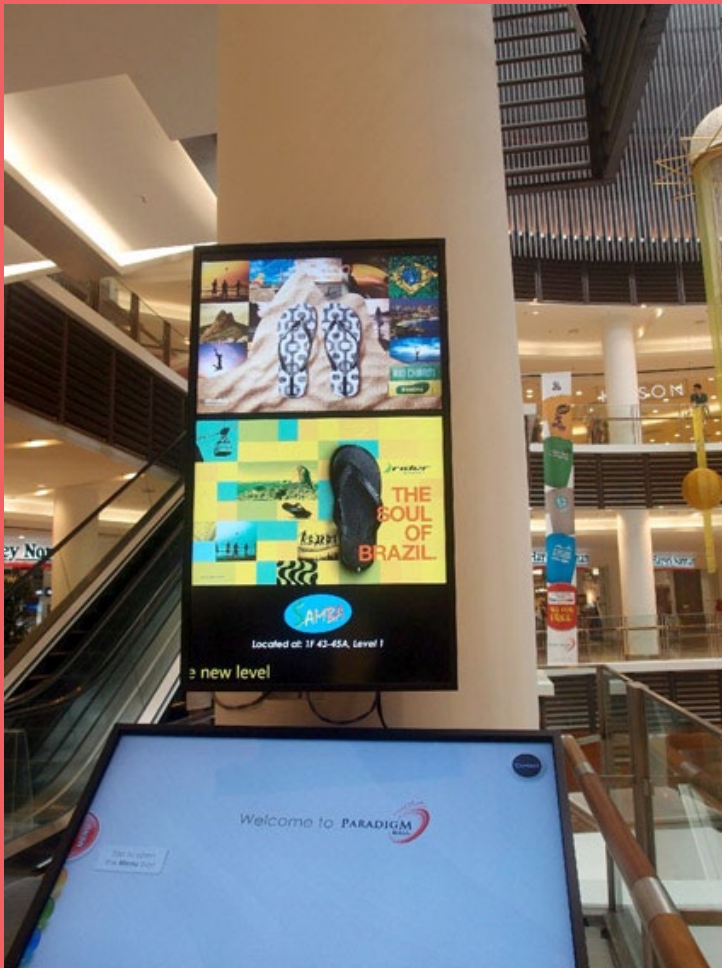
WITH SUPPORT FROM **MANILA CROWN TANDUW ICE**



The Bayanihan Project is co-presented by IPANEMA which aims to promote Visual Arts and the Art Capital of the Philippines-Angono. It was also supported by the Municipal Tourism, the Cultural Department of the Italian Embassy in Manila, different Artists' association and Italian painter, Nino Quartana. Exhibit: August 12-26, 2012 (Angono)



For the collaborative artwork, NY International photographer Alex Villaluz took photos of Ipanema and these photos were also shown during the event- inserted in the looping video (Alex Villaluz is the photographer of NY Times, Nike, Motorola, and a lot more, based in New York)



The Samba store at the Paradigm Mall now has digital advertising displayed on every floor. Each floor of Paradigm Mall has five TV wall panels with digital directories downwards and touch screen monitors. The advertisements run every 10 seconds for each retailer to advertise their brands. This action will certainly promote the brand and attract more customers to Samba store.

The Samba Sunway store was fully renovated and re-opened in July. Samba is a concept store that sells only Grendene products – Rider, Grendha and Ipanema. The Sunway Shopping Mall Malaysia is a mega shopping center with upscale outlets and exceptional leisure opportunities.





MTV ZUSHI FES

MTV ZUSHI FES is a music festival managed by MTV and the big record company Avex. The festival happened in Zushi of Kanagawa, from August 10-12th. Ipanema attends this event as a sponsor every year since 2010.



IFF TRADE SHOW

Our products were exhibited at IFF Trade Show in Japan, that happened from July 20th to 22nd.

WINDBLOW MUSIC FESTIVAL



Windblow is a music festival at Sagara beach in Shizuoka, that happened on August 25th and 26th. Many people who love beach and surf visited this event and Ipanema had a booth there.

Japan · Daimatu

POP UP STORE MITSUKOSHI GINZA/TOKYO

Mitsukoshi GINZA is the most fashionable and the highest-end department store in Japan. We opened a POP UP STORE for 2 weeks, resulting in excellent sales and great visibility to our brands.



POP UP STORE SHIBUYA HIKARIE/TOKYO

Tokyo Hikarie is the most trendy shopping building in Tokyo, which opened in April 2012. Our pop up store was opened for 2 weeks and got excellent sales results and great visibility among all people that walked through Shibuya area.





POP UP STORE DAIMARU SHINSAIBASHI/OSAKA

Ipanema pop up store.



On June 24th and 25th, the Ipanema brand was promoted in Hong Kong streets with an Ice Cream car. Ipanema beach bags and over 600 ice creams were distributed during the sunny weekend.