



Thepasa • Angola

Beach Club

In order to promote the Ipanema brand on the Island of Luanda, the Thepasa Group conducted a promotional campaign in partnership with the Tamariz Restaurant & Beach Club, on February 5-6, 2011. A venue was set up with materials from the Ipanema brand, such as umbrellas and displays with the products. Bags sporting the brand were distributed to people frequenting the locale and T-shirts with the Ipanema logo were given to the employees during the two days of the activity.



Valentine's Day

In another partnership with Tamariz, the Thepasa Group promoted the Ipanema brand with a new strategy, this time on February 14, Valentine's Day, a day that is widely celebrated in Luanda. The Ipanema brand was promoted by models who moved throughout the restaurant wearing Ipanema T-shirts and Summer Love II sandals. Kits with a T-shirt and beach bag bearing the brand were given out to couples. The night also featured a salsa show and a bridal fashion show. Teams from Caras Magazine and the local TV station, Zimbo, were also present.



Facebook Ipanema and Grendha Angola



Performance Sports • Panama

Market Week

In January 2011, Performance Sports exhibited at the "Market Week" trade show in Panama.





Ponyride • Canada

Soiree Glam Event

On March 2nd happened the event "Soiree Glam" in Montreal - Canada, to launch the new Ipanema 2011 Collection and to introduce the new spokesperson for Quebec, Julie St-Pierre, who is a local celebrity with many followers on TV, Radio and social network. The event attracted many fashion based retailers, boutiques and apparel stores, among fashion editors, journalists and bloggers.



Terteks • Turkey

Ipanema Gisele Bündchen Press Conference

This year Grendene have chosen Istanbul as the hosting place for the Ipanema Gisele Bündchen Press Conference. We have innovated once again by launching the Ipanema GB collection on an island situated in the middle of Bosphorus in Istanbul. The Suada Club is a unique and exclusive place, a reference in concept and modernity in one of the largest cities in the world. The event took place on Wednesday, April 6th, 2011.



Sport Island • Russia

This is the stand of our Russian distributor during the MosShoes fair, held in Moscow from March 21st to 24th.



Glass Footwear • England



Pure London Exhibition

The Pure Exhibition happened in London between February 13-15, where the Ipanema and Ipanema Gisele Bündchen brands were presented in the stand of our distributor Glass Footwear.

Magazine Editorial

Editorial featuring the Ipanema Gisele Bündchen Hot Sands Collection in the March/April 2011 issue of Parents Magazine, Canada.



Feature on a TV Show

Ipanema was featured on the TV show Morning Live, which is very popular throughout Canada, reaching a large number of viewers.

Click on the link below to watch an excerpt:

<http://www.youtube.com/watch?v=Q5iaP1N54xA&feature=BF&playnext=1&list=QL&index=1>



Dusseldorf • Germany

GDS Fair

The GDS fair, held in Dusseldorf, took place from March 16th to 18th, with around 1.200 exhibitors and 28.000 visitors. During the event, Grendene presented its 2011 collection, which will be in stores at the beginning of April.



Milan • Italy



MICAM Fair

The same happened during the MICAM fair, in Italy, which brought more than 38.000 people to Milan, where Grendene was among the 1.625 exhibitors, presenting its new summer releases. The feedback from the exhibitors was very positive, confirming expectations for an excellent sales season.



Raider Canarias • Spain

Modacalzado Fair

This is the stand of the Spanish distributor, Raider Canarias, at Modacalzado fair, which was held from March 13th to 15th, in Madrid.



FIMI Fair

The FIMI fair was focused on kids and baby segment. It ran from January 21st to 23rd, in the city of Valencia. Our brands were displayed in the stand organized by our distributor Raider Canarias.



Grendene USA Inc. • USA

Surf Show Fair

From January 6-8, Grendene USA was present at Surf Show, in Orlando - Florida, with its Ipanema and Rider brands. Surf Show is a fair that happens twice a year and is the most important Surf and Skateboard event in the United States. Rider has already been participating in the fair for several years and the event has become a focal point for meeting with its customers. The Ipanema brand, however, was shown for the first time. The results obtained confirm that the decision was right on. The next edition will be from September 8-10, 2011.



Windsor • Peru

Memory Game – Rider / Ipanema / Grendha

The game was called: "Choose your pair", which was based on the dynamics of a memory game where participants had to find two identical pictures and won an Ipanema keychain.

Objectives

- Consolidate the positioning of the brands.
- Foster a closeness and relationship of the brands with the target group.
- Increase sales.



Via Tropical • Colombia

Footwear Trade Fair

Stand of the distributor at the footwear trade fair in Bogota, Colombia, from February 15-18, 2011, with photos of all the brands in the stand.

