



#ThePowerOfYourEssence

S S 2 0 2 1



# The power of your essence®

MODELS THAT MAKE YOU  
FEEL MORE COMFORTABLE  
FOR YOU TO SHOW YOUR  
STRENGTH.  
COME AND TAKE A LOOK!



LEARNING & EVOLVING



Cristine Grings Nogueira

PICCADILLY  
COMPANY  
CEO

We are going through a moment of major learning and transformation. And our choice has been to find out, from out of everything that is going on how we can become better people, professionals and also a better PICCADILLY.

And it couldn't be different with our beloved PICCADILLY magazine! Facing this digital transformation we are experiencing (and enjoying), we understand that our magazine could become much more interactive, making it easier for you to purchase the products you may desire.

We are looking forward to having a feedback from you sharing your experience and suggestions with us. You, our consumer, you are the one who inspires and encourages us to keep moving forward, always evolving, seeking to offer the best products and services to help you feel even more complete, self-confident and happier.

Hope to talk to you soon, take care!



PICCADILLY  
BUNION  
Carmen 542104



22. CAMPAIGN  
THE POWER OF YOUR ESSENCE

04. MAXI FUNCTIONAL FOOTWEAR  
06. WISH VINTAGE BLUE  
08. INSPIRATION AGELESS  
10. TREND LIGHT SPOT  
11. INSPIRATION DO YOU BELIEVE IN MAGIC?  
12. WELL-BEING RELAXING MOMENT  
13. TREND CAMILA 40 YEARS  
14. CULTURE READ ON THE BLOG  
15. FEATURED FLAT SANDALS  
16. TREND BLACK + VANILLA  
17. LOOKS ANIMAL PRINT  
18. EDITORIAL CHARM IN THE DETAILS  
20. FEATURED TIE-DYE
21. LOOKS NATURAL TOUCH  
22. CAMPAIGN THE POWER OF YOUR ESSENCE  
32. TRENDY SQUARED TOES  
34. EDITORIAL CONVENIENCE  
36. TECHNOLOGY CARE FOR YOUR FEET  
40. REAL STORY FEMALE LEADERSHIP  
41. FEATURED EASY FIT  
42. SO.SI MOVEMENT AND FREEDOM  
44. EDITORIAL COLORS OF THE SEASON  
46. FEATURED YOUR NUDE TONE  
47. UP - PICCADILLY UNIVERSE  
49. NOVELTY PICCADILLY ANTIVIRAL

A new way to buy!

You will know the Essences Collection novelties throughout the magazine. They are beautiful and comfortable models that can be purchased right here, within a few clicks. Take a look at the steps to make sure you get your PICCADILLY in a super convenient way!

01. SELECT THE SHOES THAT YOU HAVE LIKED AND ADD TO THE SHOPPING CART  
02. CLICK ON " VIRTUAL STORE"  
03. YOU WILL BE DIRECTED TO OUR STORE TO FINISH THE PURCHASE  
04. FILL IN YOUR INFORMATION AND PICK THE PAYMENT METHOD THAT BEST SUITS YOU  
05. ALL SET! NOW JUST WAIT FOR THE PRODUCTS TO ARRIVE CAREFULLY AND SAFELY AT YOUR HOME

You can browse the magazine and buy your products as many times as you wish. Enjoy it!

PICCADILLY



KEEP IN TOUCH WITH US:

ENCANTAMENTO@PICCADILLY.COM.BR  
+55 51 3549 9600

WWW.PICCADILLY.COM.BR  
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FOLLOW US ON  
SOCIAL NETWORKS





PICCADILLY MAXI

Functional footwear that makes your body work in your favor.

# PICCADILLY<sup>®</sup> MAXI

PICCADILLY  
MAXI  
Isa 624003



WATCH  
THE VIDEO

The only  
Brazilian  
footwear  
with certified  
technology by  
ANVISA

STIMULATES  
CIRCULATION



PICCADILLY  
MAXI  
Isa 624003

It features an exclusive biofiber blanket, which transforms the body heat into long infrared rays, improving blood microcirculation.

MAXI also brings benefits to sore, tired and swollen legs and feet and it even prevents varicose veins. Try it and feel the difference!



STIMULATES  
BLOOD  
CIRCULATION



PREVENTS  
SWELLING



RELIEVES  
PAINS



ELIMINATES  
TOXINS



PREVENTS  
VARICOSE  
VEINS



# vintageBLUE

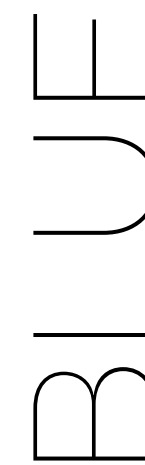


PICCADILLY  
Iara 458013

Manu's  
TIPS



SHOES ARE EASY TO WEAR AND GO WELL ON DIFFERENT OCCASIONS.  
**CHECK OUT MANU'S TIPS! →**



THE TONE WILL BRING A TOUCH OF LIGHTNESS AND SERENITY TO THE SEASON'S CLOTHING. TAKE A LOOK AT THE TIPS WE HAVE SORTED AND CREATE YOUR OWN COMBINATIONS!

## vintage



PICCADILLY  
Alice 408168

### FOR WORK

Bet on neutral productions, such as tailored shorts and shirt. That way, you let the color dot be on the feet.

### FOR LEISURE

Wear the models with denim skirt and T-shirt. The result is fashionable and quite laid-back!



elegant

laid-back



# AGELESS

**Helena Schargel**

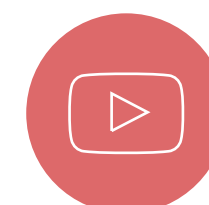


**STYLIST HELENA SHARGEL IS AN AGELESS WOMAN, WHO DOES NOT DEFINE HERSELF BY AGE. SHE BEGAN HER ENTREPRENEURSHIP AT 79, SOON AFTER RETIRING. WHAT'S HER PROJECT? AN UNDERWEAR COLLECTION FOR WOMEN OVER 60, IN WHICH SHE WAS THE MODEL.**

Making this dream come true is Helena's encouragement for other women to get out of invisibility and reinvent themselves. Take a look at our chat with her and get inspired!

**Dreams never grow old!  
Especially if we start by putting them into practice.**

WATCH THE  
**video**



**PICCADILLY: How to get out of 'invisibility' and discover new interests?**

**HS:** We should never 'pause' our lives after having children and grandchildren. Quite the opposite, we must, go after our old (or even new!) dreams. Consequently, getting out of invisibility.

**PICCADILLY: How should we deal with our dreams?**

**HS:** Dreams never grow old! Especially if we start by putting them into practice, step by step. We should never set them aside.

**PICCADILLY: How does the process of setting free from aging labels happen?**

**HS:** With self-confidence: believe in yourself and never let your age define you.

**PICCADILLY: What is the life's motto 'of an ageless woman'?**

**HS:** I want, I may, I can!

**PICCADILLY: What would you tell women who are giving a different meaning to their age?**

[\*\*← WATCH THE VIDEO\*\*](#)



## TREND

DAMO  
WANG



PICCADILLY  
**Gabi** 508021

# LIGHT point

DO YOU KNOW THAT SEASON'S PECULIAR LIGHT COLOR? IT IS PRESENT IN THE SAFFRON MODELS AND WILL BRIGHTEN UP YOUR OUTFITS WITH STYLE!

This color allows endless combinations. You can wear the shoes with more neutral pieces, making the feet stand out or bet on clothes with other intense colors, such as pink and orange. The result is amazing!

PICCADILLY  
**Silvana** 749028



PICCADILLY  
**Alice** 408163



SIES  
MARJAN



PICCADILLY  
**SOFTSTEP | BUNION**  
**Vivi** 562040

DADA

## INSPIRATION

# DO YOU BELIEVE IN magic?

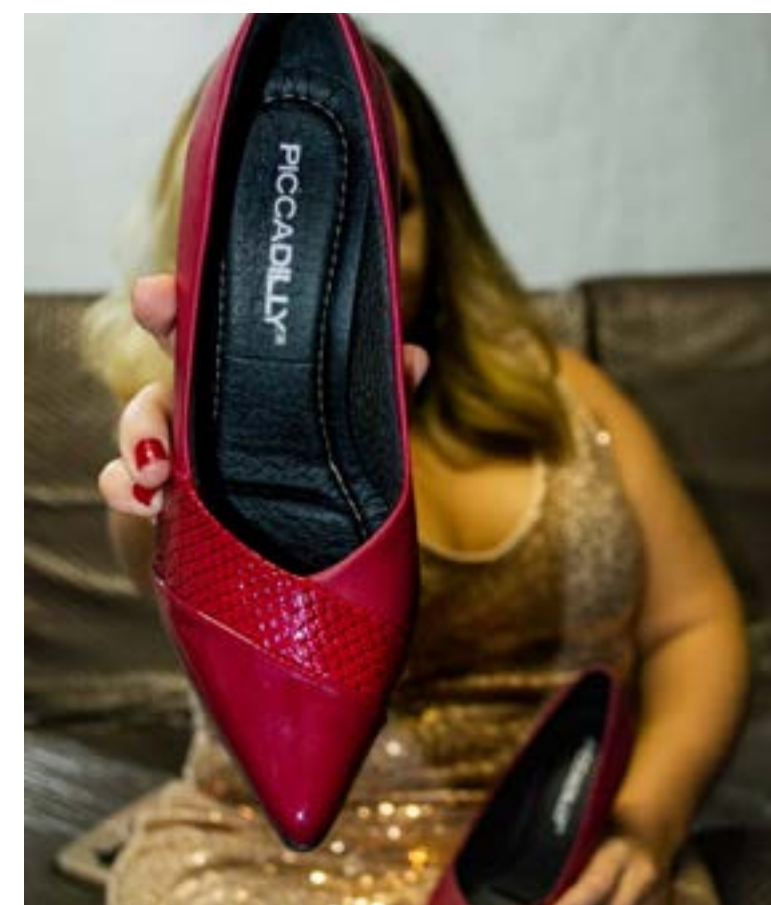
THIS WAS THE QUESTION ON THAIS LUZIA SOCIAL NETWORKS, A VERY STRONG AND RESILIENT WOMAN.

Thais was born with a rare disease called osteogenesis imperfecta, a condition also known as "brittle bone disease".



One of her dreams was to find a pair of red pumps, size 28 (Brazilian size), so that she would feel even more beautiful and powerful.

When we heard about her wish, we used our magic wand and made the shoes especially for her. That was our way of saying that we believe in magic and in an increasingly inclusive world.



[Click here](#)

CHECK OUT THE FULL  
STORY ON OUR BLOG



# RELAX

## moment

THAT SELF-CARE ROUTINE IS ALWAYS WELCOME, RIGHT? SO, WE HAVE SORTED SOME REENERGIZING TIPS FOR YOU TO PUT THEM INTO PRACTICE. TAKE A LOOK!

### 1 Daily Skincare

Set aside a few minutes to take care of the skin. Do this after bath and get a refreshment and well-being feeling.

**1 — WASH YOUR FACE WITH A GEL SUITABLE FOR YOUR SKIN TYPE;**

**2 — APPLY A FAST-ABSORBING MOISTURIZER;**

**3 — GENTLY MASSAGE THE PRODUCT WITH YOUR FINGERTIPS;**

**4 — WAIT A FEW SECONDS UNTIL IT IS COMPLETELY ABSORBED;**

**5 — APPLY YOUR SUNSCREEN;**

**6 — IF YOU WISH, PUT ON SOME MAKEUP.**

### 2 Meditation

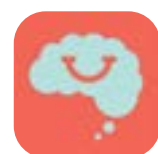
You don't have to be an expert in meditation to bring that experience to your daily life. There are apps that help you in the first steps and make you feel light and relaxed.



**SATTVA** — GUIDED MEDITATION FOR YOU TO START SELF-KNOWLEDGE.  
\*available for Android and iOS



**5 MINUTES** — IN JUST A FEW MINUTES YOU SLOW DOWN AMID THE RUSH.  
\*available for Android and iOS



**SMILING MIND** — MEDITATIONS DIVIDED BY AGE GROUP. AN APP FOR THE WHOLE FAMILY.  
\*available for Android and iOS

### 2 Honey and sugar mask

If you have some free time to take care of your skin, try homemade masks like this one made from honey and sugar. Besides acting as an exfoliator, it moisturizes as well.

It is super easy to make it: in a container, mix a tablespoon of honey with a spoonful of sugar. Then just apply on the face in circular motion. Leave it for 10 minutes and remove with lukewarm water. There are many masks options for you to make at home and with a few ingredients: detox, illuminating, antioxidant.

*Click here*

TAKE A LOOK AT THESE 5 TIPS FROM INFLUENCER @ANALIDIALOPESS. AND CHOOSE YOUR FAVORITE!

# Camila

## 4 YEARS

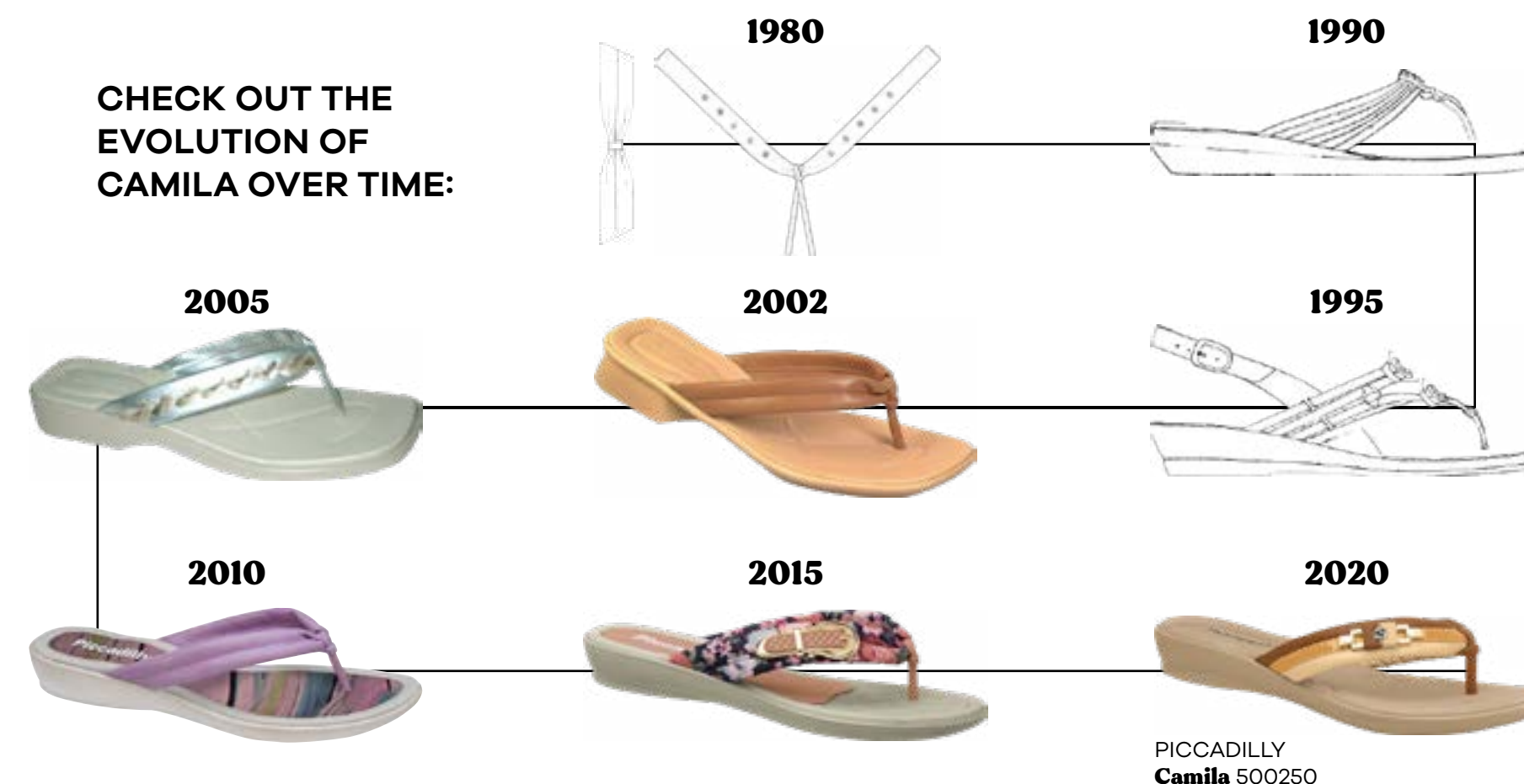
### COMFORT FROM GENERATION TO GENERATION

That's Camila, a line that has been following our footsteps for 40 years. In this period of time, it has closely watched the changes of the modern woman and several world events.

Camila is a heroine who keeps strong and reinvents itself. Everything to meet the needs of those who keep you company. This time, it has joined the Home line to bring more comfort to home.

The models are light, flexible, convenient and can be worn as soon as you wake up. Open the doors of your home to Camila Home and feel the power of comfort!  
**READ ON THE BLOG →**

### CHECK OUT THE EVOLUTION OF CAMILA OVER TIME:



**#tbt** SHALL WE REMEMBER? POST A PHOTO OF A MODEL FROM PAST COLLECTIONS AND TAG @CalcadosPiccadilly AND #TbtCamila



READ ON THE  
**blog**

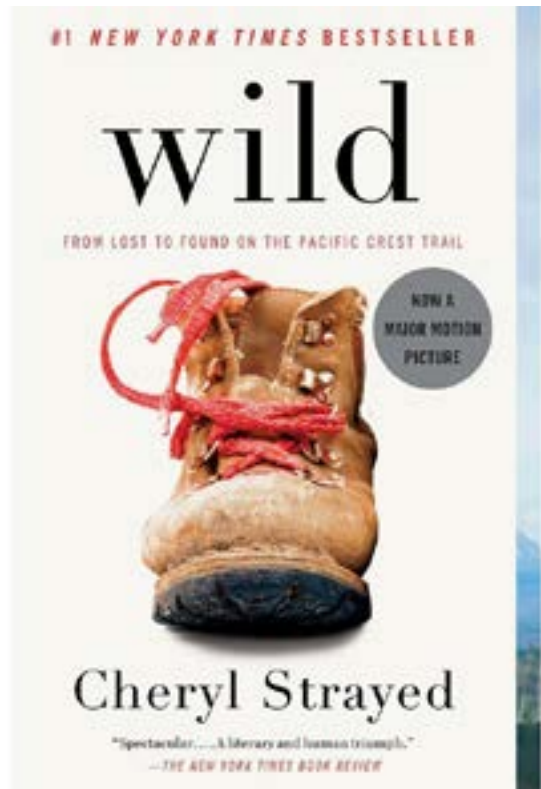


*Content*

5 influencers who will accompany your walks.  
**TAKE A LOOK! →**

*Books*

Wild is the story of a woman in search of restarting. Check it and other books that will inspire you. **SEE MORE →**



*Series*

How about series marathon with strong and inspiring women?  
**CLICK HERE AND CHOOSE YOUR FAVORITES →**

FLAT SANDALS!



LIGHT AND PERFECT FOR THE HOTTEST DAYS, THESE SANDALS EXPRESS SUMMER. THEY VALUE YOUR FEET AND HAVE ALL THE CONVENIENCE YOU ARE LOOKING FOR. THE MODELS ALSO MAKE YOU WALK FREELY AND COMFORTABLY.





CHLOÉ



PICCADILLY  
MAXI | JOANETE  
Fernanda 147162



PICCADILLY  
Silvana 749029

# BLACK + vanilla

THE VANILLA AND BLACK  
COLORS COME TOGETHER TO  
BRING EVEN MORE ELEGANCE TO  
YOUR DAYS. POWERFUL AT THE  
RIGHT AMOUNT, THE MODELS  
GO WELL IN MORE CLASSIC  
OUTFITS SUCH AS TAILORING OR  
STRUCTURED FABRICS.

Bet on these shoes and have  
chic and timeless models at your  
disposal!

*A sophisticated  
combination*



PICCADILLY  
SO.SI  
Patricia S008004



PICCADILLY  
SOFTSTEP |  
BUNION  
Vivi 562043



PICCADILLY  
Paula 744099



ALBERTA  
FERRETI

ANIMAL

YEAR COMES OUT, YEAR  
COMES IN AND THE ANIMAL  
PRINT KEEPS BEING A MUST-  
HAVE IN THE WARDROBE. THIS  
SEASON, THE SPOTLIGHT  
IS ON THE PYTHON SNAKE,  
A DELICATE AND FULL OF  
PERSONALITY BET.

# print



PICCADILLY  
Natália 514029

## FOR WORK

Combine the shoes with blouse and  
pencil skirt. You will create a modern and  
sophisticated look at the same time.

## FOR LEISURE

The romper is a key piece in the  
compositions. Choose your model and  
combine it in a very light composition!



BLOUSE  
BE MITRE



PICCADILLY  
Sofia 463016



PICCADILLY  
Jessica 996003



BRACELET  
SWAROVSKI



PENCIL SKIRT  
LAFORT

*Mann's*  
TIPS



EARRING  
RENNER



LIPSTICK  
O Boticário



ROMPER  
AMARO

*elegant*

*laid-back*



# CHARM IN EVERY **detail**

THEY ARE BEAUTIFUL  
AND CHARMING,  
PERFECT FOR EVERY  
MOMENT IN YOUR DAY.

PICCADILLY  
**Carmen** 542106

PICCADILLY  
**MAXI**  
**Bruna** 278050

PICCADILLY  
**MAXI**  
**Isa** 624001

## white croc

FASHIONABLE AND MODERN,  
THE COMBINATION BRINGS  
PLENTY OF BEAUTY TO  
ELEGANT OR LAID-BACK  
PRODUCTIONS.

# herringbone

WITH EARTHY TONES, THE  
MODELS HAVE A MORE  
NATURAL DESIGN AND ARE  
SUPERVERSATILE, THEY CAN BE  
MATCHED WITH EVERYTHING.

PICCADILLY  
**MAXI**  
**Bruna** 278045

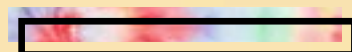
PICCADILLY  
**MAXI**  
**Sara** 322023

PICCADILLY  
**MAXI**  
**Paula** 744102



IN HIGH DEMAND

## THE DESIRED PRINT IS BACK



PICCADILLY  
**Ana** 274054

PICCADILLY  
**HOME**  
**Camila** 503102

Successful once again, tie-dye will color your outfits on the right amount. The trend has a unique style and, brings good vibes to your everyday life through fashion. Bet on it!

OUTFIT TIPS

NATURAL

THE WEAVES BRING A HANDCRAFTED FEELING AND WILL BE SUPER TRENDY HIGH IN THE SUMMER. IN SHOES, THEY APPEAR SUBTLY AND MAKE FASHION FANCIER NATURALLY.

# touch

### FOR WORK

Bet on the models with crop pants and puff sleeves blouse.

### FOR LEISURE

If you plan to enjoy the relaxing moments, wear shoes with a medium length relaxed fitting dress.



BLOUSE  
LE LIS BLANC



PICCADILLY  
**Jessica** 996001



PICCADILLY  
**BUNION**  
**Cecilia** 540282



NECKLACE  
SALINAS



CROP PANTS  
AMARO



SUNGLASSES  
VIVARA



DRESS  
MY BASIC



LIPSTICK  
REVLON

*elegant*

 [LEARN MORE ABOUT THE TREND ON THE BLOG](#) →

*laid-back*



WE HAVE INVITED FOUR WOMEN TO REVEAL THEIR ESSENCE.  
AT THIS MOMENT OF REFLECTION, THEY REDISCOVERED  
THEIR GREATEST POWERS AND LEARNING. GET INSPIRED AND  
SHOW YOUR STRENGTHS YOURSELF TOO!

# the power of your essence

S S 2 0 2 1

PICCADILLY<sup>®</sup>



“MY LIGHT  
WHICH  
REFLECTS  
MY  
**truth**®

#ThePowerOfYourEssence

@MaysaBonissoni  
by: herself

JOURNALIST AND HOSTESS



WATCH  
THE VIDEO

PICCADILLY  
Cris 428028





WATCH  
THE VIDEO

PICCADILLY  
Paola 566005



“UPHOLD MY  
INDIVIDUALITY  
TO ALWAYS BE  
**authentic**®

#ThePowerOfYourEssence

@SaraGiordana  
by: herself



PICCADILLY ASSOCIATE





WATCH  
THE VIDEO

“WHEREVER  
I GO, I  
SPREAD

# happiness®

#ThePowerOfYourEssence

@SandraTeschner  
by: herself

HAPPINESS EXPERT



More  
**energy**  
for you.

PICCADILLY  
EXCLUSIVE  
TECHNOLOGY

TRANSFORMS  
IMPACT INTO  
VIBRATION.

PICCADILLY  
ENERGY  
Jéssica 996013





WATCH  
THE VIDEO

PICCADILLY  
Taci 739013



“LOOK AT EACH  
OTHER WITH THE  
SAME ATTENTION AS  
I LOOK AT MYSELF”  
**empathy®**

#ThePowerOfYourEssence

@TacianaBecker  
by: herself

PICCADILLY ASSOCIATE



IN HIGH DEMAND

*it's a trendy!*



# 1 Square Toe

The 90's trend is certainly back in urban fashion! Successful among the celebrities, The Square toe adds a chic and quite stylish way to clothing.

It is presented in different models and is a good choice for those who want to wear a fashion item without getting too risky. It's worth a bet!



PICCADILLY  
**MAXI**  
**Isa** 624004



PICCADILLY  
**Grazi** 553062

# 2 Chanel

Created by Coco Chanel, the shoe style is one of the greatest classics in the fashion world. It became popular in the 50s and 60s, and keeps being cherished to this day.

Chanel is renewed every season just like good classic shoes do. And in this season, it gets an even more modern and elegant touch.



PICCADILLY  
**MAXI**  
**Sara** 322022



PICCADILLY  
**Daiana** 114032



IN HIGH DEMAND

*Comfort and beauty!*



PICCADILLY  
**Iara** 458012



PICCADILLY  
**Alice** 408166



PICCADILLY  
**Cris** 428025



PICCADILLY  
**MAXI | BUNION**  
**Sara** 322125

# 3 Wedges

Wedges are part of a comfortable fashion and does not keep the style aside. In addition to providing a few centimeters more, it is a playful piece that goes well on different occasions.

It can be an adequate choice to thin heels at more formal events or a great partner to accompany you when going out.



PICCADILLY  
**Cris** 428027



PICCADILLY  
**Lilian** 153056



# Convenience

THAT MAKES  
A DIFFERENCE

SHOES THAT MAKE THE OUTFITS  
EASIER AND BRING AN EXTRA DOSE  
OF STYLE.



PICCADILLY  
**Maria** 251058

PICCADILLY  
**Eva** 144071

# Mules

CONVENIENT AND  
VERSATILE, THE MODEL  
ADAPTS TO ANY STYLE  
AND STILL HAS A DESIGN  
THAT CARRIES BEAUTY  
AND ELEGANCE.

# Comfort Flats

JUST LIKE SUMMER,  
THE FLAT SOLES  
MODELS ARE SUPER  
COMFORTABLE AND  
LAID-BACK. PERFECT  
FOR THE HOTTEST DAYS.



PICCADILLY  
**Gabi** 508020

PICCADILLY  
**Mari** 418033



# TECHNOLOGIES

## that will take care of your feet



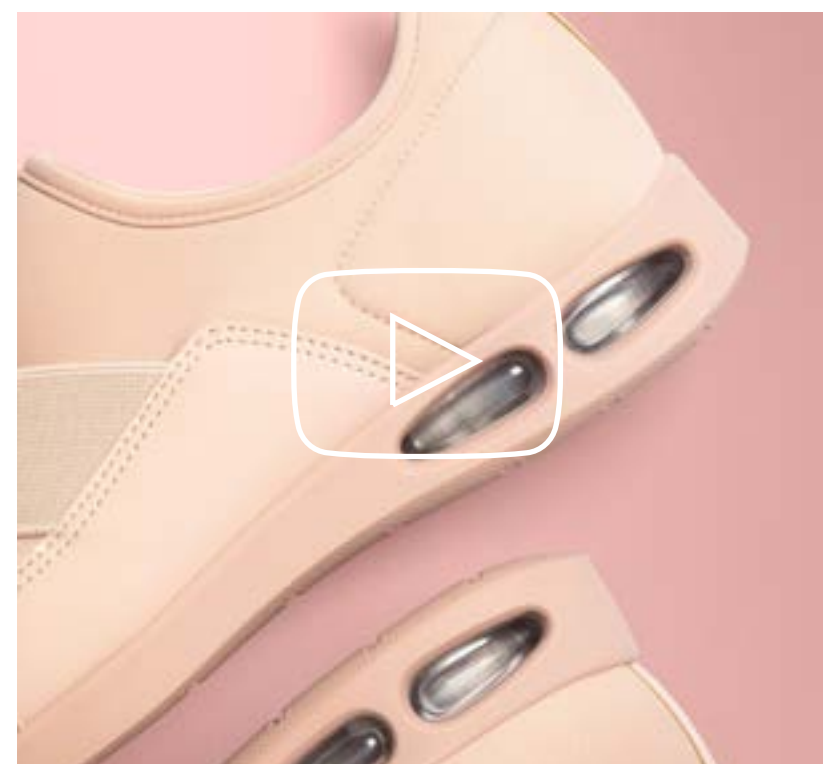
## en@rgy

MORE ENERGY AT EVERY STEP

- Activates blood circulation
- Absorbs up to 87% of impact
- Prevents knee joint pain
- Relaxes legs and feet



PICCADILLY  
**ENERGY**  
Jéssica 996.014



## softstep

MORE COMFORT AND LIGHTNESS FOR YOUR DAY



PICCADILLY  
**SOFTSTEP**  
Adri 979002

- Absorbs impacts
- Reduces friction and pressure
- Distributes plantar pressure
- Prevents pain and callosities

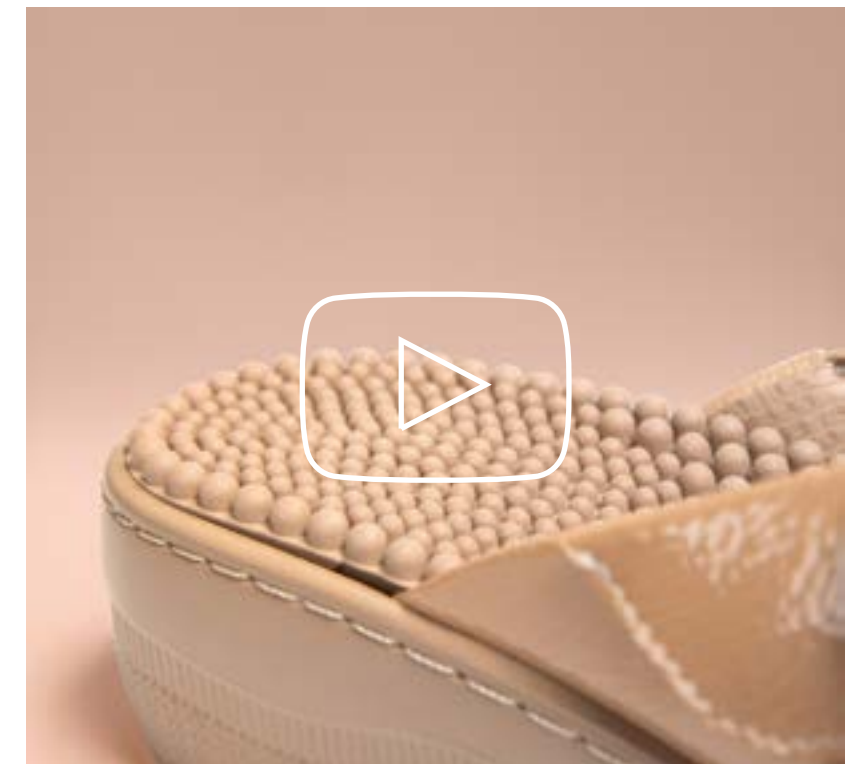


PICCADILLY  
**SPA** 568030

## Spa

NO FOOTWEAR TREATS YOU SO WELL

- Two relaxing insoles
- Massages your feet at every step
- Moisturizes and scents your feet continuously

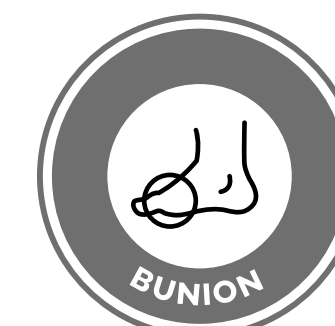


PICCADILLY  
**HEEL SPUR**  
Rosa 561025

- Made in wider shapes
- Have special cushioning
- Avoid tightening
- Relieve pain caused by impact



PICCADILLY  
**BUNION**  
Vivi 562043



- Materials that increase elasticity
- Does not tighten the bunion region
- Minimizes heat
- Prevents pain







# BUSINESS *line*

YOUR DAY  
BECOMES EVEN  
MORE ENJOYABLE  
WHEN YOUR STEPS  
ARE FOLLOWED BY  
COMFORT.



PICCADILLY  
Deise 130185

Perfect models  
for professionals  
who spend many  
hours standing  
up or take long  
shifts.

MORE THAN  
COMFORT,  
**PERFECT FIT.**  
TRY IT!



LIGHTNESS AND  
FLEXIBILITY



STABILITY  
WHEN WALKING



HUMIDITY AND  
TEMPERATURE  
CONTROL



SMART  
MEASUREMENTS



EXTRA  
SOFT FINISH



IMPACT  
ABSORPTION



PICCADILLY  
Raquel 250149

**PICCADILLY**®





# WOMEN'S leadership

BY DANÚBIA SCHEIN

**PICCADILLY:** You are in a leadership position. What is the importance of having more and more women in these positions?

**DS:** I understand that women are as competent as men. And we are working our way up in the labor market. This equal footing with male counterparts is crucial for the society development, especially regarding the corporate realm.

**PICCADILLY:** Before being named for this role, have you ever felt encouraged to go further?

**DS:** Yes, I was highly encouraged. I have always been supported by my leaders; we have been working together since the beginning of my professional path. And it was fundamental.

**PICCADILLY:** What other female leader inspires you in business?

**DS:** Luiza Helena Trajano inspires me by her simplicity, empathy and completeness.

**PICCADILLY:** What would you tell women who are seeking to earn leading positions in the corporate environment?

**DS:** Find a company that has values similar to yours and focus on your purpose. We are all able to achieve a leadership position. Ask for daily feedbacks; get the best from you and the best from people around you. Success takes place naturally when you are acknowledged by your leader and coworkers.

*Click here*

AND MEET OTHER  
COMPANY'S LEADERS

# EASY **fit**



PICCADILLY  
BUNION  
Carmen 542104

HAVE MORE SECURITY WHEN GOING IN OR OUT HOME. EASY FIT MODELS ARE SO CONVENIENT, THAT YOU DO NOT NEED TO USE YOUR HANDS WHEN IT COMES TO PUTTING ON OR TAKING THEM OFF. FEEL ALL THIS COMFORT AND TAKE CARE OF YOUR WELL-BEING!





ADJUSTABLE

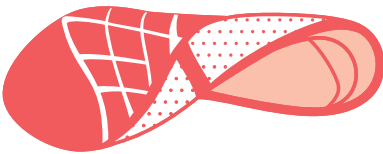


PICCADILLY  
SO.SI  
Roberta S007004

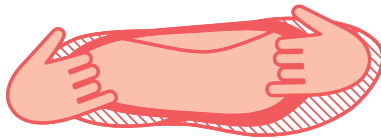
# MOVEMENT AND FREEDOM

So.Si keeps track of modern woman movements. The models have a unique technology, which makes the shoes perfectly fit the shape of feet.

They are produced in elastane fabric, a super-soft and flexible material. The sole is also composed of an elastic material.



FLEXIBLE AND  
COMFORTABLE



ADJUSTABLE AND  
ANATOMICAL



SUPERLIGHT



WASHABLE REMOVABLE  
INSOLE



AMANDA  
SEIMETZ  
PICCADILLY  
ASSOCIATE

# COMFORT FOR PREGNANT WOMEN

Moms can be at ease! The So.Si shoes fit even the most swollen feet. Thus, they do not tighten or cause any discomfort and bring more flexibility and lightness at each step.



WATCH  
THE VIDEO



PICCADILLY  
SO.SI  
Micaela S002029



# THE COLORS OF THE **season**

THEY MAKE THE  
COMBINATIONS MORE VIVID  
AND ADD AUTHENTICITY.

PICCADILLY  
**Gabi** 508022

PICCADILLY  
**Ana** 274057

PICCADILLY  
**Fabi** 970050

## pistachio

FEATURED IN  
INTERNATIONAL  
CATWALKS,  
PISTACHIO  
BRINGS A SENSE  
OF FRESHNESS  
AND LIGHTNESS  
TO FEMININE  
LOOKS.

 [LEARN MORE ABOUT  
THE TREND IN OUR  
BLOG →](#)

# watercolor

THE WATERCOLOR  
PRINT WILL BRING  
THE ESSENCE OF THE  
SEASON TO YOUR FEET. IT  
IS CHEERFUL, CHARMING  
AND QUITE FEMININE.

PICCADILLY  
**Gabi** 508023

PICCADILLY  
**Luiza** 745035

PICCADILLY  
**Ana** 274054





PICCADILLY  
Luiza 745035

Choose the  
one that re-  
presents you!

PICCADILLY  
Luiza 745035

# YOUR NUDE tone

THE 'NUDE' TERM HAS MANY DEFINITIONS, AFTER ALL, EVERY WOMAN HAS HER OWN SKIN TONE, HER IDENTITY. THINKING ABOUT THAT, WE'VE CREATED MODELS THAT ARE SIMILAR TO DIFFERENT SHADES.

One of them for sure  
will be yours!

PICCADILLY  
Luiza 745035

CHRISTIAN LOUBOUTIN

PICCADILLY  
Luiza 745035

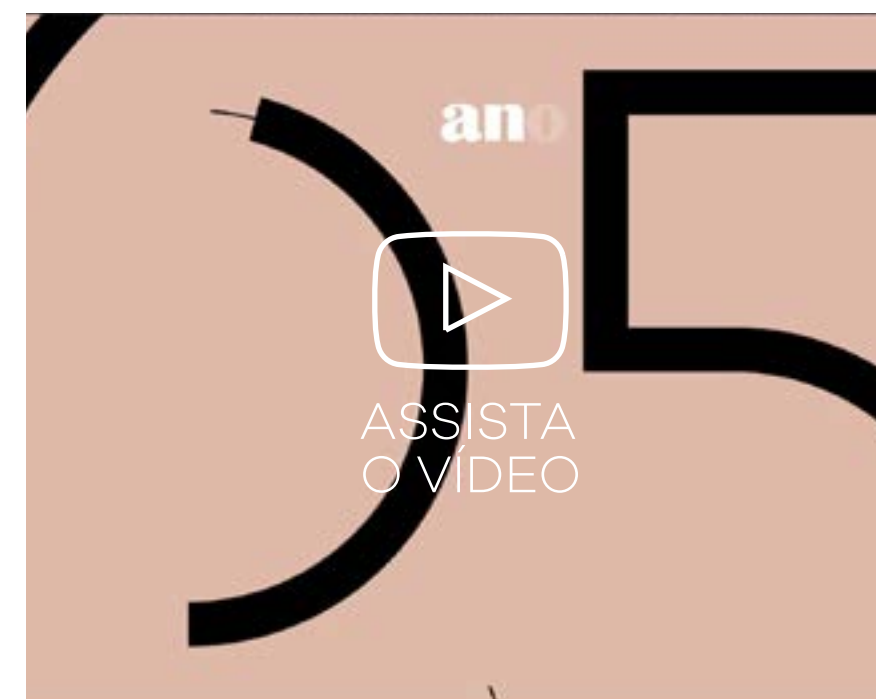
## 65 years OF A HISTORY TO BE SHARED

Good histories continue to be told over time. And PICCADILLY has been telling its own for 65 years.

Producing comfort is what we've always been doing. And this pioneering in the segment took us a lot of courage. For this, we count on the strength of many and a legacy of love and dedication

We are proud to remain strong for many generations and to maintain values that were brought by our founder: respect, honesty and happiness.

Almiro Grings started this dream: to make the women's journey easier through comfort. And we are here to do it every



day, with innovation and sustainability.

We want to walk along, providing a lighter and safer walk; to an increasingly pleasurable journey.

And what motivates us? Your company in these 65 years, even if in just part of them. It makes us want to tell this story for a long time; it makes us evolve at every step.



Social concern is in our DNA. We always look carefully at people. And in such a challenging moment, it could not be different.

To bring a little more comfort to the community, we donated shoes to Bom Pastor hospital healthcare professionals, which is located at PICCADILLY'S headquarters city, in Igrejinha / RS.

We've also produced 37,000 masks, which are being distributed to employees, schools and the local population. In addition, we've collected more than 4 tons of food for the social services of Paranhana Valley cities, helping out families that were hit by the floods of the month of July.

Our actions keep happening to reveal what's most important: solidarity.





UP!



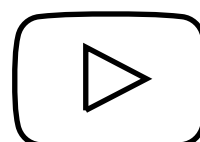
# MADE IN BRAZIL

Did you know that 100% of our products are made in Brazil? In this way, we were able to contribute to the national industry and assist many families through the generation of employment and income.

Before arriving at your home, our products go through many hands; by people who love what they do and convey care and affection.

Therefore, we are proud to say: we are made in Brazil, with love and affection for you.

WATCH  
THE VIDEO



# .antiviral<sup>®</sup>

PICCADILLY<sup>®</sup>

VIRUS FREE.  
SAFE FOR YOU.

Thinking about the current needs and female hygiene habits, we have developed the PICCADILLY antiviral technology: the footwear that does not carry viruses or bacteria to other environments, decreasing the contamination process.

The nanoparticle additive inactivates viruses and bacteria throughout footwear. PrimeTech upper is also fully resistant to 70% rubbing alcohol. Easy to clean and water repellent, it can be sanitized safely, without staining or damaging the product.

All this with laboratory-proven effectiveness and the incomparable comfort of PICCADILLY.



PICCADILLY  
ANTIVIRAL  
Ester 998001

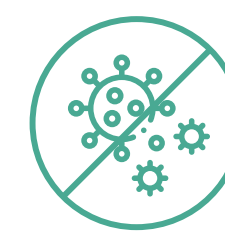
PICCADILLY  
ANTIVIRAL  
Ester 998002

PICCADILLY ANTIVIRAL



PICCADILLY  
ANTIVIRAL  
Ester 998001

## Protection and care that follow you at every step.



### ANTIVIRAL AND ANTIBACTERIAL

Prevents footwear from carrying viruses or bacteria, inactivating 99% of them.



### STERILIZABLE WITH ALCOHOL 70%

70% rubbing alcohol resistant and repellent to the water. It does not stain or fade after being sanitized.



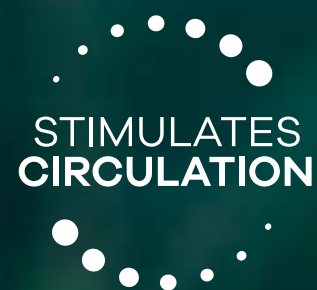
### PERMANENT PROTECTION

Permanent action throughout the footwear shelf-life even after being cleaned, washed, or worn.





The  
functional  
footwear  
that puts  
your body in  
your favor.



The first Brazilian  
footwear with **certified  
technology by ANVISA.**

[piccadilly.com.br/tecnologia-maxi](http://piccadilly.com.br/tecnologia-maxi)



STIMULATES  
BLOOD  
CIRCULATION



PREVENTS  
SWELLING



RELIEVES  
PAINS



ELIMINATES  
TOXINS



PREVENTS  
VARICOSE  
VEINS

**PICCADILLY**   
M A X I