MAGAZINE

Piccadilly

INTERNATIONAL EDITION

No.1 YEAR1

The new woman's magazine

Chic

THE SEASON'S MOST ELEGANT STYLE THROUGH THE LENSES OF

Bob Wolfenson

FASHION UPDATE:
TIPS AND NEWS THAT WILL HEAT UP YOUR WINTER

E+
ETHNIC, ANIMAL PRINTS, ANDROGYNY AND CONTRASTS ON YOUR FEET

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Award-winning publication
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It's pure luxury

(ARY BARROSO)

For **5 years, 10 editions**, one **magazine in Spanish** that is distributed in 19 countries, and the **English version**, which has just come out and celebrates the milestone of **2 million copies**, your **Piccadilly Magazine** has been making history like one of the largest women's magazines in the world. It is thanks to the excellent response that you, dear reader, have shown towards this publication that our most optimistic expectations were greatly exceeded.

We created a product that brings information on the fashion world, style, beauty tips, wellbeing, tourism, all that while experiencing traditionally comfortable footwear with lots and lots of fashion flair!

"A great fashion project only comes true when it is published", says, unpretentious, the renowned Brazilian photographer Bob Wolfenson between clicks (experience the pictures with all your senses; they are amazing!). Sensitive, good-humored and with a keen eye for discovering the fashion and luxury every woman has inside herself, our editorial CHIC reveals exactly this. We, from **Piccadilly Magazine**, are happy for being the ones who published it. But we go even further: really amazing is when you browse in our pages and unravel them, fall in love with a pair of shoes (or with all of them!), decide to adopt one of our fashion tips, get inspired to feel more beautiful and powerful, interact with our pictures and words. It's the perfect match between creation, photographer, model, stylist (our editorial signed by our dear David Pollak is awesome), stylish and comfortable shoes, layout, publication and readers! And a true work of fashion is born. Also check out the nice talk we had with Bob on page 26.

We bring you the latest fashion for the 2012 fall/winter! Elegance is the next season's trademark and comes in minimalist and androgynous designs. Modern shaped oversized coats coexist with close-fitting tailored suits. The crumpled effect conveys a casual touch, while the wild fashion exudes sensuality. Earth tones and contrasting colors compose the color palette that will heat up the upcoming months. Special attention should also be given to the color "mauve", that old rose, which we immediately connect with something more romantic; it comes to show us that it is open to new alternatives and that it works well with different styles.

We suggest a come together of women that dream, aspire, desire and above all get inspired, but who wish to feel good, in a tangible universe made of real and always new women! Coco Chanel taught us that **"Luxury must be comfortable, otherwise it is not luxury"**, and we believe in it...

A huge hug,

Sandra Teschner
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AMIGA@PROFASHIONAL.COM
FACEBOOK: SANDRA TESCHNER

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6

PHOTOS: FERNANDA CALFAT IMAGE.NET AGÊNCIA FOTOSITE

They are BACK!

Who doesn't remember those accessories made of wool that were worn around the ankles? One cannot think of the 80's without thinking of the colorful looks and the famous leg warmers.

Well, they have been neglected for some years, except for one or the other stylist who used them as a detail. But this winter they are back!

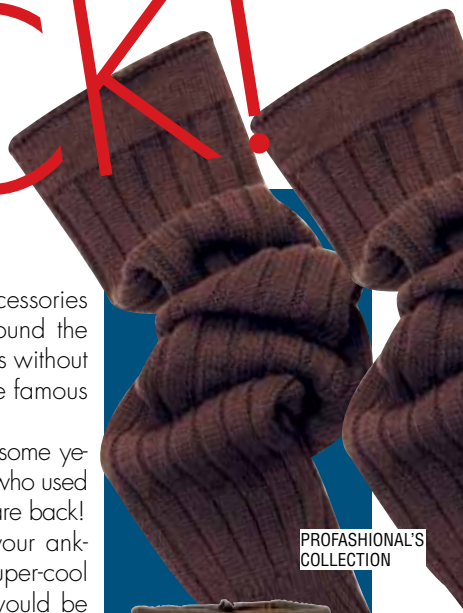
And if the idea is to warm your ankles and achieve a super-cool look, imagine how it would be to have leg warmers be part of your shoes.

Keeping this in mind, Picadilly developed models that include the accessory's effect and make for a dazzling combination.

You will have plenty of options for a modern and very warm look.

Y-3 MERCEDES-BENZ FASHION WEEK NEW YORK

PHOTOS: MÁXIMO JR./ FERNANDA CALFAT IMAGE.NET / FLÁVIA PUSCO ASSESSORIA DE COMUNICAÇÃO



PROFASHIONAL'S COLLECTION

PICCADILLY 340050

Boots with built-in leg warmers look great with tights, leggings or skinny pants. Make good use of them!

PICCADILLY 803038

PICCADILLY 304013

TRICOH

The combination works for any time of the day.

PICCADILLY 790007

FOREVER 21

You can also match them with the thicker winter tights, which look great with miniskirts and a short jacket or dress.

São Paulo

Cosmopolitan, intense and global by nature, São Paulo is the sixth largest city in the world and home to a large cultural diversity, where styles mix and merge in a blend of experiences.

PICCADILLY
701027

2ND FLOOR
FASHION RIO

SPFW

THE CAPITAL OF THE SÃO PAULO STATE STAGES ONE OF THE WORLD'S MOST IMPORTANT FASHION WEEKS: THE SÃO PAULO FASHION WEEK (SPFW). THE CITY, A HIGHLIGHT OF THE FASHION MARKET, ALSO HOSTS SOME OF THE WORLD'S GREATEST LABELS.

PICCADILLY
340052

EVENTS

SÃO PAULO HOSTS A VARIETY OF EVENTS, EXHIBITS, FESTIVALS, COURSES, ART VIEWINGS, MUSEUMS AND WORKSHOPS, CINEMAS, THEATERS AND LEISURE ACTIVITIES. CHECK OUT WHAT THE CITY HAS TO OFFER AT: WWW.GUIADASEMANA.COM.BR

São Paulo's weather is unpredictable; in winter, the city can have milder or very cold temperatures. That's why boots, sandals and flats will be part of your day.

PHOTOS: AGÊNCIA FOTOSITE/MARISA ABEL/VITOR ZANINI SXC.HU/ CAIO PIMENTA SPTURIS/ PROFASHIONAL ARCHIVES/TADEU BRUNELLI

PICCADILLY
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640040

DIVERSITY

DO YOU FEEL LIKE EATING MEXICAN, ITALIAN, JAPANESE, THAI, CHINESE, AMERICAN, AFRICAN CUISINE OR FROM ANYWHERE ELSE IN THE WORLD? SÃO PAULO HAS IT! THE VARIETY OF THEMATIC BARS AND RESTAURANTS IS ENORMOUS, AND EACH DECOR IS AN ATTRACTION IN ITSELF. THE SKYE RESTAURANT IS WORTH KNOWING; IT IS LOCATED ON THE TOP FLOOR OF THE UNIQUE HOTEL. THE VISIT AND FOOD ARE INCREDIBLE EXPERIENCES.

PICCADILLY
100160

STREETS AND AVENUES

THE CITY IS MADE OF STREETS AND AVENUES OVERFLOWING WITH CHARM. TOURISTS PREFER THE OSCAR FREIRE STREET, WHICH IS KNOWN ALL AROUND THE WORLD FOR GATHERING BRAND NAME STORES AND FAMOUS RESTAURANTS IN ONE LOCATION.

ALWAYS **SUIT**ED FOR WOMEN

WOMAN'S SUITS ARE A MUST-HAVE IN THE 2012 WINTER

Initially, the suit used to be only tailor-made on measure. But because it conveys not only good appearance, but also refinement, power and luxury, it became a turning point in the fashion history, between modern and contemporary, going from hand-made to prêt-à-porter. With so many qualities, it had to extend its use to women, and thereby fashion raised the issue of androgyny.

This season of fashion shows in Europe and New York, the woman's suit is the protagonist of many brands: with its different cuts and fabrics, it proves that it will always be a suitable style.

#maxitherapy

TOMMY HILFIGER
MERCEDES-BENZ FASHION WEEK NEW YORK

Always very stylish, singer Claudia Leitte exudes authenticity with her tailored look.

C&A

PICCADILLY
MaxiTherapy
149013

MONTBLANC

RENNER

PICCADILLY
MaxiTherapy
147025

Comfort

ELEGANCE AND COMFORT CAN GO HAND IN HAND, WITHOUT NEGLECTING THE LUXURY.

PICCADILLY
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320073

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640041

PHOTOS: FRAZER HARRISON E PETER MICHAEL DILLS- GETTY IMAGES / MKTMIX IMAGE.NET/ AGÊNCIA FOTOSITE/TV GLOBO -ZE PAULO CARDEAL

#funlife

PICCADILLY
702001

Hip

COLOR MAY BE KEY FOR A CONTEMPORARY STYLE.

CORI SPFW

MONTBLANC

BESNI

KATE
LIPSTICK
BY RIMMEL
LONDON

PICCADILLY
235011

PICCADILLY
304012

#fashion

RUFFIAN
MERCEDES-
BENZ
FASHION
WEEK
NEW YORK

PICCADILLY
670023

Interactive

INNOVATION AND ATTITUDE ARE ESSENTIAL TO MAKE YOUR LOOK MUCH MORE FASHIONABLE.

RENNER

PICCADILLY
835017

À LA GARÇONNE

PICCADILLY
806048

FENDI

ÓTICAS CAROL

THE WILDEST OF ALL STYLES

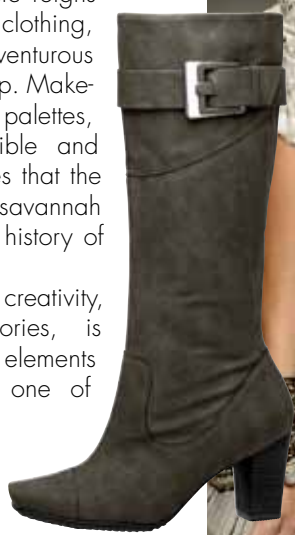
PICCADILLY
835015

Our chic heroine moves between urban cliffs and saddles! Someone reading this may think that we are talking about the protagonist of an adventure movie broadcasted during the afternoon TV programming. If it wasn't for the endorsement of our all-powerful Anna Wintour (fashion editor), that would be the case, but here cliffs and saddles give way to buildings and skyscrapers o four big cities. That's where our very sophisticated women turn streets and avenues into a true jungle made of stone.

Leather, fringes, fur and suede (all ecological, of course!!!). One cannot think of this trend without seeing the intimate relationship between those materials and animal prints, especially the leopard print. They will also be very present this season, both in day and evening looks. The print that found its way into women's hearts and became a fashion classic reigns sovereign. In addition to pieces of clothing, shoes and other accessories, our adventurous earth colors even inspired the make-up. Make-up brands bet on this trend for their palettes, because those colors are accessible and become all tones of skin. This proves that the elements of the mysterious African savannah will always be "in" and part of the history of the fascinating urban jungle.

The touch of exuberant creativity, such as maxi accessories, is reinforced by other elements that turn this look into one of superfashionists' favorites.

CAROLINA DICKMANN FOR TNG FASHION RIO



PICCADILLY
MaxiTherapy
320079

RENNER

PICCADILLY
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707007

THE ACTRESS AND FORMER SUPERMODEL LAUREN HUTTON COVERED VOGUE 25 TIMES AND HAS ALWAYS INVESTED IN EARTH TONES.

PICCADILLY 705057

RIACHUELO

PICCADILLY 803039

BRAZILIAN ACTRESS JULIANA PAES BETS ON THE STYLE AND EXUDES CHARM

Big and rough stones, unfinished elements, heavy platform shoes and the many accessories worn all at the same time, like queens and savannah women used to do, make women even more powerful. Ecological leather and golden metals also reinforce the adventurous look.

GELSOMINO NOBILE

Reference

A reference for the Sahara-style and fascinated by this trend, Lauren Hutton, former supermodel and actress, was the first one to sign a contract with a large cosmetics company in addition to having lent her face 25 times to the fashion magazine "Vogue". In 2011, at age 67, she modeled the collection that presented the return of Tom Form to womenswear for Gucci. Being a constant presence on social events, she eternalized this style when she made Kate Morgan in "Knievel" (1977). She is the representation of the perfect balance between the rustic and feminine that is present in looks that use that appeal.

PICCADILLY 401054

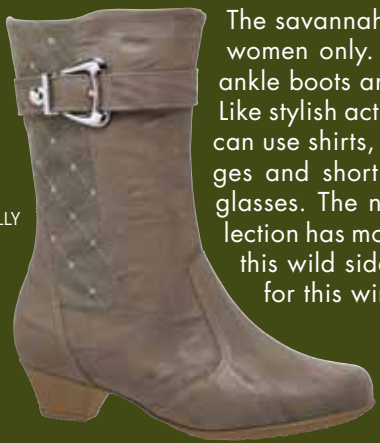
PICCADILLY 460026

PICCADILLY 230042

PHOTOS: MÁXIMO JR./AGÊNCIA FOTOSITE/TV GLOBO/ZÉ PAULO CARDEAL/GETTY IMAGES/X COMUNICAÇÃO/INDEX ASSESSÓRIA OFFICECOMM

TWEEN SAFARI

The savannah style is not restricted to mature women only. Girls can invest in earth tones, ankle boots and taller boots for their outfits. Like stylish actress and singer Miley Cyrus, girls can use shirts, vests, shorts, ripped jeans, fringes and short dresses, together with sunglasses. The new Piccadilly For Girls collection has models that represent in detail this wild side that fashion recaptures for this winter.



PICCADILLY 070007

PICCADILLY 062002

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Vive La Musique

MUSIC GIVES THE TONE TO OUR STYLE, THE RHYTHM DICTATES OUR LOOK AND CLOTHES BORROW THE BEST OF FASHION FROM THESE PERIODS. THE RETRO STYLE, WHICH REINTERPRETS WHAT IS VINTAGE, FILLS THE WARDROBE OF PEOPLE, WHO LOVE FASHION STORIES AND PLOTS. IT'S THE SEASON'S HOTTEST UP-TO-DATE (THANKFULLY!). TURN UP THE VOLUME!

#contemporary

ANOS 60
EIGHT DAYS A WEEK

ONE COULD SAY THAT THIS IS AN EXPLOSIVE DECADE OF EVERLASTING YOUTH: ITS MINISKIRTS, POP ART, VIBRANT COLORS, THE BEATLES, YVES SAINT LAURENT SUITS – WHICH PLAYED WITH THE BOYISH/GIRLISH LOOK.
1ST TRACK: SKIRTS, BOOTS AND DRAMATIC EYES

RENNER

BLAZER AND SKIRT
PROFASHIONAL'S COLLECTION
SHIRT AND BELT
RENNER
SCARF USED AS TIE
SUELY CENCINI

PICCADILLY
340049

ANOS 70
YOU SHOULD BE DANCING

A DECADE, IN WHICH FASHION UNDERWENT FAST AND DRASTIC CHANGES. HERE WE LEARN ABOUT LOVE AND PEACE, GLAM ROCK THROUGH THE PERFORMANCE OF DAVID BOWIE, THE PUNK STYLE BY VIVIENNE WESTWOOD AND THE DISCO BOOM WITH THE MOVIE "SATURDAY NIGHT FEVER".
2ND TRACK: SCARVES, FLOWERS, STUDS, FAKE FUR, JUMPSUITS AND GLITTER

#clássical

BARBARA STRAUSS

BESNI

SUNGLASSES
TRITON EYEWEAR
SHIRT, PANTS AND VEST
PROFASHIONAL'S COLLECTION

PICCADILLY
141015

ANOS 80
STRANGE LOVE

GYMS WITH THEIR OUTRAGEOUSLY COLORFUL LEOTARDS AND TIGHTS AND THE WHOLE POP MUSIC WORLD FALL INTO THAT CATEGORY. CITRIC COLORS, OVERSIZED BLAZERS, EXCESSES OF ALL SORTS AND WHAT ELSE WE CAN IMAGINE (OR NOT) IS HERE.
3RD TRACK: BLAZERS, COLORS, HIGH HEELS AND ATTITUDE

#fashion

ICE-WATCH

HAT, BLAZER, SCARF AND TANK TOP
PROFASHIONAL'S COLLECTION
T-SHIRT LA DOUCE VIE!
SKIRT OUTLET GOLD

PICCADILLY
803037

PHOTOS: MÁXIMO JR. / A 4 COMUNICAÇÃO / LÍVIA CLOZEL ASSESSORIA/ OFFICE2MM

More and more crumpled

PICCADILLY
141012

The crumpled effect is so the 2012 winter.
It was recently first seen at the Miu Miu and Uma fashion shows at the Minas Trend Preview and at the São Paulo Fashion Week. It won't be long and the trend will be on the streets and in our closets, proving that it is here to make all the difference.
From the Piccadilly collection, tall and short boots, as well as pumps, have to be part of our outfits. Invest in the crumpled effect; in the coming season it will be essential!

UMA
MINAS TREND
PREVIEW

ISABELLA PIU
BY XERYUS

Shoes, purses and jackets are a good introduction to the trend for people who want to be "in" without investing in complete looks.

The crumpled effect is a plus in your look; therefore, you should use only one piece at a time. This way it will show even more!

PICCADILLY
MaxiTherapy
315044

PICCADILLY
MaxiTherapy
315047

PICCADILLY
321008

Do not try to create this effect at home. Crumpled items receive a special treatment during production so they stay like that. Clothes that need ironing will continue doing so!

PROFASHIONAL'S
COLLECTION

PICCADILLY
180117

PICCADILLY
500080

PHOTOS: MÁXIMO JR./OFFICECOMM/AGÊNCIA FOTOSITE

#anewwoman
Be
Pieca
GlobalComm ONE

@Piccadilly_BR

#bold.

adilly

Only Piccadilly has fashion and comfort for you to be a new woman every day.
Visit www.piccadilly.com.br and choose who you will be today.

GUCCI
MILAN FASHION
WEEK

THE GRACES

PICCADILLY
805033

MODERN contrast

This season, strong colors are the main theme. Contrasts are a valid option for someone who wants a fun look without losing out on elegance.
It's time to change the view on striking colors, leave the ton-sur-ton a little bit aside and to look with new eyes what matches what. A tip is to take a color wheel and to choose opposite colors; since they are complementary, these colors work in all combinations.
But if you truly feel that this trend is not for you, you may want to use contrasting accessories, like rings, necklaces, purses, and shoes, of course!
Piccadilly offers you beautiful options with 2012 winter colors.

PICCADILLY
100159

PICCADILLY
702003

O BOTICÁRIO

LOJAS POMPÉIA

PROFASHIONAL'S COLLECTION

When contrasting colors, good options are to match royal blue and violet, brown and honey, and even dark blue and orange.

PICCADILLY 806050

PICCADILLY 910001

ELLEN ROCHE

LETÍCIA SPILLER

DIOR

You may contrast colors in one piece of your clothing or in the combination of your look and accessories. The outfits on these pictures show that the actresses chose one tone for the dress and contrasted it with the accessories.

SAMSONITE

PICCADILLY *MaxiTherapy* 330017

PHOTOS: MÁXIMO JR. / GETTY IMAGES; LECOPRESS/BRODEUR PARTNERS/TESS FASHION BIZ; TEMA ASSESSORIA/TV GLOBO – ZÉ PAULO CARDEAL/MARCIO RALA-MKT MIX/ X COMUNICAÇÃO

ETHNIC FASHION

Take references from Africa, Peru, China, India and Morocco and mix them in a blender. The result will be an ethnic-wild trend with touches of rustic and crafted elements that invades the coldest season of the year. Use the style as much as you want!

ALESSA
FASHION
RIO

PHOTOS: MÁXIMO JR./AGÊNCIA FOTOSITE

TUFI
DUEK
SPFW

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411014

PICCADILLY
MaxiTherapy
820011

PICCADILLY
MaxiTherapy
707004

PICCADILLY
312004

PICCADILLY
180125

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650022

PICCADILLY
946065

THE BEAUTY AND THE BEASTS

The upcoming season is really wild. Streets will turn into true safaris, since animal prints will be a must!

PICCADILLY
100159

PICCADILLY
803040

DOSE DUPLA
COM PELOS FAKE, UM ARRASO; SEM PELOS, ELEGÂNCIA GARANTIDA!

DAVI DELFIN
CIBELES MADRID
FASHION WEEK

PICCADILLY
135010

PICCADILLY
254039

PICCADILLY
805033

PICCADILLY
790008

PICCADILLY
236001

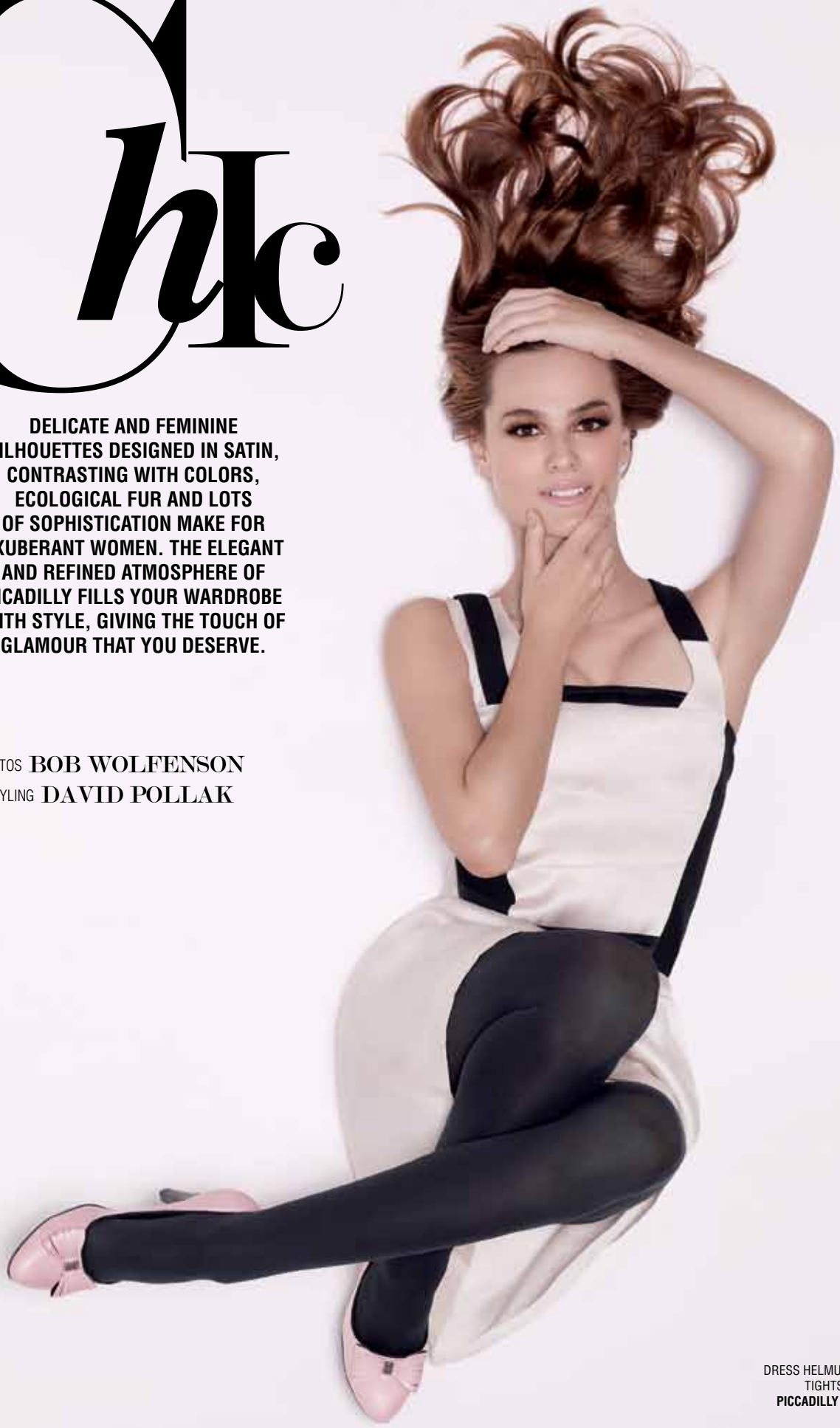
JESÚS LORENZO
CIBELES MADRID
FASHION WEEK

PHOTOS: MÁXIMO JR. / IMAGE.NET

Chic

DELICATE AND FEMININE SILHOUETTES DESIGNED IN SATIN, CONTRASTING WITH COLORS, ECOLOGICAL FUR AND LOTS OF SOPHISTICATION MAKE FOR EXUBERANT WOMEN. THE ELEGANT AND REFINED ATMOSPHERE OF PICADILLY FILLS YOUR WARDROBE WITH STYLE, GIVING THE TOUCH OF GLAMOUR THAT YOU DESERVE.

PHOTOS BOB WOLFENSON
STYLING DAVID POLLAK



DRESS HELMUT LANG
TIGHTS TRIFIL
PICCADILLY 312002

HAT PLAS
BLAZER YVES SAINT LAURENT FOR TRASH CHIC
SHIRT LILLY SARTI
NECKTIE NECKLACE LITA MORTARI
PANTS MARCELO QUADROS
TIGHTS TRIFIL
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640039

BLOUSE LAUNDRY
SKIRT ANDRÉ LIMA
BELT LITA MORTARI
GLOVES PHOFASHIONAL'S COLLECTION
TIGHTS TRIFIL
PICCADILLY 304010

HAT PLAS
SUIT JEAN PAUL GAULTIER FOR
TRASH CHIC
BLOUSE D'AROUCHE
TIGHTS TRIFIL
PICCADILLY 835018

BOLERO MARC JACOBS FOR
TRASH CHIC
DRESS ESENCIAL
BELT LITA MORTARI
TIGHTS TRIFIL
PICCADILLY 946068

TRENCH COAT SAAD
COLLAR MINHA VÓ TINHA
GLOVES PHOFASHIONAL'S
COLLECTION
TIGHTS TRIFIL
PICCADILLY 650026

BOLERO MARC JACOBS FOR
TRASH CHIC
DRESS SAAD
TIGHTS TRIFIL
PICCADILLY 790009

DRESS SAAD
TIGHTS TRIFIL
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SOME OF THE JOBS OF THE RENOWNED PHOTOGRAPHER BOB WOLFENSON

A look on fashion

AN ICON OF PHOTOGRAPHY, BOB WOLFENSON EXPRESSES HIS FASHIONABLE SIDE DURING THE PHOTO SHOOT FOR OUR FASHION EDITORIAL

He is the favorite photographer in the fashion world and has already shot the greatest top models, including nobody less than our very Brazilian Gisele Bündchen.

He started his career while still a teenager, working as photographer assistant. He did several freelance jobs and then, in 1978, opened his own studio. His passion for the art of immortalizing scenes led him to live one year in the United States, where he worked as assistant to the North American photographer Bill King, a reference in the fashion world.

The international experience opened new work opportunities and, once he was back, he became famous as one of the great fashion and advertising photographers. His clients include major Brazilian brands, in addition to renowned magazines like "Vogue", "Elle", "Wallpaper", "Photo", among many others.

Check out the interview we had with this icon of photography:

Piccadilly: What is essential for a fashion picture to become perfect?

Bob Wolfenson: A good model is fundamental; she has to be really into the job. It's like in a movie; the model has to be for the photographer what the actress is for the director. You have to have a good production, a perfect make-up, the ideal scenery, proper lights, a story, everything has to be on the same page. When all those factors come together you achieve good work. In addition to having a good relationship between all people involved and knowing exactly when to shoot. And all that is only achieved if the picture is published in a fashion magazine.

Piccadilly: Of all the jobs you have done, is there one that is more special than the others? One that deserves to stand out on the walls of your studio?

Bob Wolfenson: There have been so many. The most recent ones tend to stand out. I did an editorial for "Elle" that I like a lot. On the wall in my office is a picture of Gisele Bündchen that I took for "Vogue"; it's one of my favorites, because it is extremely sexy, although she is dressed. This proves that the woman does not to be naked to show her sensuality. There is also another job of mine that I like a lot: a picture of Caetano Veloso.

Piccadilly: What does fashion mean to you?

Bob Wolfenson: It is one of the main objects of my work and the way I communicate with the world.

PHOTO/IMAGES: MARIA GRINGS/BOB WOLFENSON'S PERSONAL ARCHIVES

THE POWER OF CONTRAST

The maxim for this winter will be to mix and match Strong colors, playing with this season's color palette. Earth tones, greens, nude and black: contrasting is chic.

PICCADILLY
702005

PICCADILLY
MaxiTherapy
707001

PICCADILLY
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PICCADILLY
161073

PICCADILLY
141014

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235013

PICCADILLY
321004

DKNY
MERCEDES-BENZ
FASHION WEEK
NEW YORK

MARC BY MARC JACOBS
MERCEDES-BENZ FASHION
WEEK NEW YORK

PHOTOS: MÁXIMO JR./IMAGE.NET

FULL OF CHARM

Thinking of this modern girl, who loves new discoveries, has a strong personality and her own style, we created the new Piccadilly For Girls collection, full of modern and stylish elements. And what is even more important: with all the technology for comfort that mums already know.

CUSTO GROWING
FIMI

PHOTOS: FIMI - FEIRA INTERNACIONAL DE MODA INFANTIL Y JUVENIL DE VALENCIA/MAXIMO JR.

PICCADILLY
FOR GIRLS
072004

PICCADILLY
FOR GIRLS
071004

PICCADILLY
FOR GIRLS
070001

PICCADILLY
FOR GIRLS
070010

PICCADILLY
FOR GIRLS
061006

PICCADILLY
FOR GIRLS
062001

CUSTO GROWING
FIMI

PICCADILLY
FOR GIRLS
069002

Your fashion makes your style.

Piccadilly For Girls was made specially for girls who know what they want. They are several models for you to try on, invent and create your own fashion.

Piccadilly
for girls

Visit **www.piccadillyPFG.com.br**, *create looks and find your style in the Virtual Dressing Room.*

GlobalComm ONE

GETTING OFF ON THE RIGHT FOOT

Piccadilly receives Export award

On June 20th, Piccadilly, a reference on the Brazilian footwear market, received the RS Export Award in the 'Market Diversification' category. This award, in its 39th edition (2011), was granted by the Associação dos Dirigentes de Vendas e Marketing do Brasil (ADVB – Association of Brazilian Sales and Marketing Managers) of the state of Rio Grande do Sul with the purpose to encourage entrepreneurial practices that may foster national economic growth. Divided into eight categories, the award highlights 26 Rio Grande do Sul companies, which are evaluated according to their last year's performance on the export market.

In Southern Brazil Piccadilly is born

Did you know that Piccadilly is headquartered in Igrejinha [small church], a town in the state of Rio Grande do Sul that has 32,036 inhabitants and an area of 135.862 square kilometers? The town was settled by German immigrants during the 19th century and its population still consists predominantly of German descents. It got its name because of a small church that was built by the first settlers in 1863.

Thanks to a railway that was built, the town's name Igrejinha became official. And with the increased railway traffic, which allowed for the distribution of local production, the town's progress was boosted. Around 1930, the first company to produce footwear and leather artifacts was founded, and until 1955 more and more companies in this sector settled in the region. It is known now as one of the largest concentrations of women footwear producers, including small, medium-sized and large industries, which produce millions of pairs of shoes every year and employ thousands of.

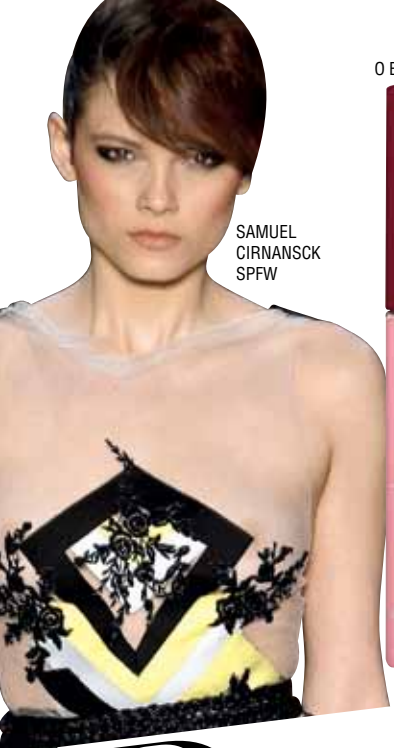
PHOTOS: PICCADILLY ARCHIVES

A success company

Piccadilly is recognized all over the world and its products are a success among women in almost one hundred countries, because they achieve a surprising combination between fashion and comfort. Its comfort technology has already been translated into different languages, such as Russian, Hebrew and Arabic.

Since 1996, Piccadilly has bet on the international market and is present in over 90 countries with approx. seven thousand points of sale abroad, including 10 private label stores in Venezuela, 8 in Kuwait, 2 in Miami, 1 in Peru, and 1 in Guadalupe.

Did you know that flight attendants of the world's major airlines wear Piccadilly's comfort shoes? Air Caraïbes, Rutaca, El Al, Gulf Air, Air Austral, Air Mauritius, Tam, Gol, and Azul. Piccadilly's special comfort has become popular worldwide!



SAMUEL CIRNANSCK SPFW

O BOTICÁRIO

Gwyneth Paltrow, famous for her talent and charm on the red carpet, is a fan of the color. In the chosen outfit, she did not want any interference and allowed mauve to prevail, which made for an elegant and modern look!

PICCADILLY
MaxiTherapy
315034

Powerful

SYNONYMOUS OF GOOD TASTE, MAUVE INVADES THE NEW SEASON AND SHOWS WHY IT DESERVES THE SPOTLIGHT

Also known under the name of old rose, mauve may seem appropriate only for those, whose style is mainly romantic, but this is not true. It may be used with hip, classic and even modern looks. Bet on the tone, match it with nude, black, gray, blue or jeans and show everyone that old rose is super up-to-date!

PICCADILLY
670023

GWYNETH PALTROW
BAUME&MERCIER
GALA EVENING FOR
21ST SIHH HIGH
JEWELRY FAIR

SUELY CENCINI

ACQUASTUDIO
FASHION RIO

Mauve is so hot that we suggest matching it with itself. In other words: if the look is already in this tone, you may continue with the color on your feet.

PICCADILLY
511006

PICCADILLY
806048

PHOTOS: MÁXIMO JR./IMAGE.NET/AGÊNCIA FOTOSITE/BRODEUR PARTNERS

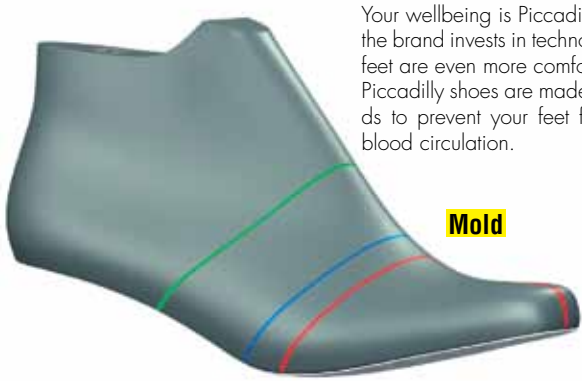
Technology linked to comfort

World-leader in comfort shoes, Piccadilly cherishes the quality of its products. Thinking of the wellbeing of its clients, the brand keeps investing more and more in technology, so you can walk more comfortably.

New!
Now, by accessing our site at www.piccadilly.com.br/comfort, you can learn more about the 25 aspects that differentiate Piccadilly's comfort in a 3D-environment. Access it and check it out!

On measure

Your wellbeing is Piccadilly's priority. That is why the brand invests in technology to ensure that your feet are even more comfortable and healthy. Piccadilly shoes are made with special-sized molds to prevent your feet from swelling and help blood circulation.



Mold

Softness at every step

The direct contact between your feet and the shoe has to be super comfortable. That is why the insocks of closed Piccadilly shoes are made 5 mm thick and with foam drops. They are strategically distributed to massage your feet while you walk. Another benefit of this insock is that it is made of permeable PU* and is treated against bacterial and fungal growth.

PU* insock (foam drops)

Confident walk

Posture is fundamental in our everyday life. In order for you to feel secure when walking, your footwear has to provide stability. And to ensure even more confidence at every step you take, Piccadilly's insoles (between the foam insock and the sole) are injected to become more rigid and offer more security and stability. They have a dented steel core to prevent the heel from becoming loose.

Injected insole

Total flexibility

Do you know that delicious feeling of comfort and softness that we experience when we walk in Piccadilly shoes? It is the result of their soles being made with PU* with double density; it is responsible for offering security and stability to the Back part and flexibility to the front part of the shoe.

Double density sole

MaxiTherapy

Up high with more stability

Most women love high heels. They do not only make them look taller, but also more sophisticated. In some products, Piccadilly now has the double-density PU* heel, which is lighter, wears off less, thus reducing the unpleasant thumping while walking. Heels are made from unused and ABS material, which offer more security and resistance.
The heel region inside is rounded to avoid scratches and damages to tights.

Twice as much comfort

The material consists of multifilaments of 180 threads/cm² (twice as much as what is found on the market), is thermal and is soft to the touch. The gel lining is heat treated, without glue, which avoids unpleasant odors, on a 3 mm-thick foam. It also has micropores that absorb the feet's natural humidity and is treated against bacterial and fungal growth.

Involving

Our feet's sensitivity shall be preserved; each region deserves special attention and care. That is why Piccadilly has developed footwear with a special design that prevents friction between the foot's heel and the shoe. A new woman deserves to feel her feet being gently involved.

Fashion differential

It is very easy to identify footwear from Piccadilly's MaxiTherapy line, because all models present a customized two-color detail. The famous butterfly, which symbolizes the line, is on all insocks, making the shoes even more fashionable. Pure luxury.

Soft protection

The closed shoes of the MaxiTherapy line have special foam inserted in the back part of the shoe's heel to offer even more comfort. All that softness avoids blisters and ensures the pleasant feeling of more comfort, mainly in this region that is so sensitive.

Fashion and wellbeing

A new woman deserves footwear that is fashionable and also very comfortable. So you will feel like walking on clouds, Piccadilly prepared the MaxiTherapy line, which has insocks with micropores that help your feet to breathe, offering more comfort. They are made of permeable PU*, treated against bacterial and fungal growth and have strategically distributed foam drops. Another great differential is the long wave infrared cover, which offers comfort and wellbeing without precedents.

***POLYURETHANE (PU) IS A POLYMER COMPOSED OF A CHAIN OF ORGANIC UNITS JOINED BY URETHANE LINKS. IT IS USED IN SEVERAL MATERIALS AND CAN BE FOUND IN DIFFERENT DEGREES OF DENSITY AND HARDNESS. IT DECOMPOSES AFTER TWO YEARS WITHOUT BEING USED WHEN KEPT AWAY FROM LIGHT, AND IS THEREFORE NOT HARMFUL TO THE ENVIRONMENT.**

From the runways to the streets

Everything you see on the runways can be used on the street. Even when the look seems quite a bit over, there is always a way to adapt it so it will become suitable for real life and your style.

Yes, you can and should take your choices from the runway to the street, and always become a new woman!

CORI SPFW

Knits and vests are very democratic and the combination of both produced a piece that will become the season's favorite: the big woolen vest. To add charm to your look, use accessories with stones!

VEST SPEZZATO
DRESS RENNER
GLOVES PROFASHIONAL'S COLLECTION

PICCADILLY
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707006

"ELEGANCE COMES FROM BEING AS BEAUTIFUL INSIDE AS OUTSIDE"

COCO CHANEL

PHOTOS: MÁXIMO JR./AGÊNCIA FOTOSITE/ A4 COMUNICAÇÃO

#anewwoman

@Piccadilly_BR

Piccadilly

MaxiTherapy

Be

#carefree.

Piccadilly MaxiTherapy combines fashion with the technology of who best understands about comfort all over the world. Try to transform each step in welfare and be a new woman.

Know every detail of these technologies on www.maxitherapy.com.br .

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Be

#authentic.

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