

MAGAZINE

INTERNATIONAL EDITION

No 3

Piccolodilly

The new woman's magazine

YEAR 2

URBAN NOMAD

A GLAMOROUS
AND YET
CASUAL-CHIC
STYLE THAT IS
HERE TO STAY

2013
FALL/WINTER
SEASON

STUDS AND
SPIKES TAKE
OVER THE
STREETS

Red Velvet

SHAPES ELEGANTLY
FRAME THE
MODERN WOMAN
BY GUI PAGANINI

ISSN 1982-0291



ENTOURA **PROFASHIONAL**.com



COVER PHOTO: GUI PAGANINI
NECKLACE PAPAGALLA
LITTLE JACKET LILLY SARTI
SHIRT ALCAÇUZ
SKIRT SHOULDER
PICCADILLY 716010



PICCADILLY 074006

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ELLUS
SPFW



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(PAGE 25), OPEN THE QR
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“...and for poise, walk with the knowledge that you are never alone.”

Audrey Hepburn

Audrey Hepburn passed away 20 years ago, but her very feminine and sensual style has become eternal, timeless.

Beautiful inside and out, sensual while still being very feminine, sweet without forgetting that she plays a strong role in today's world: that is the woman of our times. Audrey Hepburn was ahead of her time and considered one of the most elegant women of all times. For her enchanting ability to renew herself every day, she gained admirers all over the world and beyond the big screen. In 2013, we want to pay homage to her legacy as a fashion icon and her personality. We love and feel increasingly better about the many women that live inside us.

The Piccadilly fall-winter season is multisided with all the details that make the difference in today's fashion world. Our pages bring the urban nomad style, the celebrities' absolute favorite. Ankle boots are the season's must have and will go wherever you go in those cold - or not so cold - days. As a matter of fact, they are the perfect finish for your look and are key to any style, from the basic to the more extravagant. Piccadilly for girls has already become every girl's BFF (for moms, who still don't know what that means: "best friend forever"). Its colors and styles are exactly what they want.

The coming season demands glamorous looks: metal details, velvet and prints will live up your look.

In our Fashion Editorial shapes speak for themselves. They surround today's woman in a ravishing red velvet style. We invited the ever so famous photographer Gui Paganini to capture the shots. A red carpet for the new woman.

The result is a magazine that overflows with fashion news. And as you already know, **Piccadilly Magazine** circulates in over 46 countries in three language editions (Portuguese, English and Spanish).

Comfort, wellbeing, style: from the classical to the more fashion, here you find everything to walk around in the most elegant seasons of the year feeling stylish and good about yourself.

"Pick the day. Enjoy it - to the hilt. The day as it comes. People as they come..." (Audrey Hepburn). In our Piccadilly world, beauty is always beyond the eye.

I wish you yet another unforgettable (and very fashionable!) season. Warm regards.

Sandra Teschner

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FOTOS: MÁXIMO JR. / PROFASHIONAL



MAKING-OF OF THE FASHION EDITORIAL



A GLASS OF Elegance

You may still not have heard of the word burgundy, but fashionists are absolutely crazy about this hue. The shade, which is also called wine or Bordeaux, lies somewhere between red and brown and received this new name due to its resemblance to the Burgundy, a red wine from the Bourgogne region in France. The color was an international fashion week hit and promises to find its way here in this fall-winter season. Piccadilly, which is always attuned to the latest trends, has designed several models in this shade that will be this winter's favorite! And remember: you can lavishly use burgundy not only for your footwear, but also for bags, belts, nail polish and much, much more. Let's dress in wine and toast to life!



ACQUASTUDIO FASHION RIO



GIOVANNA ANTONELLI



ST. ELLOY

PICCADILLY 111026



PICCADILLY 706002



PICCADILLY MaxiTherapy 320096

Remember: you can use Bordeaux in you nail polish and make-up. If you are fair skinned, a lipstick in this color will give you a sensual and classical look.



DIOR

The shade goes well with different skin tones, as we see in the case of Globo actress Giovanna Antonelli, who has a darker complexion. She is just beautiful with her burgundy look.

PHOTOS: AGENCIA FOTOSTE / CLOTEL
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C&A



ACTRESS ANA FURTADO
PROVES THAT BORDE-
AUX ALSO WORKS WELL
IN YOUR MAKEUP.

TUFI DUEK
SPFW



FELLIPE KREIN



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701043



ORIENT

Burgundy looks very chic
when paired with golden
accessories. Match it
with black and you will
get a very elegant and
winter-like outfit.

RIACHUELO



SECRET

Piccadilly
for girls

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072013



ELEGANT PRINTS

Women have been crazy about prints for ages. Unexpected colors, designs, textures and combinations add fun to your look. And what is even better, it doesn't have to be lurid to take dullness away. Snake prints, which used to be feared in the positive sense, now have become an ally that create luxurious looks with a strong personality. Other wild animals are at large as well. The leopard print enriches your combinations. Whether it is used by itself or paired with a peacock print, it highlights and adds zest to a more nomad look (free and unattached). Women that are more romantic may have floral prints covering skirts, blouses and coats, introducing a vintage flair to the season. You have many options. All you have to do is to dream it up and make it come true in this coming season!



Actress Claudia Raia, very elegant, going for the leopard print



ELLUS
SPFW



SIBERIAN

PICCADILLY 660044



RIACHUELO

Snake:

THIS TIME AROUND THE POISON IS GOOD FOR YOU AND IT WON'T BITE YOU. USE ALL THE MYSTERY THAT SURROUNDS THIS PRINT TO BE ELEGANT. ALWAYS.



LINCE



PICCADILLY
MaxiTherapy
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PICCADILLY 462008

ALEXANDRE HERCHOVITCH



PICCADILLY 113045

CAMILA KLEIN



PICCADILLY 401123



Floral:

FLOWERS TURN STREETS INTO WINTER GARDENS. TO AVOID A FEELING OF DÉJÀ VU, SCARF PRINTS MIX SOPHISTICATION AND ROMANCE. NOW IT'S THE TIME!

PICCADILLY 514002



O BOTICÁRIO



MEMOVE



PICCADILLY 161089

SIBERIAN



ANIMALE FASHION RIO



Leopard:

FEMINE AND SEDUCTIVE: THAT'S HOW THIS ANIMAL IS IN THE WILD AND YOU WILL BE ON THE STREETS. ASSERT YOURSELF AND GET NOTICED WHEREVER YOU GO. ANIMAL PRINTS ARE THE TREND.

PICCADILLY 607004



C&A



For true fans: the leopard print gains an additional soft touch with this peacock print, a print of pure luxury making for a cool and very sophisticated look.



PICCADILLY MaxiTherapy 714009



STUDS and FASHION

PICCADILLY
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640047

That's what happens in a globalized world: foreign words and expressions easily catch on. Studs and sharp pointed spikes are in and make all the difference in your look. They can be found everywhere: accessories, jewelry, clothes and, lo and behold!, shoes! Studs and spikes convey a rather underground flair to your look, especially when worn with black. However, the same details may also have an elegant and even delicate effect, depending on what you match them with. If that's your idea, choose light colors and prefer golden spikes. Regardless of the style, you will look fantastic.



ESPAÇO FASHION

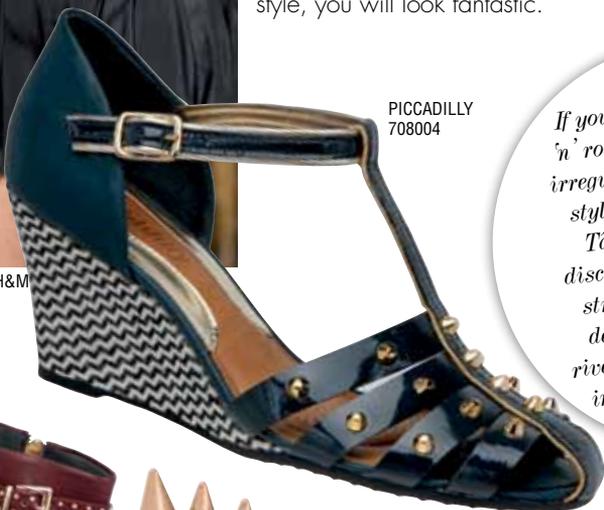


TÂNIA KALIL

If you are going for a rock 'n' roll look, use larger and irregular spikes, but if your style is more like actress Tânia Kalil's - rather discrete - prefer items with strategically distributed delicate metal spikes or rivets. That way you will be in, without overdoing it!

Another tip is to customize. You can make your jeans or those very basic shorts of yours into something much more modern and perfect to wear with your Piccadilly shoes. All you have to do is to add studs or spikes, you choose. The best thing is that it is very easy to apply them to any kind of fabric.

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21FASHION



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DILLS

VERSACE FOR H&M



GlobalComm ONE

Create styles together is a BFF thing.

You and your friends will L-O-V-E
the new PFG winter collection.
The models are beautiful, super
comfortable, full of unique details
and prints that impress!



Piccadilly
for girls



Piccadilly PFG



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Urban



KRISTEN STEWART

Kristen Stewart and Flavia Alessandra, both fashionists and famous, adopted the urban nomad style.

The modern woman has something of a gipsy who loves to be in different places, sometimes on the same day. To ensure a glamorous look, you have to wear an outfit that has a strong personality and use accessories and basic pieces to adapt them to the occasion. Keeping this in mind, throughout the world, during fashion weeks, brands have launched clothes with an ethnic flair and superpositions that will be the must in winter, even in more tropical countries. Jean Paul Gaultier brought back turbans and launched a modern nomad collection with primitive prints. Vivienne Westwood suggested a combination of retro-style prints, butterflies and flowers, almost like those old-fashioned wallpapers. Tao Kurihara showcased a patchwork of Chinese and Indian fabrics. Missoni presented the appeal of knitwear, and even Chanel made a comeback of faux fur.



PHOTOS: MISASI COMUNICAÇÃO/IMAGE NETWORK/COMUNICACÃO PRESS PASS/COZEL COMUNICAÇÃO/REDE GLOBO - RAPHAEL DIAS/GETTY IMAGES

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FELLIPE KREIN



BOIS D'ORANGE DE ROGER & GALLET



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PICCADILLY MaxiTherapy 464001



O BOTICÁRIO

nomads



The world's main fashion magazines summarized all this information in a world of possibilities and published the following message: be free and dress as you like, but keep your attitude! The concept that a woman can be a nomad in the city where she lives, suggests that there is a myriad of identities that she can take on, according to the occasion.



ESPAÇO FASHION

PICCADILLY 556028



PICCADILLY MaxiTherapy 820018



FLÁVIA ALESSANDRA

(...) be free and dress as you like, but keep your attitude!



ST. ELLOY



PICCADILLY 547077

After all, she may very well go to work in the morning, visit a client in the afternoon and from there go straight to an happy hour with friends, eventually followed by a play and dinner. To remain elegant, she takes along her 'happiness bag', in which she carries makeup, real or fake jewelry, shoes of different heel heights, fascinators (a headpiece that consists of a band and a miniature hat), and whatever else her imagination comes up with to perfectly adjust her look to the occasion!

FORUM SPFW

INCORPORATE IT

TUFI DUEK
SPFW



ANNE HATHAWAY



CAUÁ REYMOND



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BIRÔ SHOP



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Richness of DETAILS

The Baroque style is exaggerated, dramatic, rich in details and warm colors. And it is back as one of the main fashion trends for 2013. From metal and sober beauty to stone embroidery, the concept is very clear: winter will be glamorous! It reminds us of the Belle Époque, a period in European Cosmopolitan history that started in the late 19th century and was characterized by lots of splendor and rich details. So get ready to pair different textures, mix colors and strong metal shades. Bet on glitter, brocades, embroideries, stones, and look dazzling in your outfit.

PHOTOS: ALEXANDRA FERRETTI, ANNE MARY LOPEZ, COMUNICACAO TV GLOBO, ZEPHALO GARDIEL, YAMAGUCHI



PICCADILLY 150117



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MEMOVE



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He will look elegant in a velvet blazer. It can be used in different ways, with T-shirts and shirts.



ST.ELLOY

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TRIUMPHAL COMEBACK

IT RESURFACED LAST YEAR AT SEVERAL INTERNATIONAL FASHION SHOWS AND HAS BECOME THE IDEAL FABRIC FOR THE 2013 FALL/WINTER SEASON. WE ARE TALKING ABOUT VELVET, WHICH – AFTER A LONG TIME BELONGING ONLY TO THE 80'S LOOK - IS NOW BACK IN ITS REVISITED VERSION AND ON THE FEET OF COSMOPOLITAN AND ELEGANTWOMEN. WHETHER IT REPRESENTS ONLY A SMALL DETAIL OR COVERS LARGER AREAS OF YOUR OUTFIT, IT WILL GIVE YOU THE FEEL OF THE COLD SEASON.

FOTOS: MÁXIMO JR. / IMAGE.NET / AGENCIA FOTOSITE



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AUSLANDER FASHION RIO



MARIA GARCIA SPFW

VICTORIO&LUCCHINO MERCEDES - BENZ FASHION WEEK MADRID

A NEW
WOMAN
DESIRES
MORE

#COMFORT

FASHION AND
COMFORT
IN 90 COUNTRIES

And you, what do you desire?

Visit piccadilly.com.br
and be inspired to always impress.

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Piccadilly

A new woman



Red Velvet

Lines and shapes frame the elegance and style of modern women, who exude femininity and personality, showing off their most beautiful side. From the inside out. A discrete touch is given by transparencies, glossy elements and rich materials. But everything has to be in balance on the red carpet (or velvet!) for this ever-new woman.

Gui Paganini PHOTOS
David Pollak STYLING

NECKLACE LULU SOUTO
COAT TOLI
SHIRT ALÇAÇUZ
BELT MIELE
SHORTS STRASS
PICCADILLY 254044

EXTRA CONTENT



WATCH THE MAKING-OF
OF OUR FASHION SHOOT



EARRINGS MARIA DOLORES
COAT EGREY
DRESS HANDBOOK
PICCADILLY 701049



EARRINGS MARIA DOLORES
DRESS THELURE
PICCADILLY 325012

EARRINGS MARIA DOLORES
DRESS SPEZZATO
PICCADILLY 708002



JACKET SPEZZATO
PANTS H&M
BLOUSE FELICITY
BRACELET PAPAGALLA
PICCADILLY 161092





NECKLACE LULU SOUTO
DRESS SPEZZATTO
PICCADILLY
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DRESS BARBARA BELA
NECKLACE 3:AM
PICCADILY 710017



BRA LA PERLA
BLOUSE AMIKI
SKIRT THELURE
PICCADILLY 315048

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SCENOGRAPHY: AECIO AMARAL (ABÁ MGT)

Leisure in the mountains

Petropolis has always been a dream destination for people living in Rio de Janeiro – Brazil. It combines the elegance of its architecture – a legacy of the imperial era – and an absolutely exuberant nature. All that in a town that offers visitors an excellent infrastructure and lots of comfort.



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ORGAN MOUNTAIN RANGE

ECO TOURISM LOVERS SIMPLY HAVE TO VISIT THE PARQUE NACIONAL DA SERRA DOS ÓRGÃOS (ORGAN MOUNTAINS NATIONAL PARK). LOTS OF TRAILS, WATERFALLS AND NATURAL OBSERVATORIES MAKE IT PERFECT TO RELAX AND ENJOY NATURE!

CARRIAGE RIDE

IT MIGHT QUITE WELL BE CLICHÉ, BUT IT IS SIMPLY IMPOSSIBLE TO VISIT THE CITY AND NOT GO SEE THE IMPERIAL MUSEUM, WHICH FEATURES THE ROYAL FAMILY'S FURNITURE, JEWELRY AND PERSONAL ITEMS. A TIP FOR THOSE, WHO HAVE NEVER BEEN TO PETROPOLIS: GRAB A CARRIAGE RIGHT IN FRONT OF THE MUSEUM AND TAKE A HISTORICAL TOUR THROUGH DOWNTOWN.



PHOTOS: AGRICOLA FOTOSITE / ASCHU / FOTOLIA / IMAGNYR TOLEDO / PAULO GOMBARA / ALONSO MENONÇA

Mountain weather calls for a more elegant look. Thick tights are a good option to keep warm and the charm. If you choose to wear them with a dress, use a thin belt to define your waistline. The result is absolutely extravagant.



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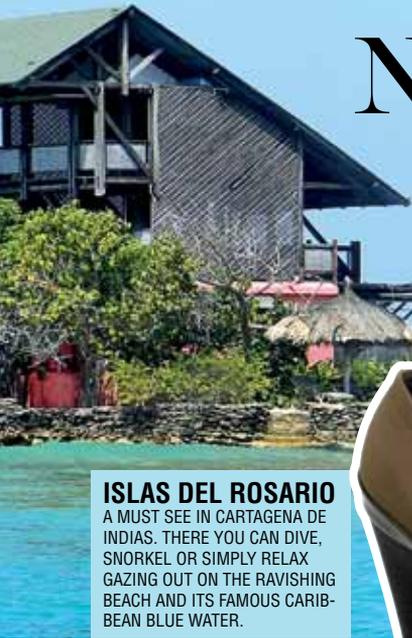
FOR THOSE WHO LOVE THE UNEXPECTED

THERE IS A NEW ATTRACTION IN TOWN: THE WAX MUSEUM, WHICH COMBINES STATUES DEPICTING ARTISTS, PERSONALITIES AND POLITICIANS, SUCH AS MR. BEAN, ALFRED HITCHCOCK AND ALBERT EINSTEIN. THOSE FIGURES WERE CREATED BY HENRY ALVAREZ, WHO ALSO MADE SOME OF THE SCULPTURES OF THE FAMOUS MADAME TUSSAUDS MUSEUM, IN LONDON AND NEW YORK.



Nature's paradise

Wonderful beaches and action sports attract tourists from all over the world to **Colombia**.



ISLAS DEL ROSARIO

A MUST SEE IN CARTAGENA DE INDIAS. THERE YOU CAN DIVE, SNORKEL OR SIMPLY RELAX GAZING OUT ON THE RAVISHING BEACH AND ITS FAMOUS CARIBBEAN BLUE WATER.

PICCADILLY 135027



ACCESSORIES BY COLOMBIAN DESIGNER ALFONSO MENDONÇA.



Pumps are the perfect choice to stroll around in style and comfort. When going to very hot places, where the sun is king, you should really bet on a nice hat. Besides looking good, it will protect you from the sun.

FUN FASHION

COLOMBIA IS KNOWN FOR ITS CREATIVE STYLISTS AND ITS COLORFUL FASHION. BOGOTA, MEDELLIN AND CARTAGENA HOST FASHION WEEKS AND EXPORT IDEAS TO THE WORLD!

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VILLA DE LEYVA

IT IS A TWO-HOUR DRIVE FROM BOGOTA. THE TOWN IS A COMMON DESTINATION FOR FOREIGNERS, AND IT THEREFORE OFFERS A WIDE RANGE OF GASTRONOMIC OPTIONS: FRENCH, ITALIAN, ARGENTINIAN, ETC. ECO TOURISM FANS CAN TAKE THE OPPORTUNITY AND WALK THE TRAILS TO THE REGION'S WATERFALLS AND MOUNTAINS.



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FORUM
SPFW



Technology and COMFORT

Piccadilly always has its consumers' wellbeing in mind and therefore invests and develops technologies that provides for more comfortable footwear.

At each new collection, the company launches new techniques that take the feeling of soft walking to a higher level. The idea is to

benefit modern women, who need to walk comfortably but also need footwear that are innovative and have a modern design, following the trends of the fashion world. That is why Piccadilly develops quality shoes with technology that provide comfort and beauty for women of all styles.

FOOT SHAPE

PICCADILLY'S COUNTER IS MADE OF EXCLUSIVE MATERIALS AND HAS A UNIQUE DESIGN THAT AVOIDS FRICTION BETWEEN THE FOOT'S HEEL AND THE SHOE, THUS PREVENTING BLISTERS AND ANY OTHER TYPE OF DISCOMFORT TO THIS SENSITIVE AREA OF THE FOOT. WE ARE AWARE THAT TO WALK SAFELY MEANS TO WALK WITH THE POISE OF A NEW WOMAN. MADE FROM 100% RECYCLABLE RESIN WITH "PING-PONG" EFFECT.



NEW

MORE SOFTNESS

THE COUNTER OF PICCADILLY SHOES HAS BECOME SOFTER, OFFERING EVEN MORE SAFETY AND COMFORT TO YOUR FEET.

TWICE AS MUCH SOFTNESS

GEL LINING. THE MATERIAL CONSISTS OF MULTIFILAMENTS OF 180 THREADS/CM (TWICE WHAT IS NORMALLY FOUND ON THE MARKET), IS THERMAL AND IS SOFT TO THE TOUCH. THE GEL LINING IS HEAT-TREATED, WITHOUT GLUE, WHICH PREVENTS UNPLEASANT ODORS, ONTO A 3 MM-THICK FOAM LAYER. IN ADDITION, ITS MICROPORES ABSORB THE FEET'S NATURAL HUMIDITY, AND IT IS TREATED AGAINST BACTERIAL AND FUNGAL GROWTH.



SPECIAL SIZES

CUSTOM-MADE SENSATION. ALL PICCADILLY SHOES ARE MADE WITH SPECIALLY SIZED AND EXCLUSIVE MOLDS, WHICH INCREASE COMFORT, IMPROVE BLOOD CIRCULATION AND PREVENT SWELLING.

FOR THE BEST FEELING

INSOCKS ARE MADE OF PERMEABLE PU. INSOCKS ARE MADE OF PERMEABLE PU AND TREATED AGAINST BACTERIAL AND FUNGAL GROWTH. THEY ARE MADE 5 MM-THICK AND HAVE STRATEGICALLY DISTRIBUTED FOAM DROPS THAT MASSAGE YOUR FEET WHILE YOU WALK.



NEW

COMFORT

FOR PEOPLE, WHO HAVE WIDER FEET, PICCADILLY HAS JUST DEVELOPED A FEW LINES WITH INSOCKS THAT ARE 2 MM LARGER. THAT WAY THE HEEL FITS BETTER.

IDEAL HEELS FOR A NEW WOMAN

HEELS ARE MADE FROM UNUSED AND ABS MATERIAL, AND ARE SAFER AND MORE RESISTANT. IN SOME PRODUCTS, PICCADILLY NOW USES DE DOUBLE-DENSITY PU HEEL, WHICH - DUE TO ITS SINGLE INJECTION - IS LIGHTER, WEARS OFF LESS, AND REDUCES THE UNPLEASANT THUMPING NOISE. THE HEEL REGION INSIDE IS ROUNDED TO AVOID SCRATCHES AND DAMAGES TO TIGHTS.



MORE RESISTANT AND DURABLE

NON-SLIP SOLES. THE NEW WOMAN MUST FEEL SAFE EVERY STEP OF THE WAY. THESE SOLES ARE INJECTED WITH UNUSED RAW MATERIAL, WHICH INCREASES THEIR RESISTANCE AND DURABILITY.



SCARF IT UP



SCARF SALETE BRABO

NECKLACE COISAS DE GABI

BESNI

COLLECTION

PICCADILLY 325009

SCARVES ADD THE OOMPH THAT YOUR OUTFIT NEEDS. YOU CAN USE THEM ANY TIME, DURING THE DAY OR AT NIGHT, AND MATCH THEM WITH DIFFERENT OUTFIT STYLES. TO MAKE THEM EVEN MORE VERSATILE, WE SUGGEST YOU TIE THEM INTO DIFFERENT KNOTS. HERE ARE SOME IDEAS TO GET YOU STARTED:

SLIP KNOT (STEP-BY-STEP)



1



2



3



4

1. Fold the scarf in half;
2. Pull one end through the loop and then do the same with the other loose end;

3. Pull the ends to adjust;
4. If you like, complement it with a maxi necklace.

PHOTOS: MÁXIMO JR.

Bow tie

Wrap the scarf around your neck with both sides hanging down in front evenly. Make a simple knot and a loose bow. Isn't it beautiful?



PICCADILLY MaxiTherapy 320103



COLLECTION

DIVINA TRAMA

Classical

A square scarf looks great like this: fold it on the diagonal to form a triangle and tie the ends behind your neck. It's simple, but very chic.



COLLECTION

RIACHUELO

PICCADILLY 708003

DIVINA TRAMA

ON THE RIGHT FOOT

NEWS • FASHION • PICCADILLY • COMFORT

100% Brazilian and internationally famous



Retailers and consumers view the footwear manufacturer Piccadilly as a fashion brand that is concerned with its consumers' wellbeing and promoting the maximum comfort. Over its 57 years, the company has built five production plants, all of them in the state of Rio Grande do Sul, and employs approx. four thousand employees. Its daily production reaches 60 thousand pairs of shoes. It exports to 90 countries and can be found in more than 7,000 international points of sale, as well as in 27 Piccadilly stores. Since it has always focused on developing innovative technologies for the international market, the company was recognized by its sector through the quality certificate issued by Satra Technology Centre, England, which is the world's footwear technology leader.



Currently the brand is in a phase that coincides with the expectations of a "new woman", the company's slogan. In 2012, we also launched Piccadilly Nice, geared towards consumers with a young and easygoing spirit, and in 2010 PFG (Piccadilly for Girls) focused on girls aged 6 to 12. Bold, romantic, delicate, clean, traditional and sexy: Piccadilly collections have the ideal pair of shoes for every kind of woman. Shoes that combine beauty and comfort.

Piccadilly: one of the most innovative companies in Brazil's Southern region

For the second consecutive year, Piccadilly ranked among the 50 most innovative companies in Southern Brazil. This exclusive survey was conducted by Revista Amanhã. It was based on a specific questionnaire of 43 questions, covering different aspects on how a creative environment is built, from the organizational culture to results of new ideas. The 500 largest companies listed in Grandes & Líderes (Greatest & Leaders) of Brazil's Southern region were invited to participate in the survey.



According to Piccadilly CEO, Paulo Grings, the company always wins, because its team works in an environment that fosters cooperation. "It is a management principle and a question of exercising our communication skills, patience and to give people room to suggest new ideas", he emphasizes.

MICHELINE GRINGS (FOREIGN TRADE DIRECTOR) RECEIVES THE AWARD FROM THE REVISTA AMANHÃ REPRESENTATIVE



FOTOS: ARQUIVO PICCADILLY; REINE MARTINS

On the net

Piccadilly is also on the net and would love to talk to you, tell you what is new and find out what you think about fashion, behavior, current events, wellbeing and all that stuff that we love. The company can be found through several channels, such as Facebook, Twitter, Orkut, and its own portal. Piccadilly is also member of social networks in over 20 countries; that way, you can interact and post pictures on different Facebook pages throughout the world. Write down some of our international addresses and stay tuned with our fashion world:



Mexico: Piccadilly Mexico

Argentina: Piccadilly Argentina

Guatemala: Calzado Piccadilly

United States: Piccadilly Shoes

Ecuador: Calzados Piccadilly (ECUADOR)

Costa Rica: Calzados Piccadilly Costa Rica

Access also www.piccadilly.com.br and join the Friend of Piccadilly Club! You will love being a new woman!

Piccadilly around the world

Beyond the Brazilian borders, Piccadilly stores can also be found in Venezuela, Kuwait, Peru, Miami and the Dominican Republic, and, by the end of 2014, will reach the important benchmark of 30 stores abroad. The company exports to 90 countries, and in Kuwait, where it already has eight stores, Piccadilly has just opened its ninth unit, selling 100% Piccadilly models. This also happens in the new store in the Westland Mall, USA. For 2013, the brand already has one new address in Miami and, in France, on Reunion Island, as well as one in Guatemala and yet another one in Cuba. "We - the entire Piccadilly Family - are all very proud of those stores. They are proof of the brand's strength and that the collections that are launched every season are increasingly more wonderful", tells the company's Export Director, Micheline Grings.



Best friends

PICCADILLY
B11



PICCADILLY
701.042

PICCADILLY
B03



PICCADILLY
254.044

Piccadilly's footwear - with its quality standard - now has a perfect match: a new collection of bags. They go with your style and the model from your favorite footwear brand. You will look even more elegant and be prepared for any situation during the day. The new collection includes the season's colors, metal details and customized lining. Choose one (or all) of them!

Piccadilly's increasing presence on the Cuban market

The brand, which is being exported to 90 countries and has 27 stores abroad, once again reaches a strong position in Cuba: it counts for 50% of all products sold in the new Havana store. After having been in the country for ten years, the products - which are already known there - are now being recognized for their comfort, style and quality. Being aware of this trend, one of the brand's most important Cuban clients, the TRD Caribe group, has decided to use one of the stores of its chain, the La Reina, exclusively to offer Brazilian footwear. The store is located in an old building in the capital's historic downtown.

The store's pre-opening took place on November 4, 2012 and was attended by the governor of the state of Rio Grande do Sul, Tarso Genro, and other government officials. They participated in a trade mission to foster ties between Rio Grande do Sul and Cuba. "It's with great pleasure and joy that we established this partnership with our client that led to a strong brand presence in such a distinguished store of the group", declared Piccadilly CEO, Paulo Grings.

The official dedication was on November 8. "The store attracted everybody's attention and Piccadilly consumers stood in line to see and buy products from the new collection. On the first days, sales exceeded our expectations, which proves that the brand is synonymous with quality, comfort and durability", said Piccadilly's representative in Cuba, Denilson Silveira.

BFF FASHION WORLD

Girls are technologically wired, know exactly what they want and above all, they like to share everything with their BFF (Best Friend Forever). They have personality, and love – and deserve – to look beautiful and in. In the coming season, prints will be everywhere, adding charm to shoes as well. The new Piccadilly For Girls collection brings lots of models with star, heart, crown, flower motifs and so much more. And there are as many models as there are prints: the girls will look amazing in their sandals, running shoes, flats and boots. The many models come in those styles: #fashion, #fun life and #college. They will always look great and be very popular with their BFF!

#Fashion

Fun life: relaxed, they bet on the style to look and feel beautiful, practical and comfortable.

#Fun life

#College

Fashion: For those moments, when charm and a je ne sais quoi of an international star are a must!

College: something of a college girl and lots of laces. It's the trend for the coming season!

HAIR CLIPS LIKA NENE
BLOUSE, LEGGINGS
AND SCARF CASQUINHA
PICCADILLY 075003



PICCADILLY 060003



PICCADILLY 075003



PICCADILLY 074006



PICCADILLY 062007

SCARF, RING AND NECKLACE PROFASHIONAL COLLECTION
BOLERO CASQUINHA
BLOUSE, SKIRT AND BELT
GOMA LACA
PICCADILLY 069011



PICCADILLY 076003



PICCADILLY 071012



PICCADILLY 078003

SCARF COLLECTION
BLOUSE AND SKIRT CASQUINHA
PICCADILLY 073006



PICCADILLY 063001

Go for accentuated waistlines and tailored cutting to give your silhouette a delicate contour. Another great option to achieve a more feminine look is to pair heavy coats with light dresses.



COLLECTION

PICCADILLY 237004



COLCCI SPFW

Women's POWER and looks full of ATTITUDE

The military style is the latest trend and will be recognized mainly by its colors and fabrics, such as eco-leather and jeans. The pieces redesign the rather masculine trend, adding a modern touch to it, and offer today's women timeless femininity, personality and practicality.



ELLUS SPFW



PICCADILLY 730012



LOJAS POMPEIA

COLLECTION



Grey, military green, chestnut and beaver are great colors if you feel like going for this style.



PICCADILLY 650028



PICCADILLY MaxiTherapy 351005

On your feet, heavy footwear will be a military fashion must. Use ankle boots with details like zippers or traditional military boots.



PICCADILLY
180066

PICCADILLY
MaxiTherapy
147034



PICCADILLY 705067



PICCADILLY
141016



PICCADILLY
955021

PICCADILLY
237003



FORUM
SPFW



SARA COLEMAN
MERCEDES - BENZ
FASHION WEEK MADRID



TERESA HELBIG
MERCEDES - BENZ
FASHION WEEK MADRID

JUST RIGHT

THEY ARE BEAUTIFUL AND TO THE POINT: ANKLE AND MID BOOTS ADD THE PERFECT TOUCH TO YOUR OUTFIT. SUPER TRENDY, THEY MAY BE USED TO MATCH MANY DIFFERENT STYLES. SKIRTS, PANTS, SHORTS, DRESSES. ANYTHING GOES!

KEEN EYE

WHAT SEEMED TO BE JUST A DETAIL GAINS PROMINENCE AND BECOMES THE MAIN CHARACTER. TOUCHES OF METAL CONVEY SHOES GLAMOUR AND STYLE. VERY CHARMING, LESS IS MORE!



PICCADILLY 701045



PICCADILLY 602008



PICCADILLY 500087



PICCADILLY 254045



PICCADILLY 710018



PICCADILLY 602007



PICCADILLY 255004



TECA SPFW

FOTOS: MÁXIMO JR. / IMAGE.NET / AGENCIA FOTOSITE



ROBERTO TORRETTA
MERCEDES - BENZ
FASHION WEEK MADRID



From the RUNWAYS to the STREETS



ESPAÇO FASHION
FASHION RIO

BLOUSE AND SKIRT- RIACHUELO
ACCESSORIES- NEW YORKER

“LET THERE BE CHANGE AND LET IT START WITH ME.”

This statement by writer Marilyn Ferguson is perfect to address fashion. This is a powerful word that can change and involve people. What we see on the runways during the different fashion weeks sometimes is very close but sometimes also very far from our everyday lives. Some stylists create pieces that are rich in concepts but look quite “weird” from the outside. Don’t worry, that’s where the change comes into place. You can and should take some elements of the look and adapt them to your style and way of life. This winter, if you don’t feel like wearing bright colors, stick to the traditional black, grey and charcoal, and you will look great. That way trends will fit you like a glove!

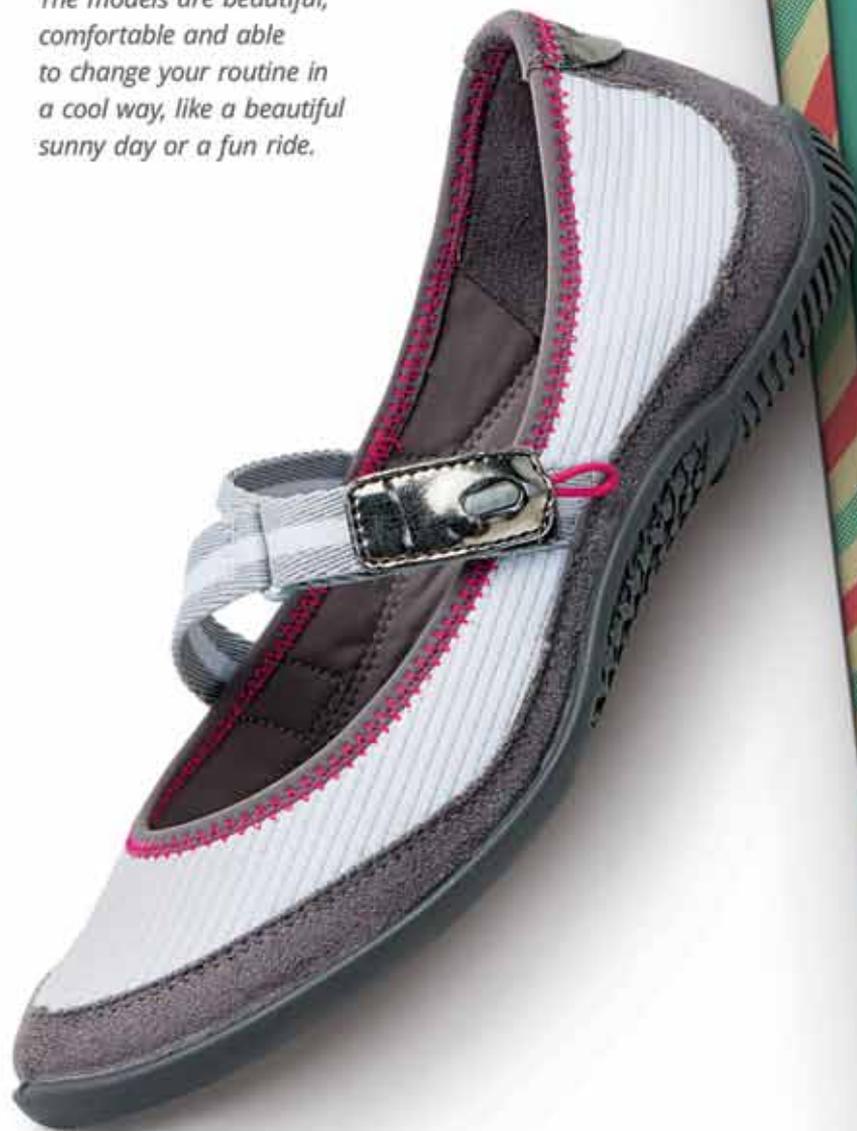
PHOTOS: MÁXIMO JR./AGÊNCIA FOTOSTE

PICCADILLY
315051



Try the freedom style.

Piccadilly Nice is an innovation for you to set the pace you want in your life. The models are beautiful, comfortable and able to change your routine in a cool way, like a beautiful sunny day or a fun ride.



Piccadilly nice

Piccadilly Nice 

@piccadilly_nice 

piccadillyNice.com.br

A NEW
WOMAN
DESIRES
MORE

#ATTITUDE

Piccadilly

A new woman

GlobalComm ONE



Boots fashion trend



Soft and perspirant innersole

FASHION AND
COMFORT
IN 90 COUNTRIES



Non-slip and flexible sole



Super soft upper back that adapts to the foot shape

And you, what do you desire?

Visit piccadilly.com.br and be inspired to always impress.