

MAGAZINE **Pico dilly** No 06

YEAR 3

TOP FIVE
THE SEASON'S
5 MUST-HAVES

GRAPHIC
MINIMALISM
Modern and very
feminine shapes
and lines

METAL,
CHAINS, BOWS,
PASTEL
COLORS, LACE
EFFECT
AND MUCH,
MUCH MORE!

Ah
summer!

A MIX OF STYLES THAT REIGN UNDER THE SUN

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PROFASHIONAL.com

A WORD FROM THE PUBLISHER

“We must become the change we want to see”.

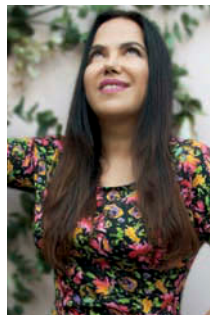
Mahatma Gandhi



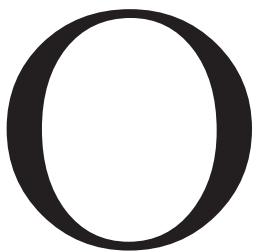
PICCADILLY
722010



PICCADILLY
362024



PHOTOS: VANESSA DISKIN



ur magazine brings lots and lots of changes, a fresh outlook onto fashion and new sections with even nicer suggestions that will help you compose your everyday looks. Now you can enjoy even more fashion trends, beauty and travel tips, as well as find out what's new in comfort technology.

Let's get right to the point: in **Showcase** you'll find our bets for colors and prints; in **Closet**, wonderful tips to put together amazing looks; **Spotlight** shows our strength: the

shoes that will sweep us off our feet in this upcoming season; in **Icon** you'll find out all about these big celebrities! In this edition we will talk about the style of Lupita Nyong'o, who has been named the most beautiful woman of the world by People Magazine. What's new this season? The lace effect, a must have, and the new gladiator sandals, which are made for women full of personality, like us!

Our pages bring more trends so you can shine under the sun: minimalism, global ethnic with a touch of boho-chic and current fashion (beautiful details). And our tips for mother-daughter looks just will make moms melt.

Our light- and color-filled **Fashion Editorial** was shot by Gui Paganini, named one of the 100 most influential people in the fashion world. Styling is by ever so powerful David Pollack. Breaking news: we received the Anatec award, the most important in the magazine segment, for the Piccadilly Magazine with its circulation of 2.3 million copies, in three languages and 50 countries.

It's always nice to be recognized for our work, isn't it?

I hope you'll find lots of beauty, fashion and comfort on our pages, to dream of and to purchase. May your days be bright!

Drop me a line and let me know what you think of your new **Piccadilly Magazine**.

Sandra

SANDRA TESCHNER

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STILL-LIFE PHOTOS, SPOTLIGHT, LIKE MOTHER, LIKE DAUGHTER

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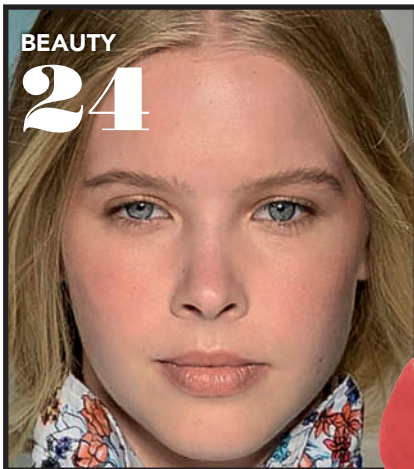
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362019



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362022

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PICCADILLY 362024



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LIKE MOTHER,
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PFG
061024
PICCADILLY
706014



CAMPAIGN
31

BET ON Trends

The new season is refreshing and brings laid-back trends that will make your life more comfortable and stylish.

HAT
AM SUNWEAR



DRESS
BONPRIX.COM.BR



COMFORT LIFE



ESPAÇO FASHION
FASHION RIO

24/7



2NDF
FASHION RIO

GLASSES PRADA
LUXOTTICA



BLOUSE JEFERSON
RIBEIRO



SKIRT
RIACHUELO



BELT
BESNI

THIS STYLE IS ALL ABOUT COMFORT AND FEMININITY. SOFT SHADES, LIGHT FABRICS AND PRINTS ARE GOOD CHOICES.

THAT'S THE TYPE OF LOOK THAT YOU CAN WEAR ANY TIME, YOU KNOW? IT WORKS FOR A LAID-BACK BREAKFAST OR DINNER WITH YOUR GIRLFRIENDS. ALL YOU HAVE TO DO IS TO GET DRESSED AND HAVE FUN!



PICCADILLY
514016



PICCADILLY
574012



PICCADILLY
400142



PICCADILLY
460045

FOLLOW YOUR Style

For those of you, who love to innovate: the coming season asks for boldness and creativity, be it using new materials or mixing styles.

GLASSES
CHILLI BEANS



BODY
MY PHILOSOPHY



SKIRT
RENNER



WATCH CASA
DAS ALIANÇAS



PICCADILLY
962003



PICCADILLY
968003

SPORT GLAM



PAT PATS
SPFW

WOVEN



PATRICIA VIERA
FASHION RIO

GLASSES COLCCI



BLOUSE AMARO



SKIRT C&A

SPORTS CLOTHING HAS INVADDED THE RUNWAYS AND SHOWN THAT STYLE IS NOT RESTRICTED TO THE GYM. INVEST IN DRESSIER ITEMS AND MIX AND MATCH.

THE WOVEN EFFECT IS PERFECT FOR THE WARM SUMMER DAYS. IT CAN BE FOUND IN CLOTHES AND ACCESSORIES AND WORKS WELL IN PASTEL OR STRONG COLORS, SUCH AS BLACK, RED AND BLUE. GIVE IT A TRY!



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161114



PICCADILLY
725008

In the fashion world, it's a perfect spring day when flowers take over and turn each and every piece into something beautiful and absolutely unique.



PHOTOS: IMAGE.NET

1. ROBERTO VERINO MERCEDES-BENZ FASHION WEEK MADRID | 2. **PICCADILLY 555022** | 3. PERFUME MARC JACOBS FRAGRANCE | 4. DRESS BON PRIX | 5. BLOUSE MARISA | 6. **PICCADILLY 258013** | 7. NAIL POLISH BOURJOIS PARIS | 8. **PFG 075014** | 9. HAT BLUE BEACH | 10. PANTS MARIA FILO | 11. GLASSES DOLCE & GABBANA LUXOTTICA | 12. SKIRT SANTA DO CABARÉ | 13. **PICCADILLY 362019** | 14. VICTORIO LUCCHINO MERCEDES-BENZ FASHION WEEK MADRID



THE COMFORT EXPERIENCE
**DO WOMEN
LOOK MORE
BEAUTIFUL
WHEN THEY
ARE COMFORTABLE?**

DISCOVER AT PICCADILLY.COM.BR/EN/HOME



PICCADILLY MAXITHERAPY

MaxiTherapy Technology is the new comfort generation. The insole has an exclusive biofibre fabric that stimulates the feel-good sensation.

Only a brand that is present in more than 90 countries and has invested in comfort innovation since 1955 can launch The Comfort Experience. Get to know the technologies and more than 20 differentials of comfort at: piccadilly.com.br/EN/tecnologias



Piccadilly 
MaxiTherapy



The Lupita Nyong'o *style*

The actress stands out for her talent, beauty and fashion attitude

In 2014, Lupita Nyong'o was named People's "Most Beautiful Woman", beating Jennifer Lawrence and Julia Roberts. The 31 year-old actress found fame after winning Best Supporting Actress for her work in "Twelve Years a Slave". Lupita was born in Mexico, raised in Kenya and now is everybody's darling. At all premieres she draws lots of attention, because she always looks absolutely stunning. Lupita Nyong'o, who is a fashion icon, recently landed a contract with Lancôme Paris and has been the cover of several fashion magazines.



BLAZER E SKIRT POMPEIA



GLASSES PRADA LUXOTTICA



NECKLACE ARF FOLHEADOS



DRESS BONPRIX.COM.BR



PICCADILLY 541044

dia

PERFUME CAROLINA HERRERA FRAGRANCE



PICCADILLY 725001



PICCADILLY 727003



PERFUME WILD ELIXIR SHAKIRA FRAGRANCE

noite



PICCADILLY 721012

ENERGY

sunshine Miss



PICCADILLY 801154



PICCADILLY 707021



GIG
MINAS TREND

PHOTO-AGENCIA FOTOSTE

If you choose yellow, you will shine and brighten up your day, very much like the sun. This color stands out and will be seen all around the country as soon as days get warmer.

*Softness and femininity:
that's the result you get when you bet on pastel colors.*



The blush effect

Pastel colors are light and an absolute hit in the most important fashion shows around the world. They confer elegance, softness and femininity to any piece. You can use this trend from head to toe!

PHOTOS:IMAGENE/DIVULGAÇÃO FASHION

1. AILANTO MERCEDES-BENZ FASHION WEEK MADRID | 2. SHORTS OVERALL C&A | 3. EARRINGS MORANA | 4. CARDIGAN BESNI | 5. **PICCADILLY 405111** | 6. LIP GLOSS DIOR SUIL | 7. **PICCADILLY 415050** | 8. **PICCADILLY MAXITHERAPY 162007** | 9. SCARF HERING STORE | 10. COLOGNE O BOTICÁRIO | 11. BLOUSE MARISA | 12. PFG 085007 | 13. GLASSES CHILLI BEANS RONALDO FRAGA | 14. KATTY XIOMARA PORTUGAL FASHION

*Showing off some skin is always sensual,
and if it's done right, the see-through effect lets any woman shine.*



Lace effect

In this upcoming season different materials that convey a lace effect will spruce up fashion. The result? Charming and extremely comfortable looks.

1. BLOUSE MARIA FILÓ | 2. PICCADILLY MAXITHERAPY 331008 | 3. BLOUSE MALHAS BRUNA | 4. AMMI MINAS TREND | 5. PICCADILLY 362022 | 6. BLOUSE TRITON | 7. EARRINGS AUDÁCIA BIJOUX | 8. PICCADILLY 529005 | 9. PICCADILLY 100182 | 10. AMMI MINAS TREND | 11. DRESS MARISA | 12. RING GEANA | 13. BLOUSE BON PRIX



DRESS KARAMELLO
PICCADILLY 722010
BRACELETS MINHA AVÓ TINHA



THE SUMMER *is magic*

Women's splendor is heightened by sun rays, which turn summer into the happiest season of the year with its colors, shapes and the easygoing way of life. For fashion, the (blue) sky is the limit.

PHOTOS GUI PAGANINI STYLING DAVID POLLAK

SHIRT AND SHORTS
DANILO COSTA
PICCADILLY
MaxiTherapy
147053



DRESS MOB
BRACELETS MINHA AVÓ TINHA
PICCADILLY 707020



JACKET MASICA
TOP BOTSWANA
PANTS SHOULDER
BRACELETS
MINHA AVÓ TINHA
PICCADILLY 962001



BLOUSE LUCY IN THE SKY
SKIRT VIDA BELA
PICCADILLY 555023



TOP RIP CURL
SKIRT NOVO LOUVRE
BRACELETS MINHA AVÓ TINHA
PICCADILLY 745011



BLOUSE VITOR ZERBINATTO
ROBE CAVALERA
PANTS SCARF ME
BRACELETS MINHA AVÓ TINHA
PICCADILLY 528009



GENERAL DIRECTION: SANDRA TESCHNER
MODEL: JULIA PEREIRA (FORD MODELS)
BEAUTY: AGNES MAMEDE (COVER: MGT)
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IMAGE PROCESSING: CHICO DUARTE
SCENOGRAPHY: MARCO DI GIORGIO
EXECUTIVE PRODUCTION: JULIA MORAES AND FERNANDA SÁ

Modern Art

Modern art is recognized to have emerged at the end of the 19th century and brought changes in the way people thought about and acted in regards not only to art but to all aspects of society.

The very expressive Modern Art Week is also, portrayed in fashion. This season, geometric prints, lines and shapes play a bigger role and convey a flair of work of art to clothes and shoes.



PICCADILLY
540155

*"ART IS SELF-EXPRESSION
STRIVING TO BE ABSOLUTE"*
FERNANDO PESSOA



PICCADILLY
401142



PICCADILLY
141028



PICCADILLY
500112



SPFW
GLORIA
COELHO

ESTER ABNER
MERCEDES-BENZ
FASHION WEEK
MOSCOW

LUIS BUCHINHO
PORTUGAL FASHION

PICCADILLY'S TIP
GEOMETRIC SHAPES MATCH.
YOU CAN USE THIS STYLE
OF FOOTWEAR WITH LOOKS
THAT ALSO HAVE SHAPES
AND LINES.



SOPHIE CHARLOTTE - BRAZILIAN ACTRESS

PHOTOS: AGENCIA FOTOSTE/IMAGE NET/PRESS PORTUGAL FASHION
TV GLOBO-ALEX CARVALHO

Global ethnic



MARA HOFFMAN
MECEDES-BENZ
FASHION WEEK USA

LOLITTA
SPFW

The ethnic style - every fashionista's favorite - is back! You're probably saying "seen that, done that", but this time it's all about mixing neutral and bold colors. The style is influenced by contemporary trends and may even go unnoticed. Fringes and prints are the strong points, and footwear will get their final touch from threads, raffia and braids. Finish up your look with gladiator sandals!



PICCADILLY
601007

*"STYLE IS A SIMPLE WAY
TO SAY COMPLICATED
THINGS"*
JEAN COCTEAU

ESPAÇO FASHION
FASHION RIO



PFG
074015



PICCADILLY
605050



PICCADILLY
108001



CLAUDIA LEITTE - BRAZILIAN SINGER

PICCADILLY'S TIP

ACCESSORIES WITH A NATURAL EFFECT ARE EXCELLENT OPTIONS TO GIVE THESE LOOKS A FINAL TOUCH. GO FOR IT!

TOP FIVE



PICCADILLY 510031

GLADIATORS

FROM ANCIENT ROME TO TODAY, GLADIATOR SANDALS ARE BACK! REALLY COOL: THEY CAN EITHER BE KNEE-HIGH OR SHORT. THIS PICCADILLY GLADIATOR SANDAL HAS ELASTIC STRAPS IN THE BACK FOR AN EASY FIT.



PICCADILLY 528007

GLAM

GLOSSY, PATENT SHOES REALLY CALL FOR A PARTY. YOU CAN WEAR THEM ANY TIME OF THE DAY!



DKODE PORTUGAL FASHION

DOCKSIDES

THOSE TYPES OF SHOES HAVE LITERALLY INVADED DISPLAYS ALL OVER THE WORLD! AND THE POSSIBILITIES ARE ENDLESS: PERFORATED, METALLIC, ANIMAL PRINTS TO NAME JUST A FEW.



PICCADILLY 961004

DRYSYSTEM TECHNOLOGY
 ANATOMIC INSOLE:
 100% POLYESTER FABRIC.
 KEEPS YOUR FEET DRY.
 ANTIMICROBIAL PROPERTIES
 PREVENT UNPLEASANT
 ODORS. SHOCK
 ABSORPTION SYSTEM.
 DISTRIBUTES THE FOOTSTEP
 PRESSURE EVENLY, AVOIDING
 DISCOMFORT AND INJURIES.



FELIPE OLIVEIRA BAPTISTA PORTUGAL FASHION

5 fashion tips

As the new season approaches, fashion trends take over the streets. There is something new for you out there, no matter what your style is. Use it!



PICCADILLY 690066

ULTRAMARINE

THIS COLOR WAS ALREADY AROUND SOME YEARS AGO AND WAS KNOWN THEN AS DUKE OR KLEIN BLUE. NOW IT'S BACK AND SETS THE TONE OF SUMMER. YOUR LOOK WILL FEEL LIKE A CLEAR SKY ON A SUNNY DAY.

STYLISH METALLIC DETAILS

METALLIC MATERIALS LEND A FUTURISTIC FLAIR THAT WILL MAKE FOR A MODERN AND CHIC LOOK.



PICCADILLY MaxTherapy 331005



MABEL MAGALHÃES MINAS TREND

Coral is it!

PERSONALITY



PICCADILLY
MaxiTherapy
162004

PICCADILLY 529006



Citric colors are ideal for hot summer days. This season, coral deserves special attention: it's the darling of all fashionistas, who have taken it to fashion week catwalks.

Skin *deep*

The secret to flawless makeup is proper skincare. It is important to use products that are made specifically for your skin type and to follow some steps. On those warm summer days, go for a light make-up that will look as if you are not wearing any make-up at all and are naturally gorgeous! Make-up can hide imperfections, emphasize features and even change the shape of your face. With some very simple tricks you will slim your face and look even more beautiful.



CHECK OUT THREE TIPS THAT WILL MAKE YOUR FACE LOOK SLIMMER:

- 1.** USE A BRUSH TO APPLY CONTOUR POWDER IN THE SHAPE OF A TRIANGLE DOWN YOUR CHEEKS AND STOP ABOUT THREE FINGERS FROM THE CORNER OF YOUR MOUTH. THE TRIANGLE STARTS WITH ITS WIDER PART AT THE JAW BONE AND POINTS TOWARDS THE CHIN. MAKE SURE YOU BLEND WELL TO AVOID HARSH LINES.
- 2.** DO THE SAME AT YOUR TEMPLES AND AROUND THE HAIRLINE.
- 3.** YOU CAN USE THE SAME TECHNIQUE TO MAKE YOUR NOSE LOOK THINNER. SWIPE THE CONTOUR POWDER DOWN THE SIDES OF THE BRIDGE OF YOUR NOSE AND BLEND WELL.



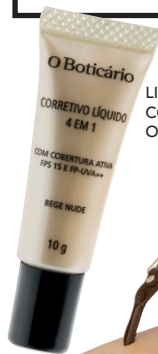
TUFI DUEK SPF

FOUNDATION CONTÉM1G



FOUNDATION PRIMER CONTÉM1G

POWDER MAKE B



LIQUID CORRECTIVE CONCEALER O BOTICÁRIO

PICCADILLY 551008



PICCADILLY 805040



PICCADILLY 464013



PICCADILLY 416003

EARTHY TONES ARE A TREND NOT ONLY IN MAKEUP BUT FOR ACCESSORIES AS WELL. MIX THEM WITH GOLDEN DETAILS TO BRING THE MOST OUT OF YOUR LOOK.

Minimalism • Graphic

The idea is to combine graphic elements and shapes and the minimalistic concept, where less is more. The lack of details makes for a look that is very clean but still bursting with personality. This trend really caught on at the different fashion weeks throughout the world and will come to Brazil for the warm and sunny summer days.

FORUM
SPFW

REINALDO
LOURENÇO
SPFW

TUFI
DUEK
SPFW



PICCADILLY
727002

"LESS IS MORE"
LUDWIG MIES VAN
GERMAN ARCHITECT



PICCADILLY
274009



PICCADILLY
683004



PICCADILLY
722008



PICCADILLY'S TIP
THIS STYLE NORMALLY WORKS WITH NEUTRAL COLORS, SO YOU CAN REALLY GO FOR BOLD SHADES IN YOUR MAKEUP: RED OR ORANGE MAKE ALL THE DIFFERENCE.



TAÍS ARAÚJO - BRAZILIAN ACTRESS

PHOTOS: AGENCIA FOTOSTE/IMAGE NET/PRESS PORTUGAL, FASHION TV, GLOBO-ALEX, CARVALHO, JOAO COTTA

LIKE MOTHER, LIKE DAUGHTER

Girls have a very unique charm. Their innocence and teenager flair together make them irradiate very good vibes. Trendier girls like sparkles, accessories and overlays. Romantic girls, on the other hand, chose softer tones, floral prints and lots of lace. No matter what the style, they are beautiful and unique! That's why Piccadilly For Girls has something for every one of them!

BEAUTIFUL girl

HAIR BOW ACCESSORIZE
BOLERO COLLECTION
T-SHIRT AND SHORTS 1+1



PFG
092006



PFG
077010



PFG
099002

PFG LET'S GO OUT!



PFG
086012

CHANGING COLOR

THIS PFG MODEL COMES WITH A GORGEOUS PURSE AND TWO PAIRS OF WINGS THAT CAN BE USED WITH THE PURSE AND THE SANDALS. YOU CAN EITHER USE BOTH OF THEM IN THE SAME COLOR OR MIX THEM.

T-SHIRT POWER!

T-SHIRTS WERE NEVER SO MUCH IN. CHOOSE FROM A VARIETY OF APPLICATIONS, SUCH AS RHINESTONES, DIFFERENT MATERIALS AND COOL DESIGNS, GO FOR THE TRADITIONAL MATCH AND WEAR THEM WITH JEANS.



GIRL
T-SHIRT AND
SHORTS 1+1
MOTHER
T-SHIRT
COLLECTION
SHORTS MARISA

PFG
061024

PICCADILLY
706014

ALWAYS ON HAND

THIS MODEL GOES WITH EVERYTHING: SHORTS, DRESSES AND EVEN PANTS. IT WILL BE EVERY GIRL'S AND WOMAN'S BEST FRIEND.



PFG
061024

PHOTOS: MÁXIMO JR.



THE MOTHER WHO CARES FOR HER DAUGHTER CHOOSES PFG. IT'S **MORE** FASHION, COMFORT AND TECHNOLOGY.



REF: 086.010



REF: 085.007



Piccadilly
for girls

GET TO KNOW MORE AT:
PICCADILLYPFG.COM.BR

Techmix is fashionable *technology*



PFG
097012



PICCADILLY
460042

The developments in footwear that leave you even more beautiful!

TRUE BEAUTY COMES FROM WITHIN

In the special feature about the new Piccadilly experiment you saw that it is proven that people find women wearing comfortable shoes prettier. You also know that Piccadilly is renowned on the market for investing heavily in this area. The achieved result is exclusive items that provide comfort and that were developed especially for you. These are the four main technologies of Techmix:



PICCADILLY
961004



PICCADILLY
MaxiTherapy
336002

PICCADILLY MAXITHERAPY TECHNOLOGY

- Is the latest generation of comfort.
- Exclusive biofibre fabric that stimulates well-being



PICCADILLY DRYSYSTEM TECHNOLOGY

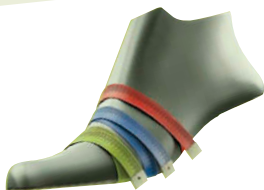
- Reduces dampness resulting from natural foot perspiration.
- Anatomic latex insole, imported from Europe and developed exclusively for Piccadilly.
- The top 100% polyester layer carries the moisture to the bottom layer.
- Latex's anti-microbial properties prevent unpleasant odors.
- Great shock absorption prevents discomfort and lesions.



PICCADILLY
966001

SUPERCOMFORTABLE FOOT SHAPE (LAST)

- Exclusive technology that prevents pinches or any kind of discomfort.
- Three exclusive measures that respect the anatomy of foot to avoid pressure and increase comfort.



SILENT HEEL TECHNOLOGY

- Provides great shock absorption and reduces the noise produced by heels.
- The heel is made of a special dual density material and has no inserts, which allows for silent walking.



PICCADILLY
MaxiTherapy
640063





PICCADILLY TEAM: TACIANA BECKER DA SILVA, DEVELOPMENT OF NEW MATERIALS, ANGÉLICA DIMER SCHEFFER, PROJECT MANAGER, AND DIULIANO WEBBER FERNANDES, TECHNICAL DESIGNER

Piccadilly received the “Innovation Champion Awards”

For the third time in a row, Piccadilly was elected one of the most innovative companies in Brazil’s Southern region. Every year the top 50 more innovative companies of the three states that constitute the Southern region (Paraná, Santa Catarina and Rio Grande do Sul) are chosen. This year, Piccadilly ranked among the top 20.

REASON TO CELEBRATE: AFTER OPENING ITS FIRST STORE IN ECUADOR, PICCADILLY NOW HAS 31 EXCLUSIVE STORES ABROAD



THE NEW STORE IN ECUADOR

Every year, Piccadilly expands its international presence, and just recently the brand opened its first exclusive store in Quicentro, Ecuador’s largest mall. At the moment, Piccadilly exports to 90 countries, and with this new store the company now has a total of 31 exclusive stores all around the world. “Piccadilly’s strategy is to expand its presence on the international market. We expect it to be a continuous growth”, comments Micheline Grings Twigger, the company’s Export Director.

PICCADILLY AND ITS BUSINESS DURING THE 2014 FIFA WORLD CUP™



PICCADILLY PARTNERS IN WORLD CUP MOOD: FELIPPE FLECK, MOHAMMED JAAFAR MATROOK, ABDULAZIZ ABDULLATIF ALAUJAN AND ABDULLA ABDULLATIF ALAUJAN

Piccadilly was one of the 700 Brazilian companies that participated in the World Cup Project of the Brazilian Trade and Investment Promotion Agency (Apex-Brasil) and brought clients to watch four matches of the world’s largest soccer event. The company chose buyers from Uruguay, Cuba, Bahrein and Mexico to watch the following matches: Netherlands vs. Australia, Brazil vs. Croatia, Germany vs. France, and Cameroon vs. Mexico. While the buyers were in Brazil, they participated in meetings and some even had the opportunity to visit the company.

Piccadilly ranks among Rio Grande do Sul’s top 100 brands

Being one of the most important footwear brands in the country, Piccadilly now was included in the book “100 Marcas do Rio Grande: A história e os valores das marcas consagradas como ícones da identidade e da cultura empresarial gaúcha”, published by Instituto Amanhã. The book covers the history and role of this company, which since 1955 has been a reference for comfort technology and women’s fashion and now can be found in 90 countries. The book also highlights other major companies located in the Southern region of Brazil.



BOOK “100 MARCAS DO RIO GRANDE”

SIX CONSECUTIVE AWARDS



DENILSON SILVEIRA (SHOES EXPORTADORA), FELIPPE FLECK (TARGET EXPORT), TATIANA MULLER (PICCADILLY), ALEXANDRE SKOWRONSKY (GLOBALCOMM), MICHELINE GRINGS TWIGGER (PICCADILLY), RAFAEL SCHMIDT (TARGET EXPORT) AND MARCELO SANTOS (PICCADILLY) CELEBRATE THE AWARD.

Piccadilly has just been granted - for the sixth time in a row - the “ADVB-RS Export Award - in the Market Diversification Category - from the Brazilian Association of Marketing and Sales (ADVB/RS). With its 31 exclusive stores in privileged locations, such as Bahrein, Kuwait and New Zealand, the company has built a powerful sales network. In 2014, four additional Piccadilly stores are to be opened around the world.

Dress *up*



1 PETITE AND VERY COMFORTABLE

Petite women can and should wear all types of shoes. If you want to look taller, choose your clothes carefully. Vertical stripes make you look slimmer.

IF YOU ARE GOING FOR LONG SKIRTS, JUST MAKE SURE THEY DON'T MAKE TOO MUCH VOLUME, HAVE A WIDE WAISTBAND AND ARE MADE OF SOFT FABRIC.

PLUS SIZE WOMEN



AVOID DRESSES THAT FIT TOO SNUG AROUND THE HIPS.



ADELE



PICCADILLY 274007

3

Today many women wearing plus sizes feel beautiful and great about their bodies! There are some tricks to make clothes fit perfectly. Belts and bands that define the waistline are always welcome. Wrap-up blouses and dresses also are good options, because they make the waist look smaller and the body, slimmer.

SINGER ADELE MAKES PLENTY USE OF THESE TOOLS TO DEFINE HER WAISTLINE COMBINING THEM WITH THE TRADITIONAL BLACK, WHICH IS ALSO PERFECT FOR WOMEN WITH A FULLER FIGURE.

ESPAÇO FASHION FASHION RIO



2 DARKER SKINS

Dark-skinned women can go for stronger colors, such as yellow, blue and copper: they will bring out their beauty and femininity.

FLAT HEEL SANDALS WITH RHINESTONES ARE A MUST-HAVE THIS SUMMER!



PICCADILLY 550025



PICCADILLY 706015

SHIRT MARIA FILO



4 WORKING WOMEN

Each profession asks for a different kind of apparel. If you have to wear white, Piccadilly has several mid and low heel shoes that are both elegant and very comfortable. And Piccadilly is perfect for you if you are on your feet for many hours! Thanks to its special technology, Piccadilly makes sure women are beautiful and comfortable from head to toe!

PANTS PERNAMBUCANAS



PICCADILLY 110099



PICCADILLY 140073

Comfort *experiment*



WHO WAS SELECTED?

WE INVITED FOUR PAIRS OF IDENTICAL TWINS FOR THE TEST. THESE ARE REAL WOMEN IN REGULAR, EVERYDAY SITUATIONS.

THE TEST

THE TWINS WALKED A LOT. HALF OF THEM WORE PICCADILLY AND THE OTHER HALF, REGULAR SHOES.



ACTION

A TEAM FOLLOWED THE TWINS AROUND THROUGHOUT THE ENTIRE DAY, WHILE THEY WERE GOING ABOUT THEIR ACTIVITIES, AND TOOK PICTURES OF THEM.



Do you believe that foot comfort has a direct impact on a woman's wellbeing and appearance? The Comfort Experiment, an innovative and creative social experiment conducted by Piccadilly, says it does.

This is the brand's new communications campaign. The concept was created by Global and the idea was to prove that people find women who feel comfortable more attractive. To do so, the agency called for a team of specialists: a photographer, a stylist, a make-up artist, four pairs of identical twins and the survey institute Instituto Segmento de Pesquisas.

The experiment simulated a normal day in these women's lives. The twins wore the same clothes, had the same make-up and experienced the same situations. They left their house, walked a lot and went about women's normal daily activities. The only difference was the comfort of the shoes they wore: half of them wore Piccadilly and the other half wore regular shoes. The twins were photographed throughout the day to capture their facial expressions.

SURVEY

The pictures taken of the twins during the experiment were organized and displayed on a wall for comparison. The survey institute selected a group of people, men and women of different ages and social backgrounds, and asked them for their opinion. The group did not have any knowledge of the survey's purpose and was not influenced by any information on the experiment. Group members were asked to look at the pictures of all twins (remember that the pictures were taken during the day when half of the twins were wearing Piccadilly and the other half, regular shoes). The task was really very simple: they had to compare twins and chose the prettier one. The result was amazing! Although all twins were identical, those wearing Piccadilly were found more beautiful 90% of the time. As you can see, it's very important to make sure your feet are comfortable!



SURVEY

A GROUP OF PEOPLE LOOKED AT THE PICTURES AND THEN CHOSE THE TWINS THEY FOUND PRETTIER. THEY DID NOT KNOW WHICH OF THEM HAD WORN PICCADILLY OR REGULAR SHOES.

RESULT

TWINS WEARING PICCADILLY WERE FOUND PRETTIER 90% OF THE TIME.

IF IT'S NOT PICCADILLY

THE TWINS THAT DID NOT WEAR PICCADILLY REPORTED EXPERIENCING PAIN AND DISCOMFORT DURING THE DAY.

The survey was conducted by Segmento Pesquisas de Marketing, from Porto Alegre (www.segmentopesquisas.com.br). The company has 27 years experience conducting market opinion surveys. Corporate name: Segmento Pesquisas e Análise de Mercado. CNPJ (Corporate Taxpayer Registration) No.: 91.539.759/0001-00

Which shoe should I wear?

HAVING LUNCH WITH FRIENDS

PANTS FLORAL TRITON



EARRINGS GIOVANNA BIJOUX



SHIRT HERING STORE



PICCADILLY'S TIP

PRINTED SOFT PANTS FEEL LIKE SUMMER. MATCH IT WITH A TANK TOP AND ENJOY YOUR LUNCH!

GLASSES CHILLI BEANS



PICCADILLY 163005



PICCADILLY 551009



HAPPY HOUR

DEESS PERNAMBUCANAS



NECKLACE BALONÉ



PICCADILLY'S TIP

A DRESS IS A MUST-HAVE FOR A SUMMER LOOK. SINCE B&W ARE IN, YOU COULD GO FOR SOMETHING LIKE THAT AND GO AND HAVE FUN!

PURSE KHELF



RING ACCESS



PICCADILLY 415046



PICCADILLY 243014



BUSINESS MEETING

SHIRT PERBAMBUKANAS



PICCADILLY'S TIP

HERE IT IS ESSENTIAL TO GIVE A GOOD IMPRESSION. LIGHT SHADES ARE CHIC AND NEUTRAL.

PANTS RIACHUELO



NECKLACE E EARRINGS FANCY TIME



WATCH CHILLI BEANS



PICCADILLY 111050



PICCADILLY 141043



SUNDAY IN THE PARK

T-SHIRT RENNER



GLASSES CHILLI BEANS



PACK RENNER



PICCADILLY'S TIP

IT'S TIME TO HAVE FUN WITH YOUR FAMILY, SO COMFORT IS A MUST! DON'T FORGET A BACKPACK TO CARRY ALL THE KIDS' STUFF, SUNSCREEN AND A GOOD BOOK.

SHORT C&A



PICCADILLY 968004



PICCADILLY 553009



*No matter what the occasion, you will look beautiful and feel comfortable.
Have fun!*

PICCADILLY
MaxiTherapy
147049



PICCADILLY
405104



PICCADILLY
416004



PICCADILLY
401140



PICCADILLY
514013



PICCADILLY
MaxiTherapy
547081

PICCADILLY
605049



PICCADILLY
683006



PICCADILLY
510030



PICCADILLY
502050



PICCADILLY
143009



PICCADILLY
553010

PICCADILLY
130136



PICCADILLY
722006



PICCADILLY
140095



PICCADILLY
210090



PICCADILLY
745008



PICCADILLY
841010

PFG
095006



PICCADILLY
962004



PICCADILLY
537049



PICCADILLY
250117



PICCADILLY
715012

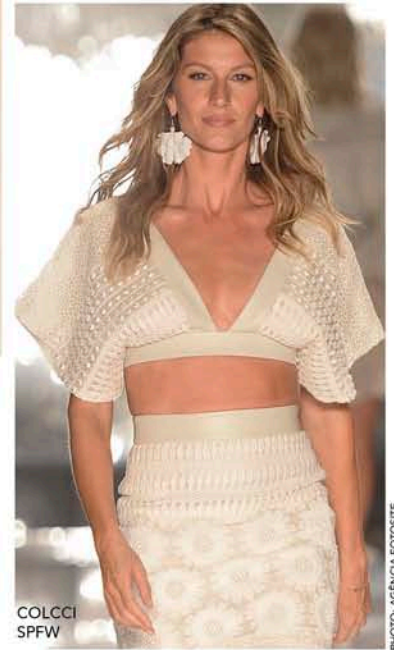


PICCADILLY
540153

PHOTOS: BRAND'S PRESS OFFICES

ELEGANCE

Say yes to ivory



COLCCI
SPFW

PHOTO: AGENCIA FOTOSITE

Following white, off-white and skin tone colors, now it's ivory's turn to be the season's color! Synonymous with elegance, ivory can be used in total looks or just to give a touch here and there with pieces and accessories.

It's up to you!

PICCADILLY 542027

PICCADILLY
MaxiTherapy
714025

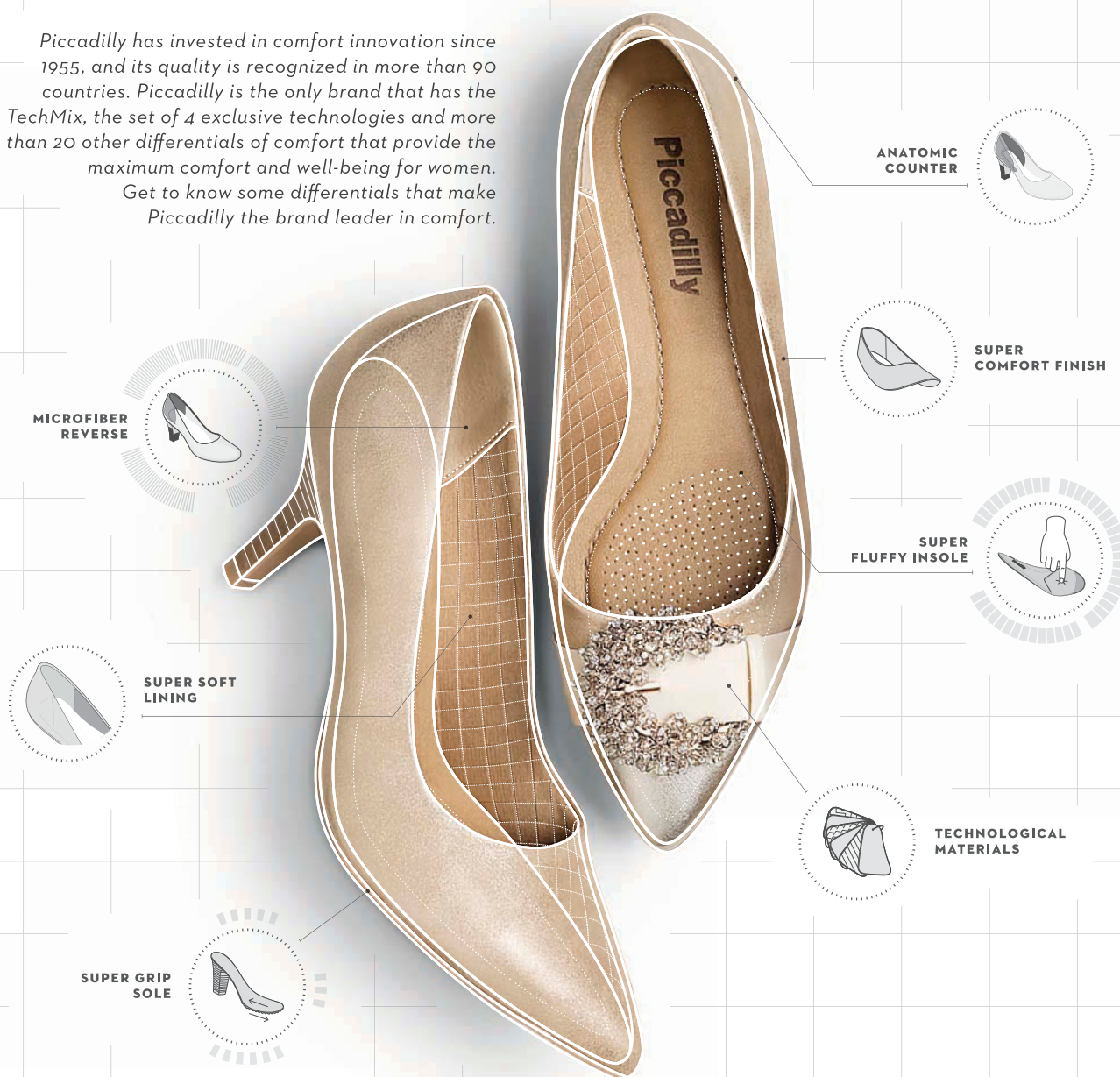


THERE IS NOTHING MORE FASHIONABLE THAN TECHNOLOGY.

THERE IS NOTHING MORE TECHNOLOGICAL THAN FASHION.

Piccadilly has invested in comfort innovation since 1955, and its quality is recognized in more than 90 countries. Piccadilly is the only brand that has the TechMix, the set of 4 exclusive technologies and more than 20 other differentials of comfort that provide the maximum comfort and well-being for women.

Get to know some differentials that make Piccadilly the brand leader in comfort.

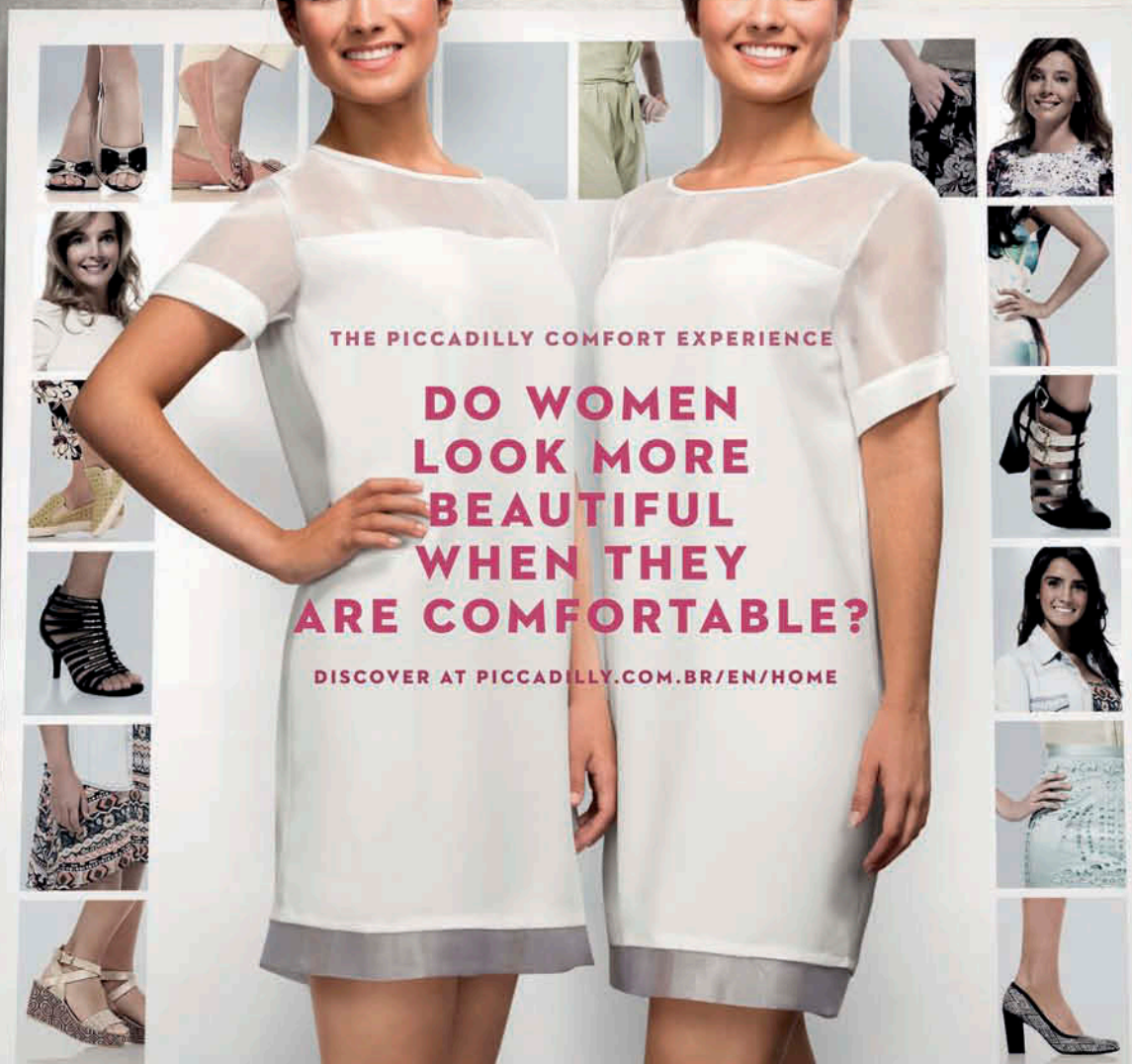


More information about the TechMix and the differentials of comfort at: piccadilly.com.br/EN/tecnologias

SINCE 1955

Piccadilly

Fashion comfort.



DRY SYSTEM



MAXI THERAPY



SUPER COMFORTABLE FOOT SHAPE (LAST)



SILENT HEEL

PICCADILLY TECHMIX

The set of technologies that provides maximum comfort for women.

Only a brand that is present in more than 90 countries and has invested in comfort innovation since 1955 can launch The Comfort Experience. Get to know the technologies and more than 20 differentials of comfort at: piccadilly.com.br/EN/tecnologias



SINCE 1955

Piccadilly

Fashion comfort.