
abr
associação brasileira
das empresas de
Luxo



MISSION

Unite and represent LUXURY companies to promote and develop the activity and professional culture of the Activity in Brazil

ACTIONS

CREATING REPERTOIRE

Organizing events, workshops, conferences and courses to inspire new strategies and innovations.

DEVELOPING MARKET INTELLIGENCE

Providing studies, research and projects with the movements of the sector's activity

NETWORKING

Offering exclusive moments for the relationship between Associates, guests and speakers.

PROMOTING DIALOGUE

Representing and leveraging the interests of LUXO Brands in the public spheres and in the federal government

RECENT ACTIONS

PROMOTING DIALOGUE

Marcos Troyjo
Meeting with the Deputy Minister Special Secretary for Foreign Trade and International Affairs of Brazil

Patricia Ellen
Meeting with the Economic Development Secretariat of the State of São Paulo

Meeting with CEOs
Meeting with all managers of the Associated Brands and invited to present the results of the Meetings with the Government of São Paulo and Brazil

ACTION HISTORY

CREATING REPERTOIRE AND NETWORKING

Presidential Agendas: Exclusive meeting with - Geraldo Alckmin, João Dória and Michel Temer
Opportunities and Challenges

Carlos Jereissati, President of Grupo Iguatemi
Consumption: Market movements and an economy view

Márcio Fernandes - CEO of Elektro
People Management Lecture, considered the most admired leader in Brazil by Revista S / A

Brazil Luxury Market Research 2017
Pioneers in the study carried out 10 years ago by ABRAEL

Growth Panel
Continuous analysis of results of Associated companies with growth percentages

AÇÕES RECENTES

DEVELOPING INTELLIGENCE

Conducting and presenting the research: **Luxury Activity in Brazil**, carried out in partnership with MCF Consultoria and About People and, **Salary Research and Benefits in Luxury Activity in Brazil** in partnership with Mendroni Consultoria

Meeting Workshop DIVERSITY
1st Edition MIS - Museum of Image and Sound

Inside Offices Project
Project to visit the Associated Brands, comprising the main strategies and executions of each Brand.



MEETING WORKSHOP

DIVERSIDADE

DIVERSITY MEETING WORKSHOP

The **DIVERSITY Meeting Workshop** was the first event focused on Diversity in Luxury Activity in Brazil

The 1st Edition of the Meeting took place at **MIS - Museu da Imagem e Som** and counted with the participation of several Associated Brands, in addition to the speakers: **Ana Minuto (Terapia Preta), Bruno Crepaldi (Banco Itaú), Gabriel Gandolphi (American Airlines), Nina Silva (Black Money Movement), Priscila Mazochi (WeConnect) and Tipiti Simonsen (FikaConversas).**

Presentation of essential content on the subject, cases of inspiring Brands and debate on challenges and achievements.


IN
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INSIDE OFFICES

INSIDE OFFICES

Visit to companies Associated with ABRAEL, production of photos of parts of the operation, service, production, administrative or Brand day to produce material about ABRAEL and its Associates.

Content:

Company timeline in Brazil
Company daily
New collections / productions
Result of experiment
Competitive Brand Differentials

RECENT ACTIONS

CREATING REPERTOIRE AND NETWORKING

Strategic Meeting
ABRAEL's annual activity planning

João Braga - Professor of Fashion History and the Influence of Fashion in the Luxury Market
Training - "A Brief History of Luxury"

Drª. Flávia Mansur Murad, Dr. Pietra Daneluzzi Quinelato, Drª. Regina Cirino Alves Ferreira
Training - Fashion Law

Marina Senna
Training - Sales Intelligence in Brazilian Retail

Dr. Márcio Gonçalves
Training - Piracy Combat Specialist in Brazil

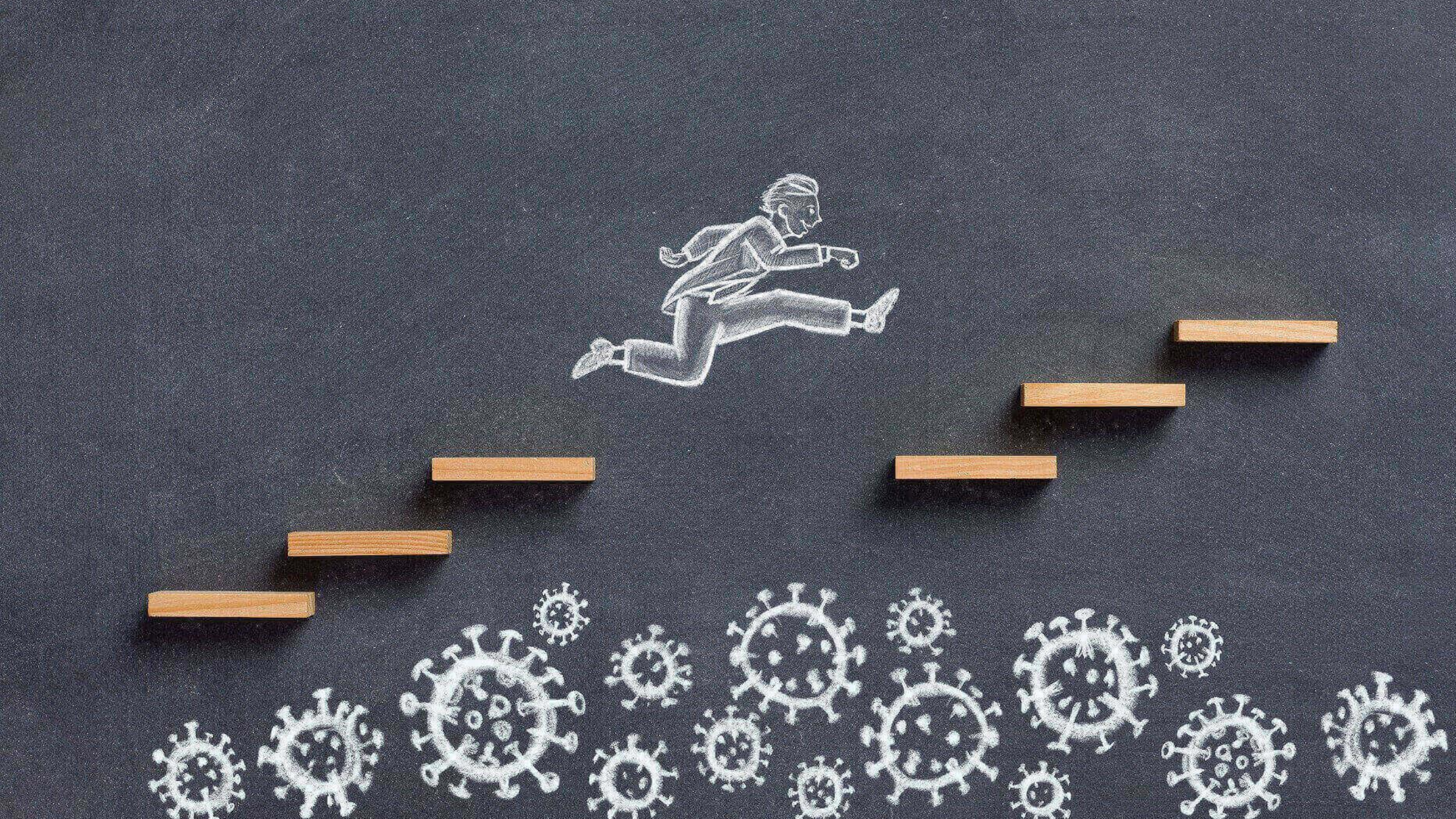
RECENT ACTIONS

CREATING REPERTOIRE AND NETWORKING

Helder Marcondes
Training focused on professional and personal development, including Leadership and Learning themes and encouraging Self-knowledge

Carlos Ferreirinha
Training focused on LUXURY and Sales Management Intelligence in all activities and segments

End of Year Celebration 2019
Focusing on DIVERSITY AND INCLUSION



RECENT ACTIONS

CREATING REPERTOIRE AND NETWORKING
COVID-19

The Walpole - Meeting with Charlotte Keesing
Inspiration and understanding of the actions that were taken for the LUXURY Market in the United Kingdom during COVID-19

Alexandre Frota - CEO Louis Vuitton Mediterranean and South America
Strategies adopted by Louis Vuitton during COVID-19

Dr. Mariana Martins and Dr. Caio Malpighi
Legal, tax, tax and regulatory perspectives for 2020 and the impacts of COVID-19 on Luxury Activity

LUXO Group Brazil
Analysis and immediate responses to developments in the COVID-19 crisis

RECENT ACTIONS

CREATING REPERTOIRE AND NETWORKING
COVID-19

Colbert Committee - Meeting with Guillaume de Seynes
Understanding of the actions taken by the Colbert Committee during COVID-19

IFOP - Stéphane Truschi
Meeting on “key learnings” about times of crisis and the possibilities for the crisis to arise at COVID-19

ALTAGAMMA Foundation - Stefania Lazzaroni
Perspectives and strategic actions adopted for Luxury Market in Italy during COVID-19

INTERNATIONAL EUROMONITOR
Exclusive presentation of the survey “The Impact of Coronavirus on Luxury Goods” and “Luxury Goods in Brazil”

RECENT ACTIONS

CREATING REPERTOIRE AND NETWORKING
COVID-19

Shanghai Digital Luxury Group - Interview with Lydianne Yap
The impact of COVID-19 on Luxury Activity in China, from the perspective of the Marketing and Communication Director of Digital Luxury Group

Legal Advisor ABRAEL - Dr. Caio Malpighi
Legal support to ABRAEL Associated Brands

Federal Government - Meeting with Special Secretariat for Foreign Trade, International Affairs and Ministry of Economy
Monitoring of Federal Government Actions regarding the Bilateral Trade Agreement between Mercosur and the European Union, EFTA and Mercosur, Government Procurement Agreement and New Agreements

Results of the Real's Exchange Devaluation
The impacts of the dollar's rise on Luxury Activity in Brazil

NEXT ACTIONS

ABRAEL RESPONSE
COVID-19

“Buy in Brazil” Campaign
Brazilian consumer awareness of the advantages and benefits of buying locally

ABRAEL SOCIAL VOICE
Creation of a SOCIAL VOICE that represents the Luxury Activity in Brazil

Preparation of Post-COVID Associated Teams
Follow-up of post-quarantine commercial resumption and adaptation of equipment of Associated Brands after reopening

Post-COVID Innovation in Customer Experience
Key strategies for adapting the luxury customer experience to post-COVID health needs

COMMITMENTS 2020

ABRAEL maintains its commitment to unite and represent the Luxury Brands, promoting moments of development among the managers of the Associated Brands, carrying out Exclusive Training with the outstanding professionals in each area of operation

Closer relationship with the Federal and State Government, representing the interests and needs of Associated Brands

Providing interaction between the Brands and the Market, creating strategic opportunities for the players of the Luxury Activity in Brazil

Monitoring of all developments arising from the COVID-19 crisis, as well as the impacts on Luxury Activity

ASSOCIADAS


BRAZILIAN LUXURY TRAVEL ASSOCIATION
BURBERRY LONDON ENGLAND
ORFEU CAFÉS ESPECIAIS
Cartier
CASABOSSA
CHANEL
CHOCOLAT DU JOUR
Christian Dior PARFUMS
DIAGEO
D&G DOLCE & GABBANA
Ermenegildo Zegna
ESTĒE LAUDER
ETEL
FENDI
GASTRONOMIA MF
GIORGIO ARMANI
GIVENCHY
KENZO
GRUPO JCPM
BOSS HUGO BOSS
iRETAIL
L'ORÉAL PARIS
LOUIS VUITTON
Matueté
MaxMara
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PAZETTO
Pernod Ricard
PONTA DOS GANCHOS EXCLUSIVE RESORT
privalia
SAINT LAURENT
Salvatore Ferragamo
SWAROVSKI
TAGHeuer
TIFFANY & Co.
TROUSSEAU

ABRAEL STRUCTURE

Freddy Rabbat
Presidency

Carla Assumpção
Vice Presidency

Maximiliano Suffriti
Market Relations Department

Manoela Mendes
Marketing Director

Gerard Jaufret
Fiscal and Financial Director

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#LuxuryInspiration

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