

# GREAT EXPECTATIONS FOR COUROVISÃO 2010



All is ready for this year's edition of Courovisão (International Fair of Components, Leather, Equipment, Chemicals and Accessories for Footwear and Manufactured Goods), that will bring together dozens of exhibitors at the Fenac pavilions on September 28th through 30th. Held in Brazil's largest leather-footwear manufacturing hub, Novo Hamburgo, Rio Grande do Sul, the fair will showcase the main new products in terms of raw materials and components for footwear, accessories, clothing and manufactured goods. Regarded as a crucial benchmark event in the fashion market, "Courovisão is an established fair and has become increasingly important with each passing year, it is highly valued by designers and people involved in creation and development. This is the right time to purchase

samples for the upcoming collection, besides deciding on the suppliers for fall-winter 2011" - said Ricardo Michaelsen, Fenac CEO. The event is held by Fenac in collaboration with ASSINTECAL - Brazilian Association of Manufacturers of Components for Leather, Footwear and Manufactured Goods, ABECA - Brazilian Association of Footwear and Related Goods Designers, ABQTIC - Brazilian Association of the Leather Industry Chemists and Technicians, AICSul - Rio Grande do Sul Association of Tanneries, CICB - Brazilian Center of Tanneries, and IBTeC - Brazilian Institute of Technology for Leather, Footwear and Related Goods. The main attraction for this year's Courovisão program is certainly the workshop that will be held during the fair by well-known Portuguese leather designer and consultant João Carvalho in collaboration with the Italian publishing house ModaPelle, titled: "The importance of development and trends concept



Il designer e consulente João Carvalho  
João Carvalho, leather designer and consultant

in the fashion business". We met João Carvalho for a quick chat as he's giving the final touches to the topics of his workshop that will touch themes such as future trends for leather, leather working techniques and how to combine elements of creativity and business. ModaPelle: Could you tell me something about your work ethic? How difficult is it to "sniff" and then capture on leather the newest trends? João Carvalho: I definitely avoid to propose items that are solely trendy and stylish. I focus on design for the development of products which will meet the neverending demand for change. MP: What is, in your opinion, the secret to stay on top and successful, for example for a tannery or a leather company, even during this world economical crisis? JC: Fashion innovation for sure. To set trends, to try to lead the way in true customized solutions to fit customer's needs. Despite the economical crisis, fashion will be kept alive. As a designer I consider that it is imperative to make continuous analysis of economic and social situations, of the identity of the group target and to provide new competitive ideas.



Alcune sculture in pelle di João Carvalho create con le pelli della Conceria Priante  
Some leather sculptures by João Carvalho created with Conceria Priante leathers