

brir





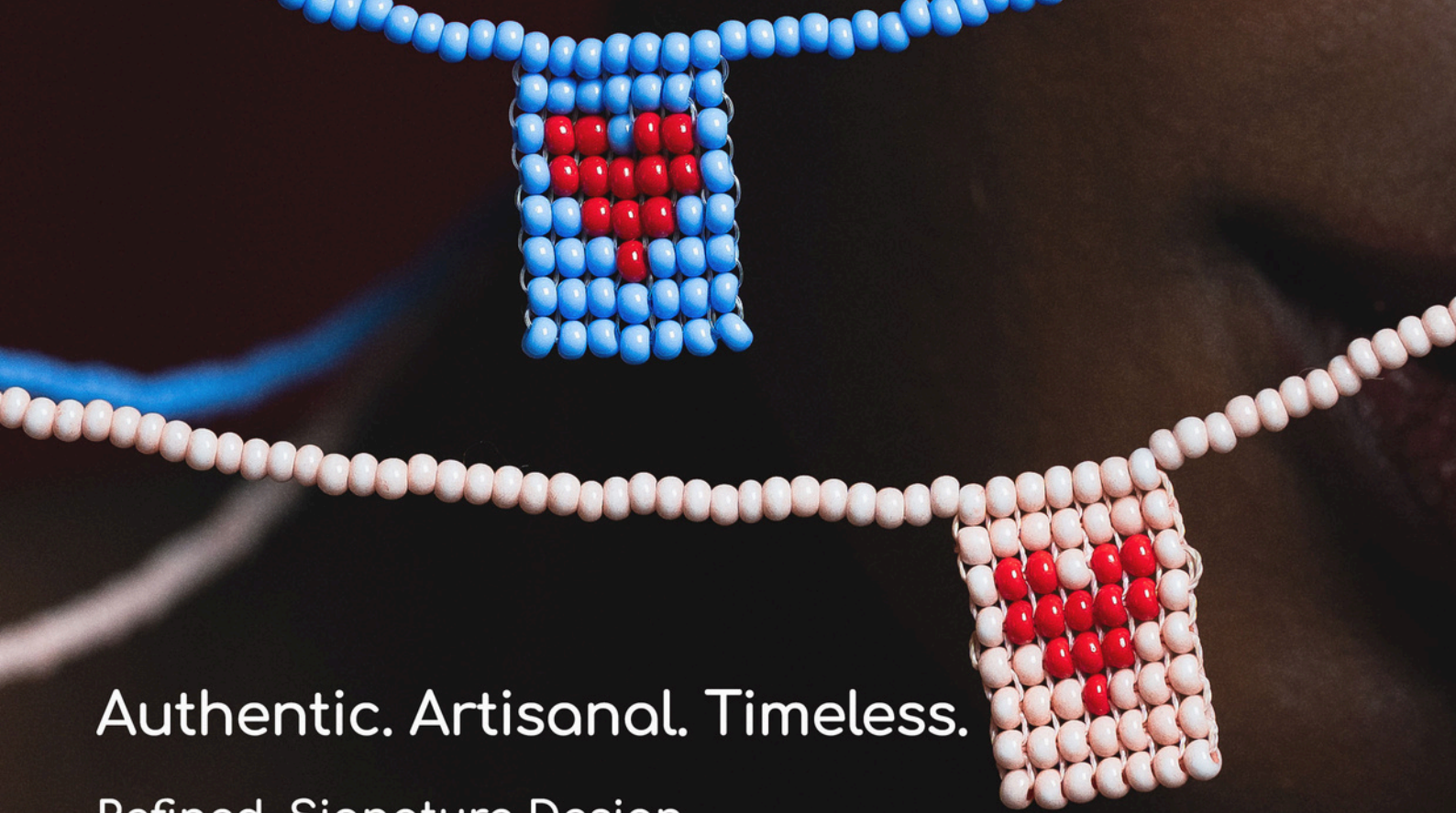
**Brir** is more than just an accessory brand. It's an invitation to self-care a moment for women to express themselves with sophistication and authenticity.

**Duda Braga** founded the brand in 2012, after years of experience as a costume designer at TV Globo and the Theatro Municipal of Rio, as well as nearly a decade at Isabela Capeto, and collaborations with renowned brands such as Farm and Lenny Niemeyer.

A graduate of **Istituto Marangoni** in Milan, Duda lived and studied in Italy for over four years, where she deepened her connection with design and the art of handmade craftsmanship.







## Authentic. Artisanal. Timeless.

### Refined, Signature Design

Thoughtfully crafted with original, in-house creations.

### Handmade

Each piece carries the unique charm of artisanal, handcrafted work.

### Accessible Luxury

High-quality materials, designed to feel special yet still within reach

### Empowering Artisan Talent

Brir takes pride in training and developing skilled embroiderers and artisans, nurturing talent from the ground up.

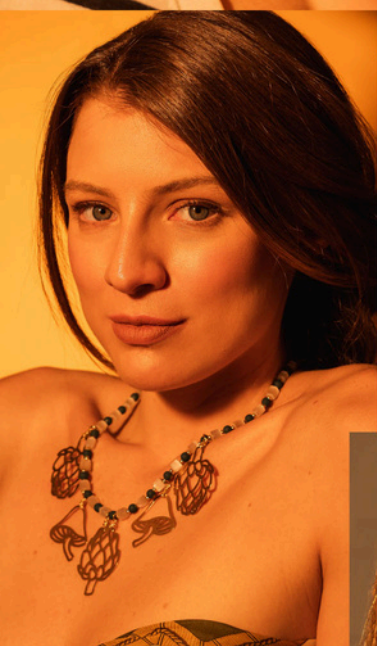
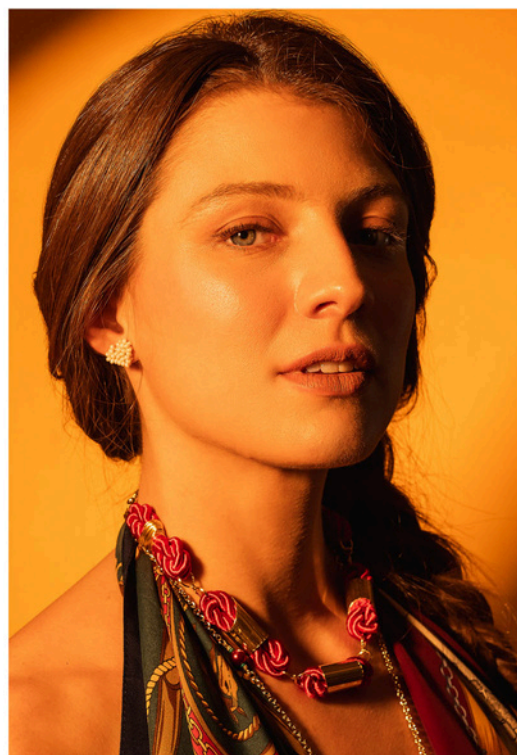
### Scalable, Conscious Production

Small-scale batches that can expand quickly upon demand. We collaborate with a wide network of embroidery groups and craftswomen.

### Sustainability & Slow Fashion

Timeless designs that reduce waste and honor local craftsmanship.







## Market & Expansion Potential

Our primary goal at this stage is to enter the European and American markets.

**Europe:** France, Italy, Spain, Portugal, Greece, and the United Kingdom

**USA:** Miami, New York, Los Angeles, San Francisco

## Why Expand?

Our products are entirely handmade, featuring original and sophisticated design - a perfect match for the taste and values of European and American consumers.

Chic, handcrafted, and accessible - Brir offers a unique blend that resonates with an international audience seeking authenticity and elegance.





## Production & Export Capacity

### Team & Infrastructure

We have a highly skilled team prepared to manage large-scale orders. In the past, we've successfully produced at scale for brands such as Farm Rio and Westwing.

### Current Production

We currently produce around 1,500 pieces per month, with the ability to scale. Our best-seller, the Seaweed Earring, alone can reach a monthly capacity of 500 pairs.

### Export Experience

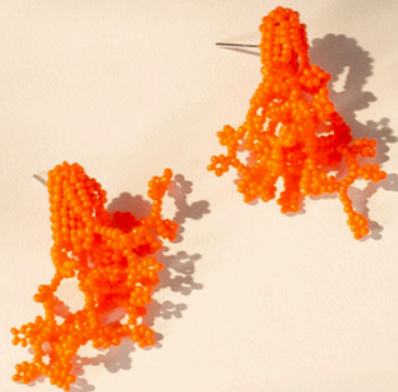
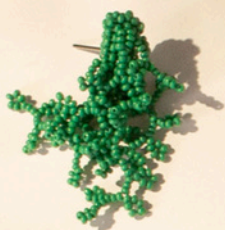
We've had export experiences with direct sales to multi-brand boutiques in Singapore, Miami, New York, and Lisbon. Notably, we were part of the "Farm & Friends" project, invited by Farm Rio to collaborate in international stores including: SoHo (New York), Le Bon Marché and Printemps (Paris), Venice Beach (California), and Liberty (London).

### Export Strategy

We work with on-demand production and/or available stock collections. For made-to-order collections, our average production lead time is approximately 75 days.







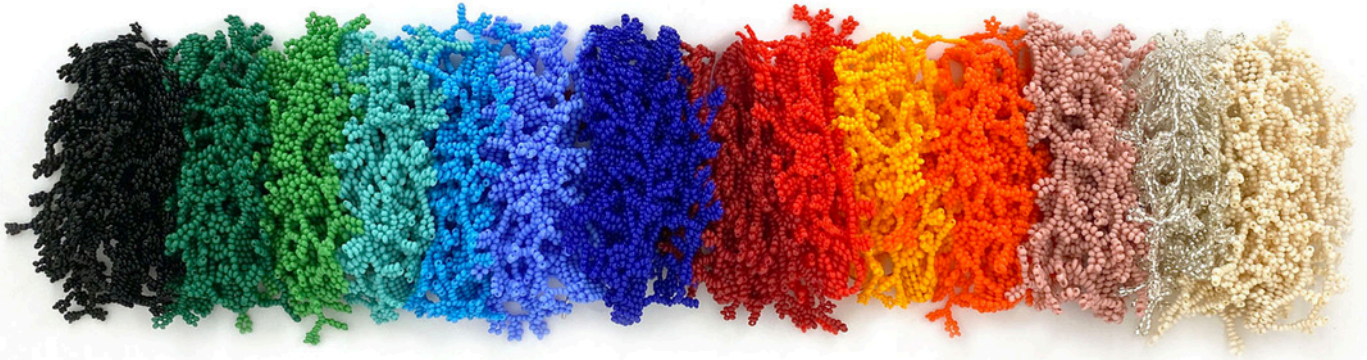
## Best-seller

The Seaweed Earring has been our signature piece for over 12 years, and remains Brir's greatest success story. With over 40,000 pairs sold worldwide, it is a timeless, sophisticated, and fully handcrafted design.

Available in two sizes and more than 24 colors, each pair is delicately made by hand by our team of skilled embroiderers. Despite its intricate design, each earring weighs only 9 grams, ensuring comfort without compromising on elegance.

All Seaweed Earrings feature nickel-free posts and backings, and are made with genuine glass beads - sourced from the Czech Republic, home to the world's most respected bead makers.





## Join the Brir Journey

For over 13 years, Brir has been transforming art into accessories - blending original design, artisanal craftsmanship, and the vibrant spirit of Rio de Janeiro.

We are a predominantly female-led brand, deeply committed to celebrating handmade work and empowering the talented embroiderers and artisans who bring our creations to life.

We believe in accessible luxury: refined, carefully crafted pieces that embody the effortless charm and soul of the Rio lifestyle.

Brir has a solid presence, with two stores in prime locations in Rio de Janeiro and a thriving e-commerce platform that serves customers all over Brazil.

If you're looking to offer your clients an authentic, elegant brand with true personality, Brir is your ideal partner.

Luxury is handmade.



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