

PERUVIAN BRANDS TRANOÏ



At a time when sustainability is no longer a trend but a recurring dialogue present in every aspect of daily life, 8 refined Peruvian brands will promulgate ethical values by highlighting the exceptional fibers of our country: alpaca and pima cotton, toquilla straw or even ceibo.

The brands Amarena, Ana G, Cornelio Borda, Fringe, Kero Design, Kuna, Pampa and Susan Wagner will present their high-quality contemporary collections combining ethics and aesthetics. Each piece reflects a rich cultural heritage and an authentic relationship with the artisans.

This exhibition represents for the participating brands, an important commercial meeting to create relationships with the fashion market not only in France but internationally and to introduce buyers from all over the world to the goodness of our exceptional fibers.



AMARENA

The new collection of Amarena offers unique and timeless pieces made with high quality materials with low impact on the planet. Thanks to working with artisans from different regions of Peru, we find sophisticated and fun pieces that adapt to all season.



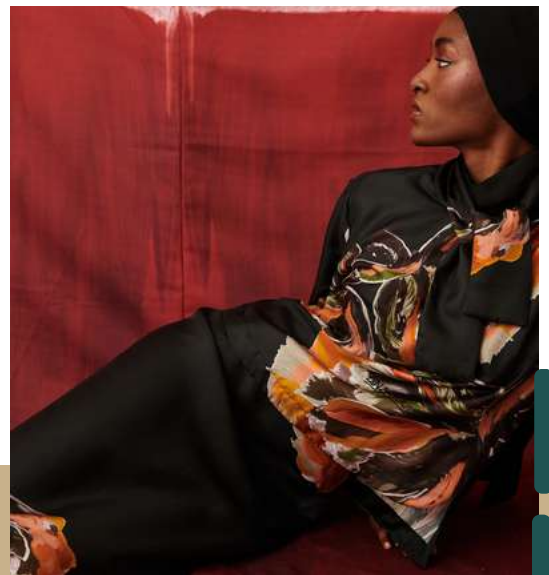
CONTACTO

Instagram :@amarena_peru
www.amarena.pe

ANA G

Ana G. is a sustainable brand that draws inspiration from our pre-Columbian ancestral heritage, the traveling spirit and the different cultures of the world through timeless quality clothing that stands out for its sophisticated ethnic style. The brand gives the opportunity to discover the textile history of our country.

The designer seeks to reflect the love for Peruvian cultural heritage, which offers different nuances of textures, colors, fibers and tradition. Each fabric is printed with certified organic dyes that minimize the use of chemicals, toxic to the skin and have a negative impact on the environment.



CONTACT

Instagram :@anagofficiel
www.anaguiulfo.com/

CORNELIO BORDA

With original luxury accessories with a timeless design, Cornelio Borda brand tells the story of mixing cultures. The creator, Renata Garcia Machedo merges the cultural richness of Peru and Italian elegance and magic. He combines Italian and Peruvian know-how by creating pieces with sustainable materials such as alpaca, fish leather and natural rubber. The “Alpaca carpet shoe” collection reinforces the brand's commitment to sustainability through the reuse of waste and incorporating sustainable alpaca and pima cotton yarns that come from leftover garment production in Peru.



CONTACT

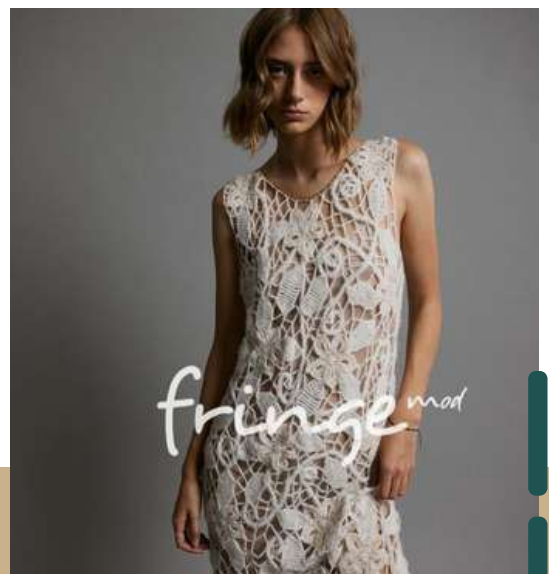
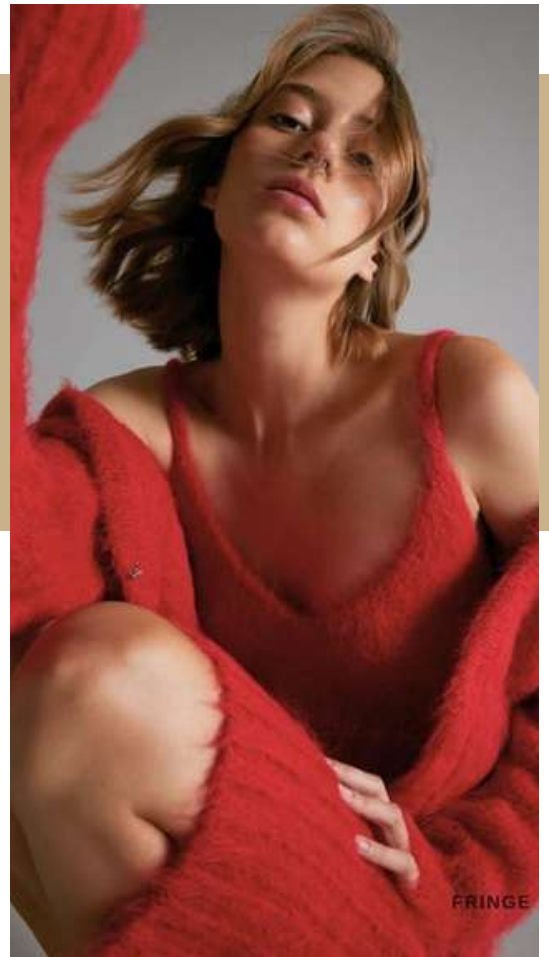
Instagram :@cornelio_borda
www.cornelioborda.com

FRINGE

Fringe is a brand dedicated to the art of knitting through bold, avant-garde and ethical fashion inspired by romance and beauty.

Always respecting the environment and sustainability, the creator of Fringe plays with strong colors like red or turquoise and uses a mixture of beautiful alpaca yarns of different varieties. Hand dyeing the yarns, a technique she uses for her collection, allows her to choose each color and mix them to create a unique artistic expression and completely different pieces.

The designer's crochet pieces represent an ultimate expression of the art of knitting thanks to a blend of alpaca and merino and a fusion of colors like white, black, lilac and yellow.



CONTACT

Instagram :@fringeperu

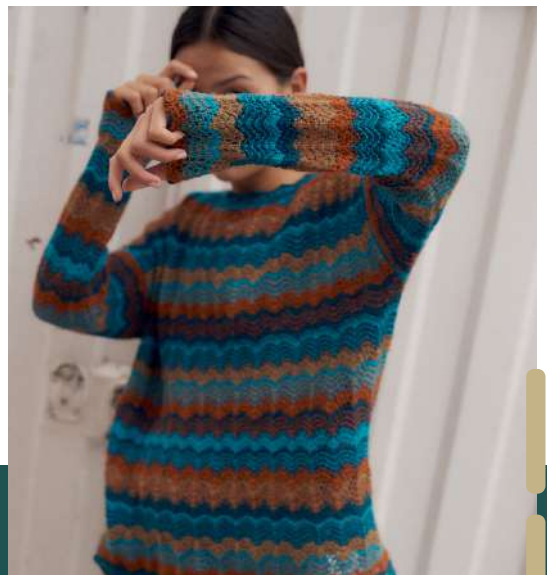
www.fringe-knitwear.myshopify.com

KERO DESIGN

In her collections, Mariella Gonzalez highlights the colors, techniques and the most beautiful natural fibers of a rich and diverse Peru.

By incorporating vibrant colors, indigenous artisan techniques, she creates a line that not only reflects the essence of our land, but also celebrates the beauty of our varied cultural identities.

The creator of Kero Design promotes innovation and creativity by harmoniously blending international trends with traditional Peruvian designs.



CONTACT

Instagram :@kerodesign_official
www.kero-design.com

KUNA

Kuna is among the pioneers in exploring the Peruvian textile tradition, adding significant value to the fiber through collaboration with breeders and using premium fibers such as alpaca, wool and silk. It is the only brand dedicated to working with vicuña, the best fiber in the world, thus guaranteeing exclusivity and unparalleled quality.

The Fall Winter collection enhances the inherent colors and textures inspired by the captivating landscapes of the Andes. Each product is a blend of traditional textile techniques with versatile designs that suit any occasion.

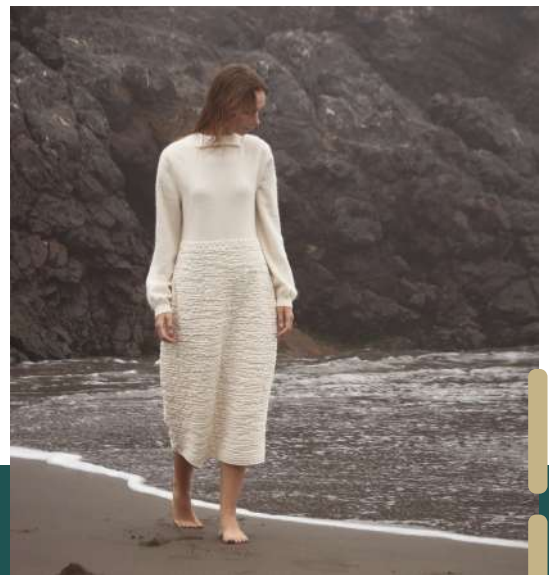


CONTACT

Instagram :@kunaofficial
www.kunastores.com

PAMPA

The “Connection with nature” collection by Victor Perez extracts and creates new stitches, inspired by the life cycle of nature, using alpaca, cotton, wool and silk fibers as a basis. They create a mixture that allows them to create pieces with fine fibers and subtle textures that adapt to the different climatic changes that exist today on our planet, which through the subtlety and nobility of these fibers take us into a journey of mystical connection with Mother Nature and her increasingly scarce resources due to the direct influence or indirect destruction of humanity and calls us to reflect on the fact that we are all part of this ecosystem and that we must preserve it for the continuity of the species.



CONTACT

Instagram :@pampathebrand
www.pampathebrand.com

SUSAN WAGNER

Susan Wagner focuses on developing research-based collections of natural plant fibers, with active environmental responsibility towards the ecosystems of Peru and social responsibility towards the people and communities involved throughout the chain. The brand strives to promote sustainability and innovation in the textile industry, using artisanal techniques and values the ancient Peruvian textile tradition, projecting it into the present.

The C E I B O x SW collection is the first fashion collection made with kapok fiber from the Ceibo tree, collected and spun in Bolívar in the Cajamarca region and woven by hand. The collection features clothing made from a blend of ceibo fibers and regenerating organic cotton.



CONTACT

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For more than 5,000 years, alpacas have offered Peruvian artisans their soft and warm wool, whose master spinners and weavers have long known the secrets of vegetable dyeing. This textile tradition is still very much alive today. Peruvian alpaca, nicknamed "Tesoro de los Andes" (Treasure of the Andes), is one of the country's flagship export products. More than 1.5 million Peruvians work in the alpaca textile chain, of which the country is the world's leading producer and is home to 80% of livestock, or around 4 million animals divided into two breeds: Suri and Huacaya. Its breeding is mainly concentrated in southern Peru, in Puno, Arequipa and Cusco.

Alpaca fiber is naturally available in a range of 22 colors, starting from black and going through various variations of gray and brown. Alpaca is light, breathable, soft and does not itch. The fibers are fine while being particularly resistant. They are naturally hypoallergenic and contain no oil or lanolin.

Alpaca is today one of the most exclusive fibers used by the most famous fashion designers around the world and some renowned fashion houses.



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