



AUTANA

*Fashion Design & Marketing
Daniela Duarte*

CONTENT LIST

01. Market Analysis

02. Brand Introduction

03. Logo & Packaging

04. Distribution

05. Branding Activities

06. Brand Identity

07. Market Segmentation

08. Target & Buyer Persona

09. Logo & Packaging

10. Strategy

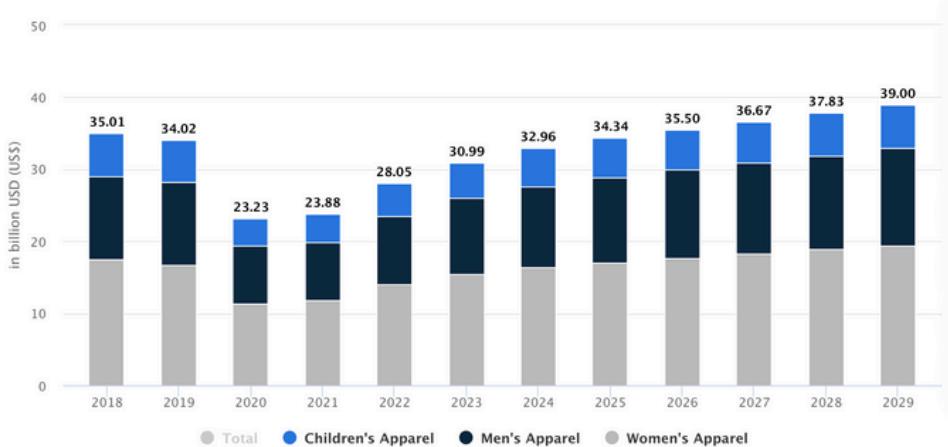
11. Objectives

Market Analysis

Fashion Market in Brazil

Over the last few years, the Brazilian fashion business has grown steadily, with positive revenue trends in segments such as apparel, luxury fashion, and sportswear. Brazil's fashion business offers both domestic and foreign brands plenty of chances to profit from new trends due to the country's anticipated rise in consumer spending, e-commerce, and growing interest in sustainable fashion.

Apparel Market Revenue in Brazil 2024

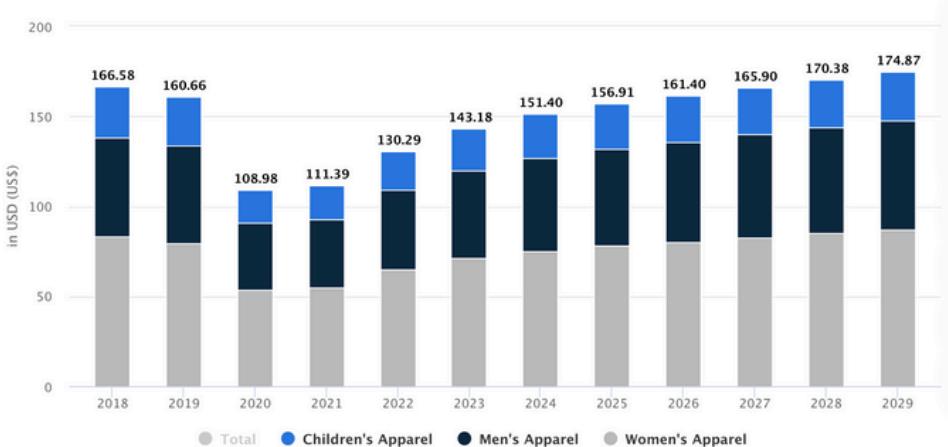


Notes: Data was converted from local currencies using average exchange rates of the respective year.

Most recent update: Dec 2024

Source: Statista Market Insights

Average Revenue Per Capita



Most recent update: Dec 2024

Source: Statista Market Insights

Market Analysis

Market Size and Growth Projections

Apparel Market: The Brazilian apparel market is expected to generate revenues of USD 34.33 billion in 2025, with a CAGR of 3.23% from 2025 to 2029. This steady growth reflects a positive outlook for consumer demand in this segment.

Fashion Market: The broader fashion market, which includes all fashion-related goods, is projected to reach USD 8.47 billion in 2025. This sector is anticipated to see a remarkable growth rate of 11.56% annually from 2025 to 2029, driven by changing consumer habits and fashion trends.

Luxury Fashion: The luxury fashion segment in Brazil will generate USD 1.17 billion in 2025, with a more modest growth rate of 1.26% annually from 2025 to 2029. Despite the slower growth, the luxury market remains an important part of Brazil's fashion landscape.

Sports & Swimwear: The sports and swimwear sector in Brazil is projected to reach USD 798.10 million in 2025, with an annual growth rate of 1.88% from 2024 to 2029. This segment continues to be a key component of the Brazilian fashion industry, particularly as activewear and casual styles gain popularity.

The retail apparel market in Brazil brought in a total of almost 280 billion Brazilian reals in 2023, which was 5% more than the year before. The endurance of the Brazilian fashion sector and its capacity to adjust to changing consumer needs are further demonstrated by this increase in retail sales.

TRENDS

TRE

Brazil's fashion scene for Summer 2025 will feature a dynamic and eclectic mix of designs that represent the country's rich cultural heritage and modern inspirations.

Bohemian Daydream: With its flowing clothing, ethnic designs, and mix of textures, the bohemian chic style is still quite popular in Brazilian fashion. A comfortable yet elegant appearance that is perfect for the warm weather is provided by long dresses, loose tunics, and statement pieces like layered necklaces and straw hats.

Elevated Athleisure: By fusing luxury clothes with athletic components, athleisure is developing into a more sophisticated style. Performance textiles, stylish trainers and fitted joggers will all be incorporated into daily attire to offer comfort and style.

Coastal Cool: This style, which draws inspiration from beachfront living, combines easy lines, nautical stripes, and airy textiles. For a casual yet stylish coastal appearance, pieces like espadrilles, wide-brimmed hats, and linen shirts are ideal.



TRENDS

TRE

Powder Pink: Gentle, powdery pink tones are returning and giving summer outfits a refined touch. This adaptable hue adds a new and feminine touch to a variety of items, including dresses and accessories.

Bold Prints and Patterns: Bright and colorful prints are expected to take centre stage, with geometric patterns, tropical patterns, and animal themes like cow and zebra prints becoming more and more well-liked. These striking designs give summer clothing a dynamic touch while capturing the vibrant essence of Brazil.

Elevated Footwear: Comfort is becoming more popular in footwear without compromising elegance. Platform sandals, elegant slides and chunky trainers are anticipated to be popular options because they are easy to wear and versatile for a variety of settings.

Natural and Sustainable Fabrics: Eco-friendly fabrics like hemp, linen, and organic cotton are becoming more and more popular. These textiles are being used by designers to create collections that appeal to consumers that care about the environment and follow worldwide sustainability trends.

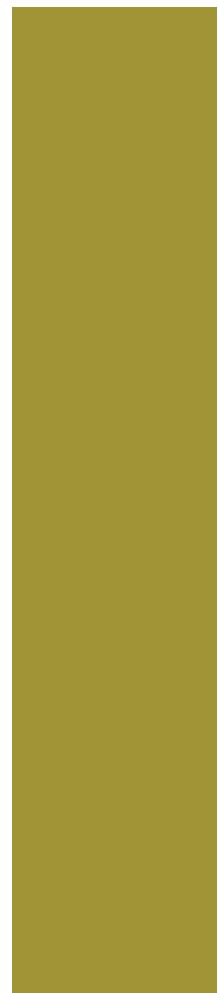


BRAND CONCEPT

This fashion collection highlights the contrast between traditional craftsmanship and contemporary influences that shape the fashion industry and the indigenous way of life, drawing from the rich cultural heritage of Venezuela's indigenous peoples. In addition to bringing attention to the urgent sociopolitical problems endangering the cultural existence of Venezuela's indigenous communities, the collection seeks to celebrate their beauty, customs, and bravery.

Venezuela is home to numerous indigenous communities, including the Yanomami, Pemon, Wayuu, and Warao, each with distinct traditions, beliefs, and styles. Since these communities have always had a strong bond with the land, natural materials like cotton, feathers, beads, and other locally obtained items are frequently used in their traditional clothing. The textiles and craftsmanship used in their garments signify not only aesthetic preferences, but also a deep connection to their environment, spirituality, and ancestral knowledge.

This collection aims to raise awareness of the socio-political issues surrounding illicit mining and to celebrate the beauty of indigenous cultures. It highlights the resilience of these communities and emphasizes the need to protect their culture, environment, and rights through a blend of contemporary fashion and traditional aesthetics. Additionally, it seeks to promote sustainable mining practices and the protection of indigenous women and children, fostering discussions on culture, sustainability, and human rights while ensuring respectful representation of Venezuela's indigenous peoples.



POSITIVE IMPACTS ON AMAZONIAN INDIGENOUS PEOPLE

- 01.** ■ ACCESS TO INFORMATION: IT EMPOWERS COMMUNITIES BY PROVIDING INFORMATION ON RIGHTS AND RESOURCES.
- 02.** ■ COMMUNICATION: MOBILE PHONES AND THE INTERNET ENHANCE COMMUNICATION WITHIN AND OUTSIDE THE COMMUNITIES.
- 03.** ■ ECONOMIC OPPORTUNITIES: TECHNOLOGICAL ADVANCEMENTS OPEN UP AVENUES LIKE ECOTOURISM AND ONLINE SALES FOR TRADITIONAL CRAFTS.
- 04.** ■ ENVIRONMENTAL MONITORING: TECHNOLOGY ASSISTS IN PROTECTING LAND AND RESOURCES FROM ILLEGAL ACTIVITIES.
- 05.** ■ CULTURAL PRESERVATION: DIGITAL TOOLS HELP DOCUMENT AND MAINTAIN INDIGENOUS LANGUAGES, STORIES, AND TRADITIONS.

NEGATIVE IMPACTS ON AMAZONIAN INDIGENOUS PEOPLE

01. ■ CULTURAL EROSION: TECHNOLOGY AND WESTERN LIFESTYLES THREATEN TRADITIONAL PRACTICES AND IDENTITIES.

02. ■ ENVIRONMENTAL DEGRADATION: INDUSTRIAL DEVELOPMENT LEADS TO DEFORESTATION AND POLLUTION, IMPACTING INDIGENOUS LIVELIHOODS.

03. ■ LAND RIGHTS CONFLICTS: EXPANSION LEADS TO ENCROACHMENT ON INDIGENOUS LANDS FOR AGRICULTURE AND INFRASTRUCTURE, CAUSING DISPLACEMENT.

04. ■ DEPENDENCY: ACCESS TO MODERN CONVENiences CAN CREATE RELIANCE ON EXTERNAL RESOURCES, UNDERMINING TRADITIONAL PRACTICES.

05. ■ HEALTH RISKS: INCREASED CONTACT WITH OUTSIDE COMMUNITIES EXPOSES ISOLATED POPULATIONS TO NEW DISEASES.

06. ■ LOSS OF AUTONOMY: EXTERNAL PRESSURES MAY DIMINISH THE ABILITY OF INDIGENOUS COMMUNITIES TO GOVERN THEMSELVES AND MAINTAIN THEIR TRADITIONS.

PHYSIQUE

NATURAL MATERIALS
HIGH-QUALITY CRAFTSMANSHIP
TRADITIONAL PATTERNS

PERSONALITY

EMPATHETIC
EMPOWERING
AUTHENTIC

CULTURE

CULTURAL PRESERVATION
HERITAGE
CULTURAL STORYTELLING

RELATIONSHIP

PURPOSE-DRIVEN
SOCIAL IMPACT
CONNECTION

REFLECTION

SOPHISTICATED
SOCIALLY CONSCIOUS
CULTURALLY ENGAGED

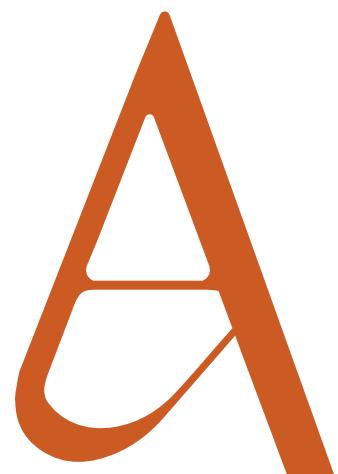
SELF-IMAGE

PROUD
EMPOWERED
PASSIONATE

AMAZONAS



LOGO & PACKING



BRANDING

PRODUCT

Autana carefully combines modern style with traditional Venezuelan craftsmanship. Each piece is made using the best sustainable materials and combines old handmade processes with contemporary aesthetics in a harmonious way. The end result is a collection that honours tradition while still being modern and trendy with exclusive, high-quality items.



PRICE

Due to the outstanding quality and uniqueness of its products, Autana is happy to be in the luxury and premium price range. Our price strategy is designed to provide each piece cultural and societal relevance in addition to showcasing the brand's high-end nature. Each piece narrates a tale of craftsmanship and legacy, elevating the purchase from a luxury to an investment in something special and significant.

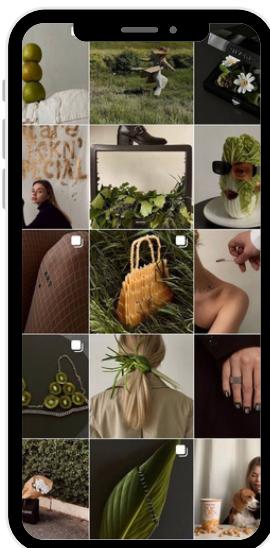


BRANDING

PLACE

Autana will bring its unique collection to consumers through an exclusive pop-up strategy, both in Brazil and across key European countries. The brand will curate immersive pop-up experiences in high-traffic, fashion-forward cities, creating a direct connection with its target audience.

These temporary retail spaces will not only showcase Autana's thoughtfully crafted apparel but also introduce the cultural and artistic story behind each piece, offering customers an unforgettable shopping experience.



PROMOTION

Autana's promotional strategy centers on storytelling, cultural advocacy, and building a loyal customer base that values sustainability, and support for indigenous communities. Through social media the brand will show the artisans' stories and craftsmanship, while influencers and celebrity partnerships will strengthen its positioning. Exclusive fashion shows and cultural events will showcase the fusion of tradition and modern designs.

BRANDING ACTIVITIES

SOCIAL MEDIA

Autana showcases artisans and their traditions through social media, with their “Meet our artisans” series on Tiktok, Autana’s followers can get an inside look into the company’s inner workings.

Their content also includes posts about Venezuelan indigenous culture, traditions and craftsmanship. Some of their posts explain the process behind their designs, where their inspiration comes from to create each unique piece.



WEBSITE

Autana’s website offers a user-friendly shopping experience for customers to easily browse for purchase or to get to know the brand more. With a dedicated space where the brand shares the story behind the brand and its mission to raise awareness about the challenges that indigenous communities go through.



BRANDING ACTIVITIES

PRESS COVERAGE

The brand's commitment to raising awareness about the challenges indigenous communities face has earned Autana coverage in numerous magazines. The company's mission has been celebrated for its ethical approach to business, highlighting Autana's advocacy for fair wages, cultural preservation, and the empowerment of local communities.



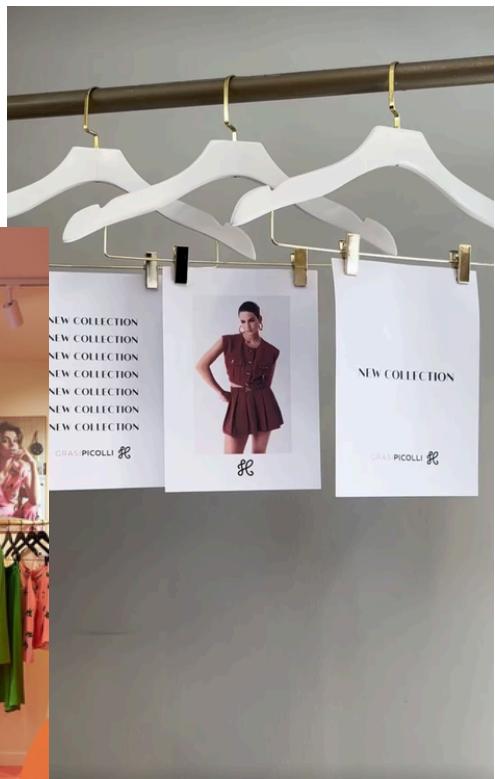
BRAND COLLABORATIONS



Autana worked with a global network of sustainable fashion brands to create a limited edition collection featuring indigenous artisans from Venezuela. The collaboration raised awareness about the importance of preserving cultural heritage while promoting sustainable production practices.



EVENTS & POP-UP STORES



Autana's pop-up stores will be an essential part of its strategy to create a direct connection with customers and offer a tactile and immersive brand experience. These temporary retail spaces will be strategically located in key cities in Brazil and Europe to generate buzz, attract both locals and tourists, and offer exclusive collections.



MISSION

The brand's main objective is to increase awareness of Venezuela's indigenous peoples, whose varied customs and ways of life are frequently disregarded around the world. By emphasising design, storytelling, and sustainable practices, the brand draws attention to the difficulties that these communities face, such as economic isolation, land dispossession, and cultural identity loss as a result of internationalization.

The brand's mission emphasise the preservation of indigenous cultural heritage. The brand's collections incorporate traditional textiles, styles, and processes, highlighting the beauty and craftsmanship of Venezuela's indigenous traditions, such as the Wayuu people's delicate needlework and the Pemon's vivid woven fabrics.

The brand's ideology is based on the belief that fashion has the power to inspire societal change. The business helps local artists by offering fair-trade possibilities, financially supporting these people, and using fashion to raise awareness of indigenous cultures' resilience and beauty.



VALUES

"TO TRULY UNDERSTAND AND SUPPORT INDIGENOUS COMMUNITIES, IT IS IMPERATIVE TO RECOGNISE THE DEPTH AND BREADTH OF THEIR CULTURES."

The company upholds ethical standards that align closely with the traditional values of many indigenous communities, focusing on sustainability, respect, and community empowerment. By prioritizing sustainable production methods, the brand minimizes its environmental footprint while promoting locally sourced, eco-friendly products such as handwoven textiles, organic cotton, and natural dyes. This commitment not only lessens environmental harm but also strengthens the brand's relationships with local artisans, whose practices often reflect environmentally sustainable approaches.

Respect plays a vital role in all facets of the brand's operations. Acknowledging and honoring the rights, customs, and traditions of indigenous peoples is essential. This commitment to respect is evident in the brand's collaboration strategy, which establishes partnerships with native communities based on mutual respect and fair compensation. The company ensures that indigenous perspectives are prominent in the creative process, allowing these communities to take ownership of how their cultural symbols, designs, and practices are represented in the global fashion landscape.



VISUAL

IDENTITY



TRADITION

SUSTAINABLE



ENRICHMENT



VIBRANT



POSITIONING MAP



COMPETITORS

MARIA FILÓ

It was established in 1998 and produces fashionable, adaptable apparel that is both sophisticated and comfortable to wear. Maria Filó is well-known for her feminine and contemporary designs. It provides a selection of ready-to-wear options that combine comfort and stylish refinement, making them ideal for daily use.

OSKLEN

Founded in 1989, this company offers simple designs made of environmentally safe materials that blend elegance with sustainability. With an emphasis on classic style and environmental sustainability, the company offers fashionable apparel, accessories, and footwear for both men and women.

ISOLDA

Founded in 2003, this exclusive line of hand-drawn prints honours Brazil's natural beauty. The brand offers a distinctive and creative take on tropical fashion with its vibrant, nature-inspired motifs that are incorporated into women's clothing, particularly dresses and blouses.

FARM RIO

It was founded in 1997 and is renowned for its colourful, tropical-inspired designs that perfectly convey the exuberance of Brazil. The brand, which specialises in women's clothes, offers dresses, shirts, and swimwear that exude vitality and playfulness via their striking motifs and hues.

CONSUMER ANALYSIS

DEMOGRAPHIC	<p>25-45 years old; Likely to have higher incomes, establish professionally, interest for luxury or high-end artisanal fashion.</p> <p>18-25 years old; Younger consumer who are probably still in university or just starting their careers, interest in social consciousness, cultural engagement and ethical fashion.</p>
GEOGRAPHICS	<p>Sao Paulo: largest fashion place in Brazil Rio de Janeiro: drawn to Brazilian designs and sustainability Brasilia: Strong appreciation for culture and heritage</p>
PSYCHOGRAPHICS	<p>Socially conscious consumers who value ethical fashion, interested in luxury fashion mixed with Brazilian cultural heritage.</p>
INCOME LEVEL	<p>Upper Middle-Class: customers with greater means who can afford premium and eco-friendly fashion. They are willing to invest in works that are one-of-a-kind, of exceptional quality, and have a story to tell.</p>
OCCUPATION	<p>Professionals, Entrepreneurs, Artists, and Cultural Influencers who value craftsmanship and sustainability. They are likely working in fields like fashion, art and media.</p>
LIFESTYLE	<p>Culturally curious people, with a strong appreciation of cultural heritage, especially indigenous communities in Brazil and Latin America. Interested in luxury fashion that is meaningful.</p>
BEHAVIORAL CHARACTERISTICS	<p>Tends to shop online, specially e-commerce sites and luxury boutique platforms, prefers to spend on high-quality pieces rather than fast fashion.</p>



AUTANA'S STRATEGY

Autana will offer a genuinely immersive and ethical fashion experience by fusing cutting-edge technology with a strong dedication to conserving Venezuela's indigenous cultures. In addition to showcasing the beauty of these cultures, Autana guarantees that these artisans receive recompenses and acknowledgement for their work by collaborating with indigenous designers and craftspeople who specialise in eco-friendly materials. This method celebrates the diversity of indigenous customs and helps local communities while offering clients unique products that express their individual character.

In order to increase awareness about this message, Autana will develop a campaign that is centred around the idea of "Fashion with Purpose." In order to convey the cultural value of the textiles as well as the tale of each artisan and their trade, the brand will produce visually appealing material. Autana will create a sense of global community by encouraging customers to share their own designs through interactive features on social media platforms like Instagram and TikTok. Influencer partnerships with people who care about the environment and culture will help Autana's purpose reach a larger audience by bringing fashion enthusiasts together with the brand's principles. Autana will become a leader in ethical fashion by effectively fusing technology, storytelling, and sustainability, encouraging clients to wear more than simply clothing—they will be wearing the tale of a culture that is worth conserving.



BRAND GOALS SHORT TERM

GOAL	OBJECTIVES
Increase Brand Awareness and Social Media Engagement	<ul style="list-style-type: none"> • Goal: Increase Autana's visibility across social media platforms, with a focus on TikTok and Instagram, by promoting the Meet Our Artisans series and highlighting the brand's mission. • Strategy: Develop engaging content that showcases the artisans behind the brand, their unique processes, and the cultural significance of their work. This content will aim to reach a wider audience and attract a community passionate about indigenous culture and sustainability.
Strengthen Artisan Partnerships and Product Lines	<ul style="list-style-type: none"> • Goal: Further develop and expand collaborations with indigenous artisans in Venezuela to offer a more diverse range of products. • Strategy: Introduce new collections that showcase the variety of indigenous craftsmanship, ensuring each piece tells a story and reflects the heritage of the artisans involved.
Optimize E-commerce Experience and Increase Sales	<ul style="list-style-type: none"> • Goal: Enhance the website's user experience to drive conversions and improve customer retention. • Strategy: Redesign key sections of the website to make browsing and purchasing easier. Incorporate customer testimonials and detailed product descriptions to help visitors connect with the brand's mission.
Expand Press Coverage and Secure Media Features	<ul style="list-style-type: none"> • Goal: Secure coverage in top-tier fashion, sustainability, and cultural publications to increase brand exposure. • Strategy: Pitch feature stories to editors, focusing on Autana's commitment to cultural preservation and ethical production. Additionally, partner with journalists and influencers to showcase the impact of Autana's initiatives.

BRAND GOALS LONG TERM

GOAL	OBJECTIVES
Position Autana as a Leading Ethical Fashion Brand	<ul style="list-style-type: none"> • Goal: Establish Autana as a globally recognized leader in sustainable fashion, known for promoting indigenous artisanship and cultural preservation. • Strategy: Continue to scale brand awareness through global marketing campaigns, collaborations with well-known designers, and sponsorships of high-profile fashion events. Maintain a strong focus on the brand's mission to provide sustainable and ethically produced fashion.
Expand Artisan Network and Global Reach	<ul style="list-style-type: none"> • Goal: Grow Autana's artisan network to include additional communities across Latin America and indigenous regions worldwide, while continuing to elevate Venezuelan artisans. • Strategy: Partner with organizations and foundations that support indigenous craftsmanship to source new artisan collaborations. Expand the product catalog to feature even more diverse cultures and craftsmanship.
Achieve Full Sustainability	<ul style="list-style-type: none"> • Goal: Make Autana a fully sustainable brand, with a commitment to eco-friendly production practices, carbon offsetting, and sustainable materials. • Strategy: Implement a sustainability roadmap that covers product sourcing, production, packaging, and shipping. Obtain certifications such as Fair Trade and Global Organic Textile Standard.
Establish Global Retail Presence and Flagship Stores	<ul style="list-style-type: none"> • Goal: Open flagship stores in key international cities and partner with prestigious retailers to make Autana accessible to a broader, global customer base. • Strategy: Secure prime retail locations in global fashion hubs and partner with high-end department stores. Host exclusive product launches and cultural events to drive foot traffic and sales.

REFERENCES

- **Vogue**, 2016. Brazilian fashion designers to know now: Isolda, Martha Medeiros, and more. [online] Available at: <https://www.vogue.com/article/brazilian-fashion-designers-isolda-martha-medeiros-rio-de-janeiro-olympics>
- **IWGIA**, 2022. Venezuela. [online] Available at: <https://iwgia.org/en/venezuela/4677-iw-2022-venezuela.html>
- **What Design Can Do**, 2021. Fashion that connects past, present, and future. [online] Available at: <https://www.whatdesigncando.com/stories/fashion-that-connects-past-present-and-future/>
- **Statista**, 2025. Fashion Market in Brazil. [online] Available at: <https://www.statista.com/outlook/emo/fashion/brazil#:~:text=Revenue%20in%20the%20Fashion%20Market,US%2413.12bn%20by%202029>
- **Vogue**, 2025. Resort 2025 fashion trends. [online] Available at: <https://www.vogue.com/article/resort-2025-fashion-trends>
- **Glamour**, 2025. 2025 fashion trends. [online] Available at: <https://www.glamour.com/story/2025-fashion-trends>
- **Natal Rio Grande do Norte**, 2023. 5 top Brazilian fashion labels you should know. [online] Available at: <https://www.natalriograndedonorte.com/5-top-brazilian-fashion-labels-you-should-know/>
- **Vogue Business**, 2023. Farm Rio's guide to taking a Brazilian brand international. [online] Available at: <https://www.voguebusiness.com/companies/farm-rios-guide-to-taking-a-brazilian-brand-international>
- **Mahmoud, R.**, 2025. The Fashion Pyramid. Retail Dogma. Available at: <https://www.retaildogma.com/fashion-pyramid/>
- **Tourinho, B.**, 2024. Why Are Brazilian Sustainable Fashion Brands a Cultural Revolution? The Robin Report. Available at: <https://therobinreport.com/why-are-brazilian-sustainable-fashion-brands-a-cultural-revolution/>