

Fashion Design Services

Connecting Argentine exporters to the world





About 'Fundación Exportar'

Fostering Argentine Exports

Fundación Exportar is the export promotion agency of the Argentine Ministry of Foreign Affairs and Worship, aimed at fostering the increase and diversification of Argentine exports.

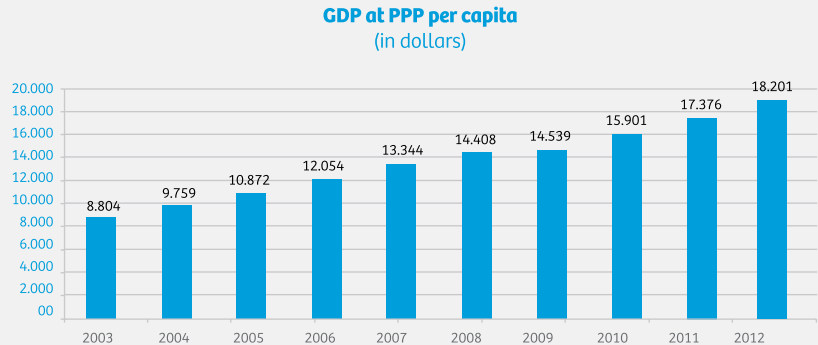
In this regard, provides assistance to the business community in their efforts to conquer new markets in order to accomplish the ultimate goal which is that Argentine companies trade products and services worldwide.



About Argentine Economy

Argentina is **the third largest economy in Latin America**, behind Brazil and Mexico. According to IMF data for 2012, its GDP in terms of purchasing power parity reached **US\$ 751.391million**.

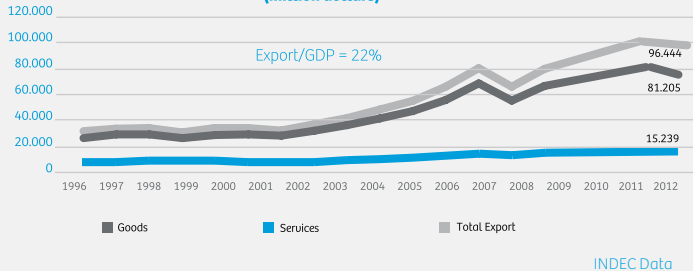
Its GDP per capita in 2012, measured in purchasing power parity was of **US\$18.201**.



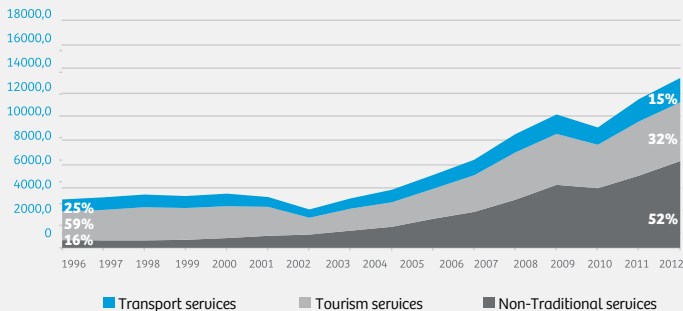
IMF Data , 2007 to 2012: estimated

In the prestigious **Global Competitiveness Report 2012-2013** prepared by the World Economic Forum, Argentina is ranked 94th among 144 economies analyzed, and has been placed within the group of 21 developing economies that are 'in transition to' the last stage of development: the 'innovation-driven economies' (35 developed economies).

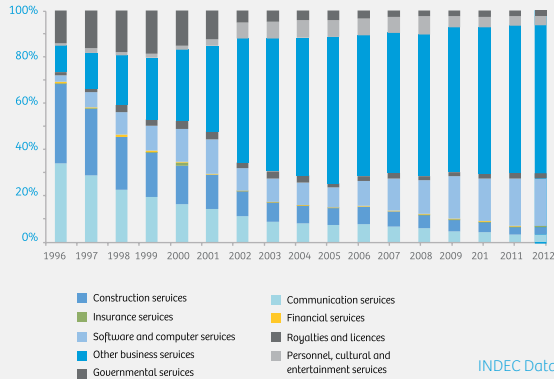
Argentine Export (million dollars)



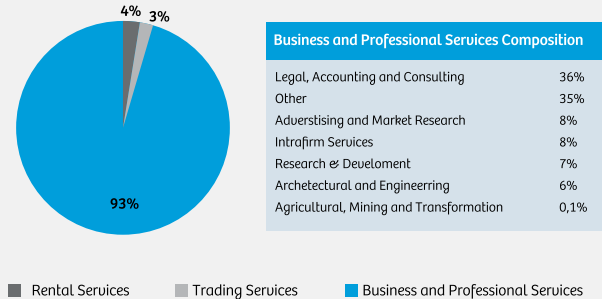
There is evidence of a sustainable expansion of Argentine non traditional exports of services...



...and "other business services" export outstand among non-traditional services exports



Structure of 'Other business services' export
Year 2011



In its report about the performance of Free Exchange Market during 2012, the Argentine Central Bank (BCRA) issued preliminary data stating that **Argentine exports of business and professional services** showed a **positive net balance** (revenue minus expenses) of 3,100 million dollars during 2012, representing **over a twofold increase as compared to the previous year.**



Paris Fashion Week 2012

Fashion Design Services

(Apparel, Shoes, Bags & other Accessories)



Milan Fashion Week. From left to right: designs of Charles Calfun, Fabián Zitta, Gabriel Lage, María Pryor, La Martina and Varanassi.

Argentine fashion designers are present annually in New York, Milan and Paris fashion weeks.

Fashion Trends

At Present, the interaction between **Architectural Design and Fashion Design** is a world trend.

In Argentina, this trend has been going on for more than 60 years now, with state educational institutions linking the concepts of **Architecture, Design and Urbanism**:

- Faculty of Architecture, Design and Urbanism (Buenos Aires University - UBA)
- Faculty of Beaux-arts, Design and Visual Communication (La Plata National University - UNLP)
- Faculty of Architecture, Urbanism and Design (Córdoba National University UNC)

Argentine Fashion in the '30s...

During the late 1930s, the line of everyday clothing became more sober and functional, subject to, no doubt, the scarcity of material due to the outbreak of the Second World War and the influence of military clothing. During World War II, on the late '30s, the ornaments of dresses were simplified, a style that would last during the war years.

During those years, Francisco Paco Jamandreu (October 17, 1925 - March 9, 1995) was a well-known fashion designer and Argentine actor. He was one of Eva Duarte de Peron's close friends and worked as a costume designer on several films of Argentina.

In 1942, Jamandreu made his debut as a film costume designer, in an Argentine film called 'Historia de crímenes'.





Inspired in this fashion, the famous Kavanagh building of Retiro, Buenos Aires, Argentina was opened on January 3st, 1936

The '60s...

Glorious years in Argentina: emerging designers at the Instituto Di Tella. An **alliance of art and fashion emerged** with the creations of Dalila Puzzoio, Delia Cancela and Pablo Mesejean, among others. Dalila Puzzoio and Medora Manero created **psychedelic fashion**, Julio Repetto launched accessories in acrylic, María Larreta was the model for Dorian. The miniskirt and long hairs (in males) caused scandals in Buenos Aires and in the country. **They sought to change the established design and tested new ways with new materials.**



Also during the '60s a new generation of Argentine architects was born and began to search a new identity. Clorindo Testa is the Argentine architect who has earned major consideration in the second half of the XX century, including the importance of two transcendent works in the history of Argentine architecture: The Bank of London and the National Library.



The Bank of London (now 'Banco Hipotecario') by Clorindo Testa Argentine architect



He developed there a complex plastic treatment of the facade, of full and empty spaces, for the use of concrete and for the monumental character of the building, which makes it a **paradigm of the global architecture of the 60s**. This building meant his rise to fame on an international level, and his emergence as a 'figure of the architecture' in the publications of that time worldwide. **The building was completed and opened in 1966, and drew the attention of the entire community for its absolutely innovative and provocative style**, as well as a new public square partially covered in very dense and narrow streets in the city center.

...and at Present: the fashion trend in Argentina is increasingly **the intense search of originality.**

After a crisis and in a fully globalized economy, independent design and unique garments made by fashion professionals and artists begin to be sold at the price of any recognized brand. Besides, pioneering brands such as **'El Poeta Celoso'** invade the market with the design printed on demand massively through catalogs for resellers, and reaching across the country thanks to new media costs, communications and on-line sales, and latest technology in digital printing. **They became, in this way, the kings of the vanguard of clothing, working with national fashion evolution.**



And also nowadays, the king of vanguard real state developments and originality in architectural and urbanism design in Argentina is the argentine businessman Alan Faena, who has developed an own style and a whole district in Puerto Madero, Buenos Aires, Argentina: **The 'Faena District : Hotel + Universe'**.

The so-called 'Faena District: Hotel + Universe' comprises the family residential complex 'The Aleph', a five star luxury hotel (Faena Hotel) and a Fine Arts Center.



'Faena District: Hotel + Universe' in Puerto Madero, Buenos Aires, Argentina

Expressions of Fashion Vanguard in Argentina

During Buenos Aires Fashion Week 2011, expressions of that vanguard were among others the designs of:

- Martín Churba (Tramando)
- Benito Fernández,
- Min Agostini
- Mariana Dappiano

Nowadays, whether you have the opportunity to saunter downtown to one of their stores or you want to order a piece from a far-away part of the world, you will find that typical Argentine accommodating character trait present in your dealings with the designers as well as the quality that you expect from their European counterparts.



Martín Churba design
(Courtesy of Tramando)



Min Agostini design
(Courtesy of Min Agostini)



Mariana Dappiano
design



Benito Fernández
collection
(Courtesy of Juan
Villagran, Vogue Latin
America)

Promotion of fashion design export

Fundación Exportar is actively promoting abroad the exports of Argentine Design since 2004, organizing business meetings during Puro Diseño International Fair in Buenos Aires, stands in international foreign fairs, and 'Argentine Weeks' with design parades in prestigious shopping malls like 'Galeries Lafayette' in Paris and 'Harrods' in London.



Jorge Ibáñez design



Marcelo Senra design



Nicolás Luzuriaga design,
(courtesy of VR Style)

Participation of Fundación Exportar in International Fashion Fairs in Buenos Aires

Fundación Exportar has participated in Puro Diseño International Fair over the last years, organizing business meetings within this fair, and has also participated in Argentina Fashion Week International Fair.

During Puro Diseño 2013, after 331 business meetings held by 109 Argentine designers and 8 foreign companies for 3 full days of work, these foreign companies reported that the offer of Argentine Design was attractive regarding the export supply of other markets. They also highlighted the creativity of national designers, with quality products, innovative and original work techniques applied to the design of objects, garments and fashion accessories of different materials.



Promotion of footwear & leather fashion design export

Fundación Exportar interacts with design private chambers, like Argentine Chamber of Footwear Industry (CIC), where **370 Argentine producers of footwear are partners**, and also with the Argentine Industry of Leather Goods and Related Chamber (CIMA) and the Argentine Chamber of Leather Industry Providers (CAIPIC) to promote the exports of footwear and leather design products.

INTERNATIONAL FOOTWEAR AND
LEATHER SHOW 2012, Colombia



FIMEC INTERNATIONAL LEATHER SHOW
2013, Brazil



Promotion of fashion design export inside projects of social economy

In Feb2012, Fundación Exportar participated of Paris Fashion Week, along with the Argentine Embassy in Paris and the Argentine Ministry of Social Development (MDS).

Twelve (12) Argentine projects of social economy, members from the 'Entrepreneurs of Our Earth Program' developed by the MDS which groups 600 entrepreneurs, were presented during that fashion week, and many design parades, business meetings and cooperation agreements for the exchange of students were concluded then: with a school of arts, with a "B-to-B" commercial platform oriented to professional buyers (stores, shopping malls, importers, European wholesalers and retailers) and other counterparts.



Argentina



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