

# Perú MODA 2009



PERUMODA 2009 ENLIGHTENED THE RUNWAYS WITH A SHOWCASE OF TALENT, COLOR AND NEW DESIGNERS. THE OPENING TOOK PLACE AT THE MINISTRA DE COMERCIO DE EXTERIOR IN LIMA PERU. DR. ARAOZ ACCOMPANIED BY GREAT REPRESENTATIVE, POLITICS, COMMITTEE OFFICIALS AND MEDIA.

**T**HE ART AND DESIGN is the cultural heritage and the direct contact in Peru's natural utilities. Artisan from all over the country, every piece reflects décor along with hand made work from mills is what compromises and participates in this ethnic and cultural show. Art and design combined all showcasing new designers and the talent of Peru's aesthetical pioneers.

**FAIR FACTS:** Export sales exceed 2 million with a 16.2% increase from last year.

**THE PRIMARY STRENGTHS OF THE SHOW:** Fiber quality (Pima and Alpaca), Production Flexibility and innovations in textile and fiber design.

PeruModa now in its 12<sup>th</sup> year, was created in 1998 with the support of 74 companies and has gained over 1,350 international visitors since last year.

Today PeruModa is the biggest fashion trade event in Peru and is considered one of the most influential in all of Latin America.

Peruvian designers have given one extra step to the external market and the U.S. Peru offers exclusivity of colors, traditional textures with Artesanal knits in fine fabrics such as Alpaca and the best pima cotton Peru produces, which is used worldwide.



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Genaro Rivas collection was characterized by its color, mostly dark hues. Form fitting bottoms with sheer tops reflected feminine and chic silhouettes.

Jenny Duarte used delicate knits made from alpaca fabrics dyed in pastel palettes with neutral colors combined and an added touch of elegant accessories.

The fashion show began with the best and most recognized designers to walk the runways of Peru like Jorge Luis Salina and Gleny Castro, Genaro Riva, Jose Miguel, Jenny Duarte, Claudia Bertolero, Norka Peralta and Claudia Jimenez, among others.

The designs inspired by the Andes Mountains in conjunction with the elegance a woman emits; was brought full circle with statement necklaces, embroideries, styles and colors derived from the Amazons. This cultural design reflects its tradition and the progress inspired by the talent of our future.

Many designers presented opted for natural colors paired with bold necklaces, metallics, and natural stones ranging from gold to silver.

Companies of all kinds recognized the grand opportunity the competitive fashion market had to offer. The Pavillions exhibited many artisanal manufacturers inspired by cultural relevance.

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Peru is rising and taking steps towards the international export and textile industry by captivating the interest of international countries with its best and well-known fabric Pima cotton. The event is a step to increase awareness to the international market. The pieces commercialize the world and present the best stones the market has to offer.

We honor Peru and thank them for inviting us to their land and introducing us to their culture. Their effect on the industry will soon transpire to the U.S market.