

PARÔ

BRASIL

www.paro.com.br

OUR COMPANY

PARÔ BRASIL HAS BEEN IN THE MARKET SINCE 1993 AND HAS BEEN FOCUSING ON THE QUALITY OF ITS PRODUCTS, BEING PIONEERS IN THE FOOTWEAR POLE IN SANTA CATARINA. THE BRAND AIMS TO SATISFY DETERMINED WOMEN, WITH A CLASSIC STYLE AND WHO VALUE TIMELESS, COMFORTABLE AND ELEGANT PRODUCTS. WOMEN WHO ARE SURE THAT BY COMPLETING THE LOOK WITH THE RIGHT SHOES, WILL BE ABLE TO FACE ANY DAY-TO-DAY CHALLENGES.





PARÔ WAS BORN IN 1993, FIRST WITH THE BRAND PARÔ BRASIL WHERE IT REMAINS WITH THE BRAND UNTIL TODAY WITH THE STYLIST ROBSON SÁ, PARTNER AND FOUNDER WHO HOLDS THE POSITION OF STYLIST OF THE BRAND UNTIL TODAY. IN 2006 THE COMPANY WAS MANAGED BY THE SECOND GENERATION, WITH HIS SON MICHAEL LEONARD SÁ, TAKING OVER AS GENERAL DIRECTOR.

IN MID 2019, THE PARÔ COOL BRAND WAS CREATED, A YOUNG BRAND, DETERMINED TO INSPIRE GIRLS THROUGH OUR CREATIVE AND AUTHORIAL VIBE. THE BRAND'S STYLIST MARIANA REINERT IS ALSO RESPONSIBLE FOR THE STYLE AND CREATION OF THE COMPANY'S YOUNGEST BRAND, 365 DAYS.

PRODUCTS MADE FOR EVERY DAY OF THE YEAR, ALL DAY LONG.

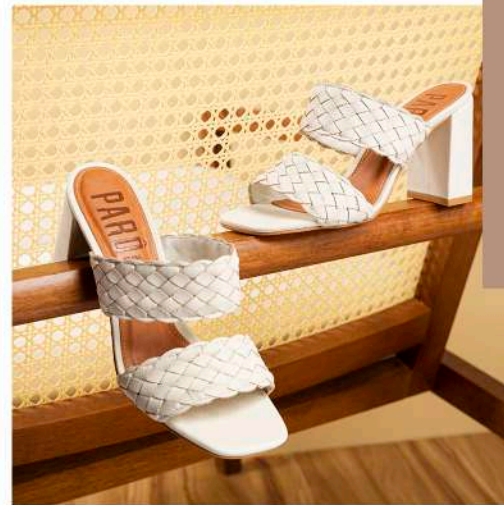
OUR COMPANY IT HAS A STRUCTURE WITH 186 DIRECTS EMPLOYEES AND 150 INDIRECTS EMPLOYEES, AND THE CAPACITY TO PRODUCE 1.800 PAIRS A DAY. WE ONLY PRODUCE GENUINE LEATHER SHOES.

INVESTS HEAVILY IN ITS BRANDS, PARÔ BRASIL, PARO COOL AND PARO 365 DAYS.



PARÔ BRASIL

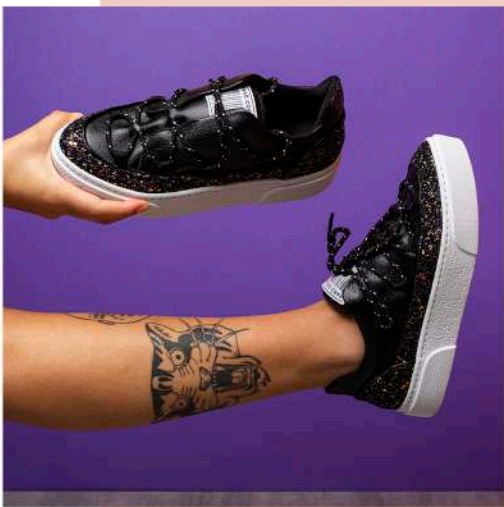
THE GROUP'S MAIN BRAND BRINGS IN ITS COLLECTIONS THE TRADITIONAL ELEGANCE ALREADY KNOWN BY CUSTOMERS, WITH EXTREME QUALITY AND THE COMFORT OF LEATHER.





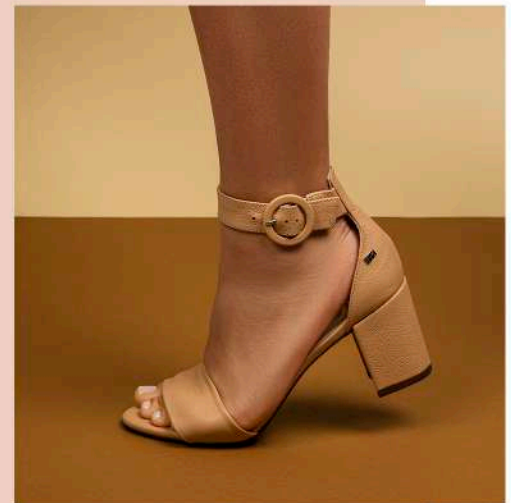
PARÔ COOL

IN 2019, PARÔ REINVENTED ITSELF AND LAUNCHED ANOTHER BRAND ON THE MARKET: PARÔ COOL. WITH A YOUNG PROFILE, THE BRAND IS FASHION AND FOLLOWS GLOBAL TRENDS, WITH HIGH QUALITY PRODUCTS MADE IN LEATHER



365 DAYS

ALSO IN 2019, THE GROUP PRESENTS ANOTHER BRAND: 365 DAYS. WITH PRODUCTS DEVELOPED FROM TECHNOLOGIES FOCUSED ON COMFORT, SUCH AS THE BIOLATEX INSOLE AND SOFT LEATHER UPPERS, AN EXCLUSIVE MATERIAL OF THE BRAND, 365 BRAND GUARANTEES DIFFERENTIALS FOR A LIGHTER DAY-TO-DAY, ALL YEAR ROUND.





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