



A  
DREAM  
IN THE  
BACKLAND



CLARA ARRUDA



**Although nothing  
is forever,  
everything we  
care for lasts  
longer!**



# **That's how you're born A dream in the backland...**

A women's brand that was born in 2012, in the northeastern from Brazil, on the banks of the São Francisco River, proving that it is possible to use Fashion as an instrument of social transformation in people's lives, doing good, carrying out social work in the community and delivering beautiful collections.



## OUR PURPOSE...

Make people believe in the future, doing good through Fashion.



# HOW?

We are proud to incorporate the local population in the production of Fashion, training and employing socially vulnerable people, as well as valuing fair labor relations.

Because we believe in people and in the perspective of a better future, we have been developing a project to resocialize inmates at the Paulo Afonso penitentiary. In this project, inmates learn the art of clothing and become able to be entrepreneurs in the clothing area or even to be incorporated into our staff.

**We are made in Brazil, with care, ethics and responsibility.**

*We do*

Fashion with high visual and  
social impact, with  
impeccable modeling.



# Clara arruda's product is unique because...

Our pieces are made to last a long time, without losing their charm. Therefore, we value high quality raw material, noble bases, timeless models, ensuring the best cost-benefit and a passion for entire life.

DURABLE TO  
THE WHOLE  
LIFE

YOUNG AND  
CHEERFUL  
SOUL

Our joy of living is clearly marked in the strong color chart and vibrant prints. Our goal is to dress the soul with joy, color, lightness and movement, being part of many happy and special moments in people's lives.

We love cutouts and models that ennoble women and make them feel unique.

FEMALE  
BEAUTY

IMPECCABLE  
MODELING

Our perfection in details is taken to exhaustion with the rigor in the approval of the models and choice of raw material and trims that allow the best fit. Every detail is carefully thought out and developed to ensure the “tailor-made” effect, valuing the body of the Brazilian woman.

Through social projects with the community, we help build a more humane and responsible fashion chain, adopting an inclusive production system, respecting people, the environment and valuing fair trade.

RESPONSIBLE  
FASHION

HIGH  
COMMERCIAL  
POTENTIAL

Yes, we have proven that it is possible to have a unique and charming product, produced in a sustainable and responsible way and with great commercial appeal, meeting the growing demand for beautiful and good products.





**PRODUCTOS**

**CHARMING  
HEARTS**



**SPECIAL OCCASIONS**



**DELICATE PRINTS**



**INCOME AND TRANSPARENCY**



**DETAILS THAT CHARMING**



**ELEGANCE AND SOPHISTICATION**

**IDEAL FOR MORE  
SOPHISTICATED  
AND ELEGANT  
EVENTS**



**RIGOR IN MODELING**



**ADJUSTED MODELING**



**HIGH PERCEIVED VALUE**



**CHARMES ALL**

**FAMILY  
SUNDAY**



**BASIC THAT DELIGHTS**



**PERFECT FOR HOLIDAYS**



**HAVING FUN WITH FRIENDS**

**EASY PARTS,  
LIGHT AND SOFT  
TO WEAR, PRETTY  
AND  
COMFORTABLE  
THE WHOLE DAY.**



**LIGHT AND VERSATILE PARTS**



**FRESH CLOTHES**



**EVERYBODY LOVES**

# FRIDAY



BLACK CLOTHES



VERSATILITY

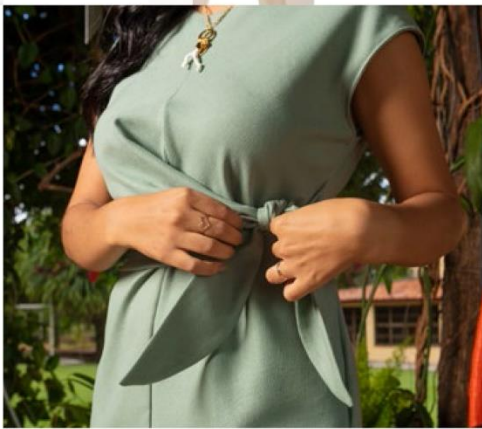


TAILORS



DIFFERENTIATED DETAILS

EASY PARTS TO COMBINE, TIMELESS, THAT WILL FROM THE UNIVERSE OF WORK TO MORE EVENTS CASUAL.



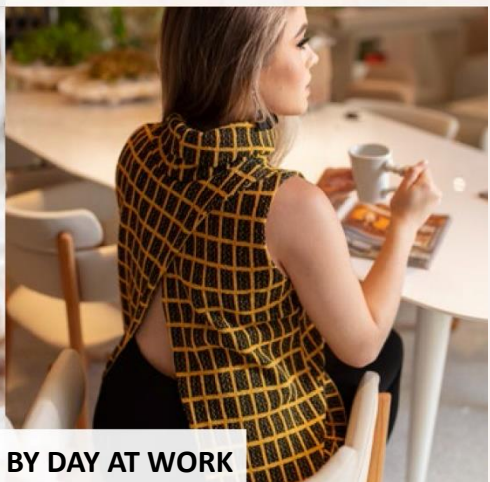
LINEN PARTS



WORKING WITH STYLE



PERFECT TO DAY BY DAY AT WORK



**SUPER GOOD**



**LIGHT PIECES, FULL OF STYLE, WITH NATURAL FABRICS, IDEAL FOR EVERYDAY! UNCOMPLICATED ECO LINE, PROVING THAT IT IS POSSIBLE TO BE BEAUTIFUL AND GOOD!**

# COLABS



PARTNERS THAT  
POTENTIALIZE OUR  
DREAM OF DOING  
THE WELL  
THROUGH FASHION





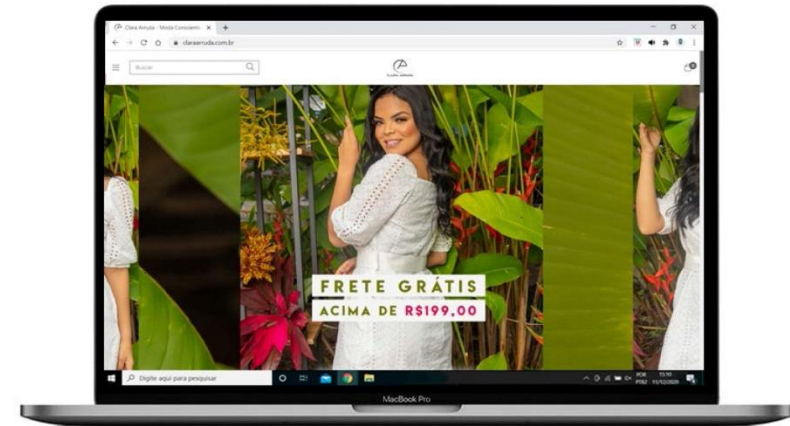
# *Lifestyle*

Solar, women who are increasingly awakening to conscious and responsible consumption.

# Sales channels



LOJAS MULTI MARCAS



E-COMMERCE



MARKETPLACES







## SUSTAINABILITY

- 100% use of renewable energy with the installation of solar panels;
- 100% of the bases worked are environmentally certified;
- Recycling of all plastic, paper and manufacturing waste in partnership with NGOs in the region;
- Composting of all organic waste that is generated by the company and its employees in the workplace;
- Increase social impact in the community by supporting projects that are in line with the company's values.



# Manifest

Our soul is welcoming. We have brewed coffee and warm cake. We do everything with great care and full of love. Our doors are always open, on the banks of the “old chico”, to the sound of birds, ready to welcome you. Here we live, love, sing and enchant. Around here we laugh, cry, fall, get up and start all over again. Because we believe in the power that GOOD exerts in people's lives and in the transforming effect of being HUMAN. Here, luxury is discovering the beauty of life in small things. Our mission is to make people believe in the future by doing good through fashion. And I know that together we are going to build a more responsible and aware chain. We are northeastern, yes, with great pride!

#madeinbrasil and we take our beauty to the world. #Dodifferent #madeinBrazil #amoclaraarruda  
#madewithresponsible #conscientious #dothebestfortheworld

# Contactos

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Thank you very much to all!