



Gisele Bündchen traveled across Brazil's capitals for a project in partnership with C&A

The übermodel was in Rio de Janeiro, Belém, Salvador and Porto Alegre knowing the culture, behavior, and fashion of each region

For one week, at the invitation of C&A, Gisele Bündchen traveled to four capitals of Brazil, to show the abundance of culture, behavior, and fashion style. Young girls residents of these capitals helped her understand better the singularities of each city.

The first destination was Rio de Janeiro. For a wonderful city, the übermodel chose a very carioca look: short jeans, a loose pink top, sneakers tied at the ankle and nude thin belt. In the rapid voyage, Gisele walked along Leme beach and soon after met the public relations student Sol, 26, a resident of the Laranjeiras neighborhood. Like all Rio, Sol has the typical Rio's lifestyle, in a perfect balance between sweetness and attitude.

On the second day of travel, the top visited for the first time the capital of the state of Pará and was delighted. "I got out of the car and came across a warm, humid environment, this wonderful bay - Guajará Bay - historic buildings, fruits, colors and textures of all kinds. The wealth here is incredible," she said. Gisele met the Docas station, one of the city's sights, and then went to the theater to meet the student Isadora Lourenço.

The schoolgirl burst into tears when she saw the übermodel comes into her house. "She is beautiful, humble and still encouraged my work as an actress," she said. Gisele was also thrilled to hear the story of the young actress, who is part of a family of artists.

The übermodel landed in Salvador and felt the energy of the "soteropolitana" capital going down the streets of Pelourinho with a C&A floral print dress and ruffles. "As soon as I arrived at Pelourinho (one of Salvador's tourist attractions), I felt the intense energy. When I walked through the streets I hear the sounds of the place and then I got impressed by the colors," Gisele said.

There the übermodel was to meet the multi-artist Fernanda, who is a student, dancer, singer, and student of capoeira. Fernanda opened the doors of her house and shown what the "Baiana" has: a unique and vibrant way of being!

In the last city of the project, Gisele was in Porto Alegre, the capital of her native state, where she passed through Usina do Gasômetro and can enjoy some of the beautiful landscape. The choreographer Cláudia Kramer, a natural redhead with beautiful characteristics was surprised with the arrival of the übermodel who went to the town to meet her. For Gisele, the trip through Brazil was closed in the best way: in her state and with a multicultural bag that merges and shows how the country is rich in beauties and good stories to tell.

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About C&A

Leader of the Brazilian fashion retail market, C&A was founded in 1841 by brothers Clemens and August, naming the company after their initials. The first store was opened in Holland, in 1861. The chain has become one of the pioneers in the world to offer ready to wear clothes to the consumers. In 1911, with the business' growth, the company established itself in Germany, and later on, in other European countries.

With 36 years in Brazil, the company has more than 230 points of sales distributed around 100 cities and has more than 18,000 employees. Currently, there are more than 1,800 stores in Europe, Latin America and Asia. In 2006 the company created an independent Service Organization company for the Management of Conformity Audits (Socam), with the objective to obtain constant improvement in the work condition of its productive chain. With Socam, C&A has become the first retail chain in Brazil to audit its entire productive chain.

The company was also the first of the segment to sign, in 2010, the National Pact to Eradicate Slavery in Brazil, which aims to implement tools to stop Brazilian companies and society to commercialize products from suppliers who use irregular labor.

Press Information:

MKT MIX Fashion PR Agency

Tânia Otranto/ Balia Lebeis/ Roberto Ethel

Larissa Lima – larissa@mktmix.com.br – (11) 3060-3640 r. 3618

Gabriela Schwartz – gabriela.s@mktmix.com.br – (11) 3060-3640 r. 3658

Fabiana Trematerra – fabiana@mktmix.com.br – (11) 3063 – 0494 r. 114 (Produção)

RP1 Corporate PR Agency

Fernanda Amorim – fernandaamorim@rp1.com.br - (11) 5501-4655

Renata Senlle – renatasenlle@rp1.com.br - (11) 5501-4629

Jordana Maggio – jordanamaggio@rp1.com.br - (11) 5501-4655

