



## **Santa Lolla brings attitude for C&A collection**

*The partnership brings for the first time a collection of accessories*

The women know that right shoe and accessory can make such a difference in a look. And thinking about it, C&A innovates in this collection with the collaboration with Santa Lolla, an expert brand in provoking a desire for shoes, handbags, and accessories.

The collection re-reading the brand bestsellers that were exclusively developed for C&A. The inspiration follows animal print trends, sparkles, vibrant colors, and pastel shades, and the extensive raw material that enriches the pieces. Some finish like metal applications such as spikes, spikes, tacks, and skulls, are the trademark of Santa Lolla's brand.

The shoe's collection features 31 items including flat sandals, sneakers, platform sandal, heel sandal, scarpin, sneakers and slipper, most in a variety of colors. The color palette focuses on nude, black and gold, and in vibrant shades like pink and yellow and pastel shades like lilac, green and blue. Prices range from R\$ 39,90 to R\$ 399,90.

Besides the women, also the little girls can get the same styling through the concept "Like mother, Like daughter" which brings 3 items identical to the feminine collection. The flats and the has applications of metallic like studs, spikes, and skulls and comes in the colors pink, yellow and off-white.

The accessories' collection emphasis on bags and belts developed through the trends like earthy, rustic and the animal print; strong and vibrant colors like green, pink and yellow bet; Pastel shades that cover blue, green and lilac; and the glitter line brings sequins, metallic leather, lots of glitters (of course!) and application of studs and spikes. The bag's collection features 18 pieces with shapes like clutches, satchel, cross, and shopper. And the belts' collection brings 24 models that vary between the skinny, medium and wide shapes.

The collection Santa Lolla for C&A brings approximately 73 pieces between footwear and accessories and will be available in 115 stores in the selected stores starting on November 8th.

**For more information access:**

**Press Room:** [www.cea.com.br/saladeimprensa](http://www.cea.com.br/saladeimprensa)

**And also the other channels of the brand:**

**Site:** [www.cea.com.br](http://www.cea.com.br)

**Facebook:** [www.facebook.com/ceabrasil](http://www.facebook.com/ceabrasil)

**Twitter:** @cea\_brasil

**Instagram:** cea\_brasil

**YouTube:** [www.youtube.com/cea](http://www.youtube.com/cea)

**Blog:** [www.blogvista.com.br](http://www.blogvista.com.br)

### **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.

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