

TRANOÏ TOKYO

BRAZILIAN BRANDS

9 - 10 SEPTEMBER 2026

YOYOGI NATIONAL STADIUM (1ST GYMNASIUM)

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CECILIA PRADO

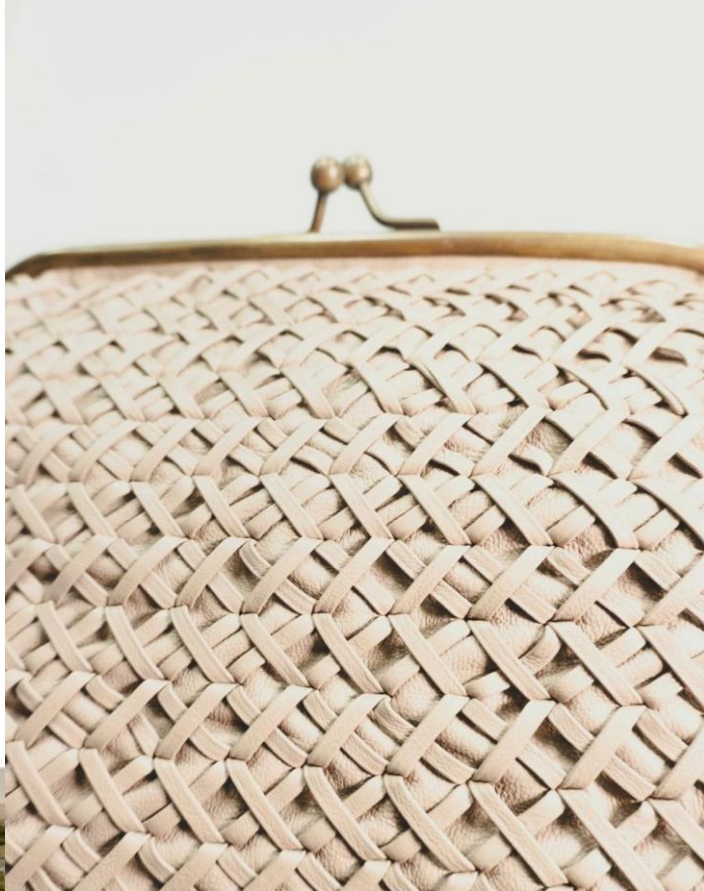
Combinations of yarns, colors and textures come together to create a modern, striking style, which expresses the persona of Cecilia Prado. The pieces are created with bold design and extraordinary modeling, resulting from the constant search for new creation methods and knitting techniques. The brand has a beachwear line called Cecilia Prado Mare, which focuses on bikinis and cover-ups. The elaborated pieces in knit and lycra are released along with the summer collection.

Cecilia Prado collections can be found in department stores and boutiques in around 20 countries. Besides an own brand store at JK Iguatemi in São Paulo also seventy multi-brands in Brazil.

 @ceciliaprado_oficial | ceciliaprado.com.br



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CONCERIA

Brazilian handcrafted leather goods, produced in limited quantities, combining Italian craftsmanship heritage with contemporary design. CONCERIA is a leather bags and accessories brand, handcrafted to the highest standards of quality. Each piece is produced outside industrial manufacturing processes, with rigorous quality control at every stage – from cutting to finishing. This ensures durability, impeccable craftsmanship, and products that maintain their quality over time.

Since 2013, Conceria has developed an extensive variety of bespoke leather projects, demonstrating the versatility of both the material and the atelier's craftsmanship. The brand creates with care and intention, through limited production that allows us to preserve excellence and craftsmanship at every stage of the process. CONCERIA is about timelessness, sophistication, and purpose. Crafted by hand. Defined by time.

 @conceriabr | conceria.com.br



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SERPUI

For Serpui, her creations are not just beautiful handbags but rather works of art. The collection fully translates her signature design vision: a unique mix of natural and high-end design. Often seeking inspiration in local markets worldwide, the designer brings her ideas to life through the sophisticated craftsmanship of her team of artisans.

SERPUI's creations, 100% handmade, are fun, unique, and can be found in the best boutiques worldwide.

 @serpui | serpui.com.br



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WAIWAI

Its essence is Carioca, with bossa coming from the foot in the sand from the beach, Its magnetism, essentially tropical. The focus is the roots. No wonder, its name derives from the indigenous languages of Brazil. It's about Brazil.

Waiwai Rio was born in 2015 by the hands of designer Leo Neves - a brand of handmade purses that exalts the charms of his homeland with fun twist. He himself is an eternal boy from Rio, a natural esthete who has strengthened this verve with a strong work as a stylist, as well as years of design assistance for the strongest names of the Carioca scene. Adequate of the slow fashion, the Waiwai privileges the national production. Its precious manufacturing processes culminate in design accessories that are the translation of a contemporary Brazil, blending rustic raw materials to other cutting edge ones. The result is pieces of wood and rattan with interference from leather, silk, acrylic and metal.

 @waiwai.rio | waiwairio.com





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THE BRAZILIAN
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OF FASHION
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