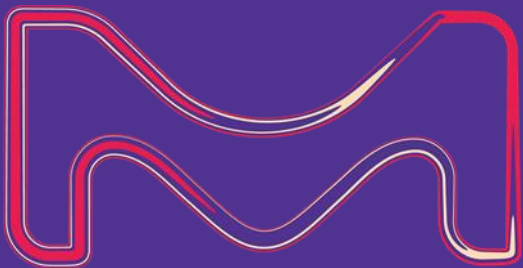


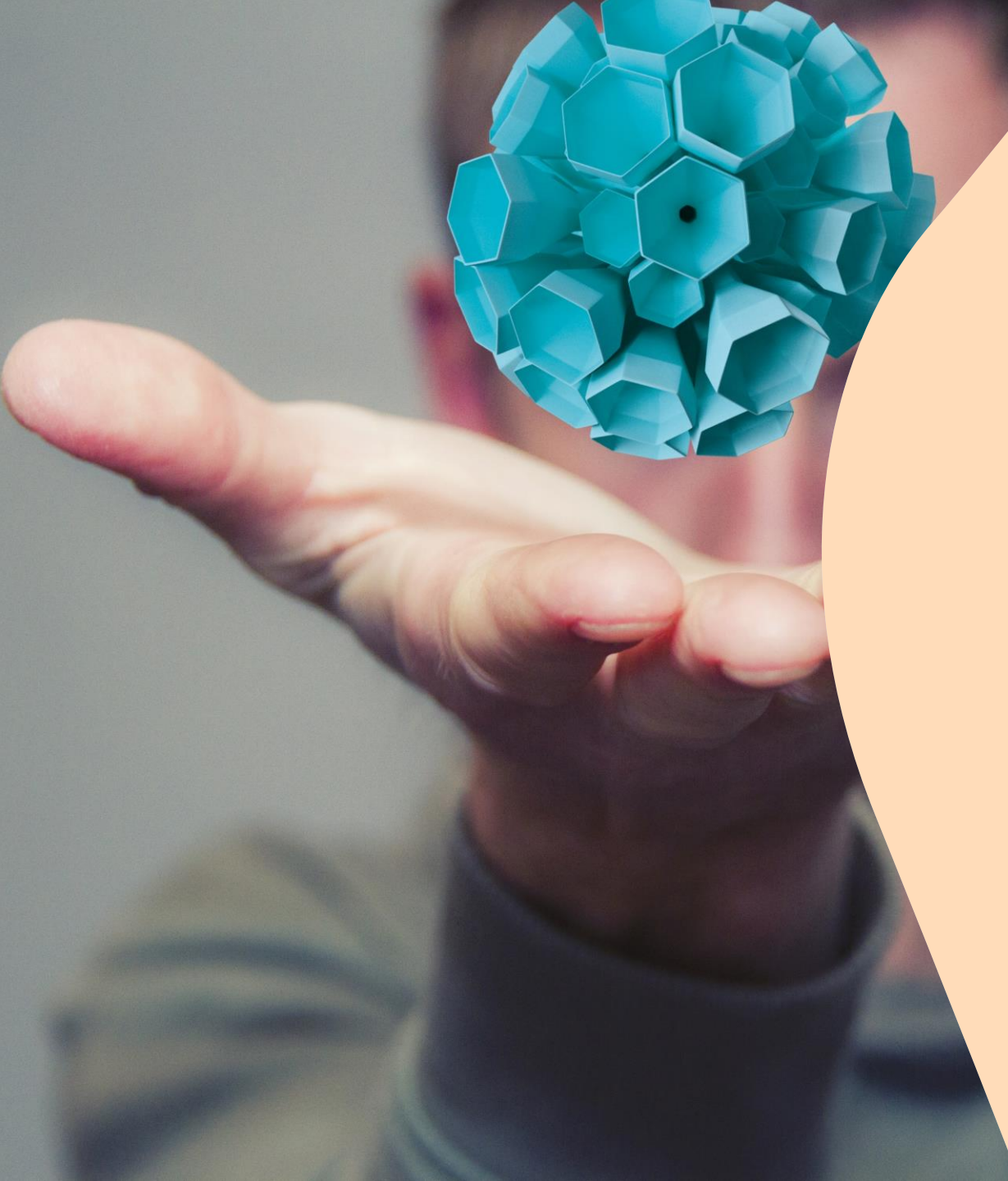
Inspiramais_2024_I trends report

January 24th-25th 2023, FIERGS Porto Alegre

Fabien DARCHE, Strategic Marketing Americas COA
July 2023



EMD
ELECTRONICS



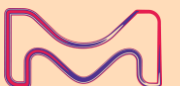
Hi, welcome to EMD Electronics, Surface Solutions!

For over 360 years, we have been a vibrant company of science and technology and have developed a curiosity about our world and what surrounds us.

This is why part of our mission is to provide different perspectives of insights and trends to our partners and customers.

This information is not necessarily directly related to our activities; however, it could contain relevant trend markets insights that could be adapted or transferred in short or mid-terms to cosmetics, coatings or industrial applications.

Enjoy the journey with us!



INSPIRAMAIS 2024_I Primal

Inspiramais is the Brazilian materials fair for fashion and footwear industries. To stick to this sector's dynamism and reactivity, the fair occurs twice a year, bringing the vision and trend forecast one year ahead of the current season.

After the pandemic, the fair was relocated to Porto Alegre, Southern Brazil.

The exhibition showcases innovations and new trends for clothing, footwear, textile and accessories markets.

During two days, the event brings together designers from the fashion industry.

The 2024_I edition happened on January 24th and 25th 2023.



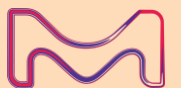
Table of content

01 Innovation principle

02 Inspiramais trends

03 Leather preview

04 Contacts & references



innovation principle

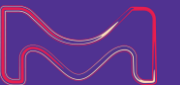
01

EMD
ELECTRONICS



"primal" statement

"From Lascaux's cave paintings, to the Impressionists' En Plein Air and Art Nouveau's organic sinuosity, designers have continuously circled back to the most primitive, natural references and fundamental forces that give rise to their creations," –
Ashlee Harrison



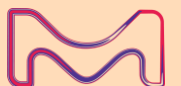
pyramidal structure

Inspiramais curators classified the innovations through a validity assessment until their production launch (as the forecast focuses on trends that will be concretized within a one year period). This assessment uses the feasibility chart on the right and follows a pyramidal structure.



Feasibility level

- | | | |
|---|--|-----|
| 1 | "PRIMAL"
Laboratory, research, innovation with purpose | 10% |
| 2 | "TERRA"
Strategy, process, planning | 30% |
| 3 | "CORPO"
Know-how, safety | 60% |



inspiramais trends

02

EMD
ELECTRONICS



trends

video

Inspiramais

2024_I

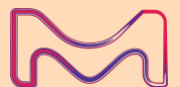
Primal



Link to video

<https://youtu.be/9PLAPjeidhU>

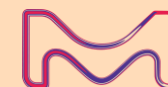
*Internet connection is required
to stream the video. Enjoy!*





PRI
MAL 2024_I

Where fashion begins



3 design themes

silence is golden

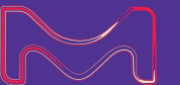
Materials that bring a high sense of sophistication

over the rainbow

Materials with a funky feeling and effects

Natural animal

Genuine leathers show off their animal origins



overview



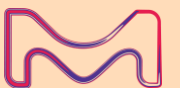
**Silence is
Golden**
Premium
Extravagant
Sophisticated



Over the Rainbow
Joyful
Polychromatic
Technically funky

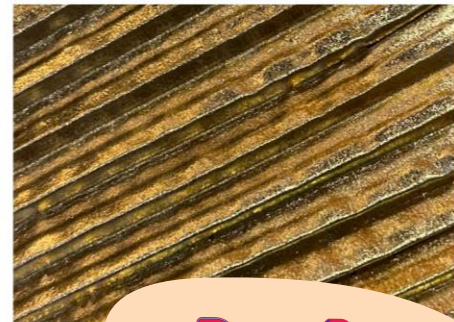
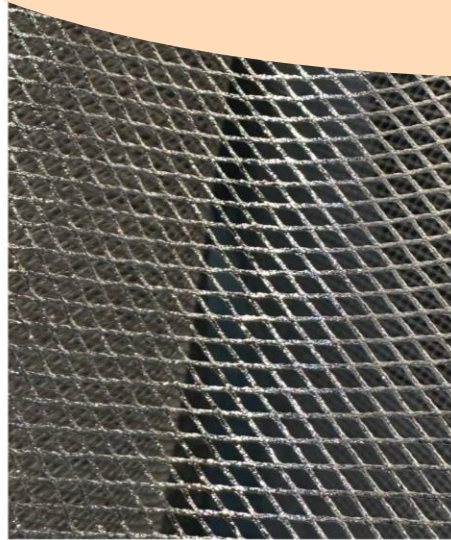
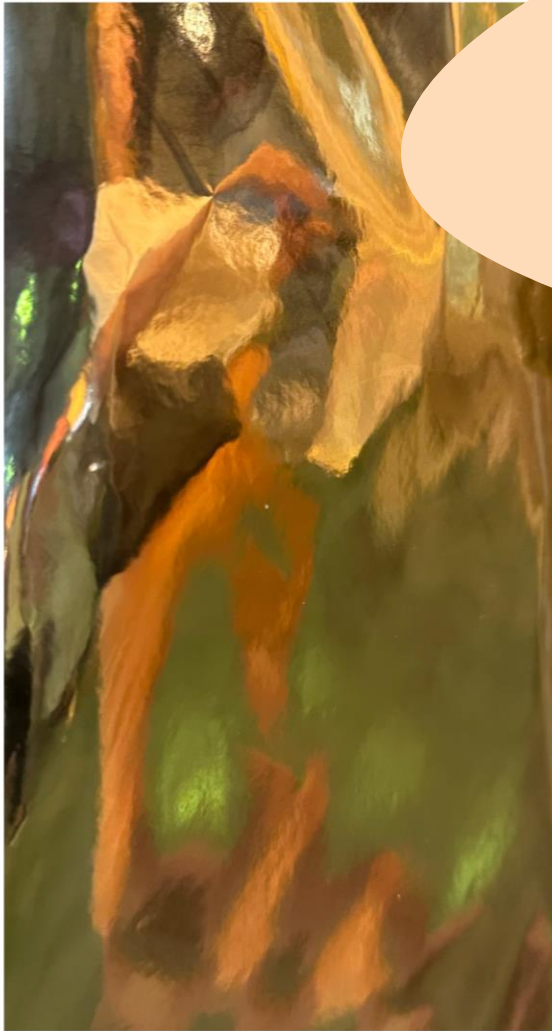


Natural animal
Texture
Unique
Rough

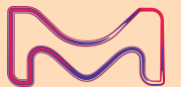


silence is golden

Materials that bring a high sense of sophistication

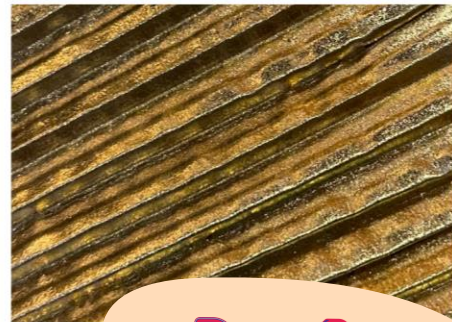
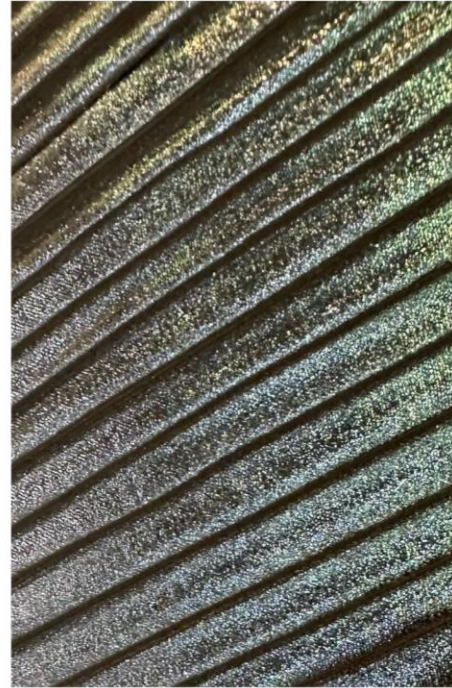
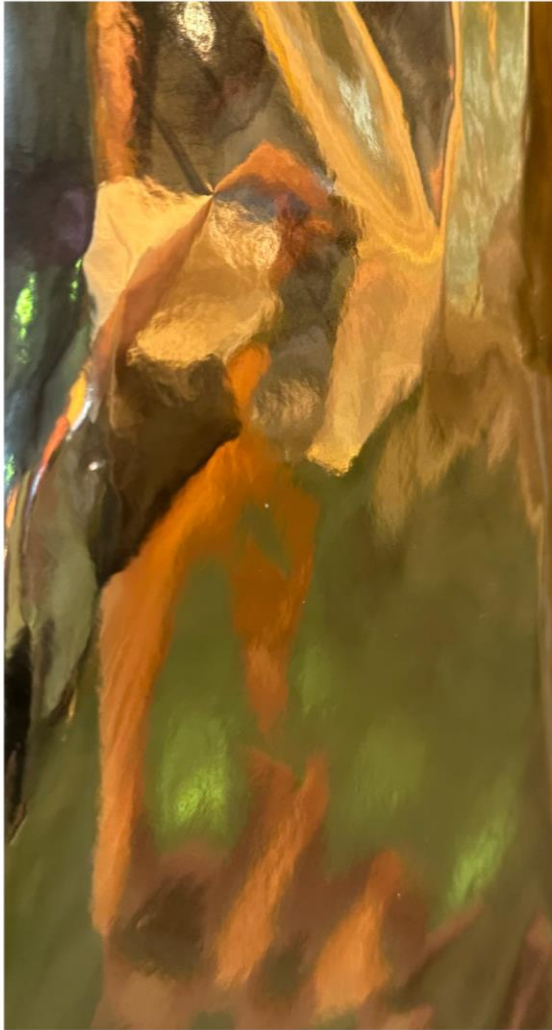


COLOR PALETTE

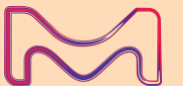


silence is golden

Premium | Extravagant | Sophisticated

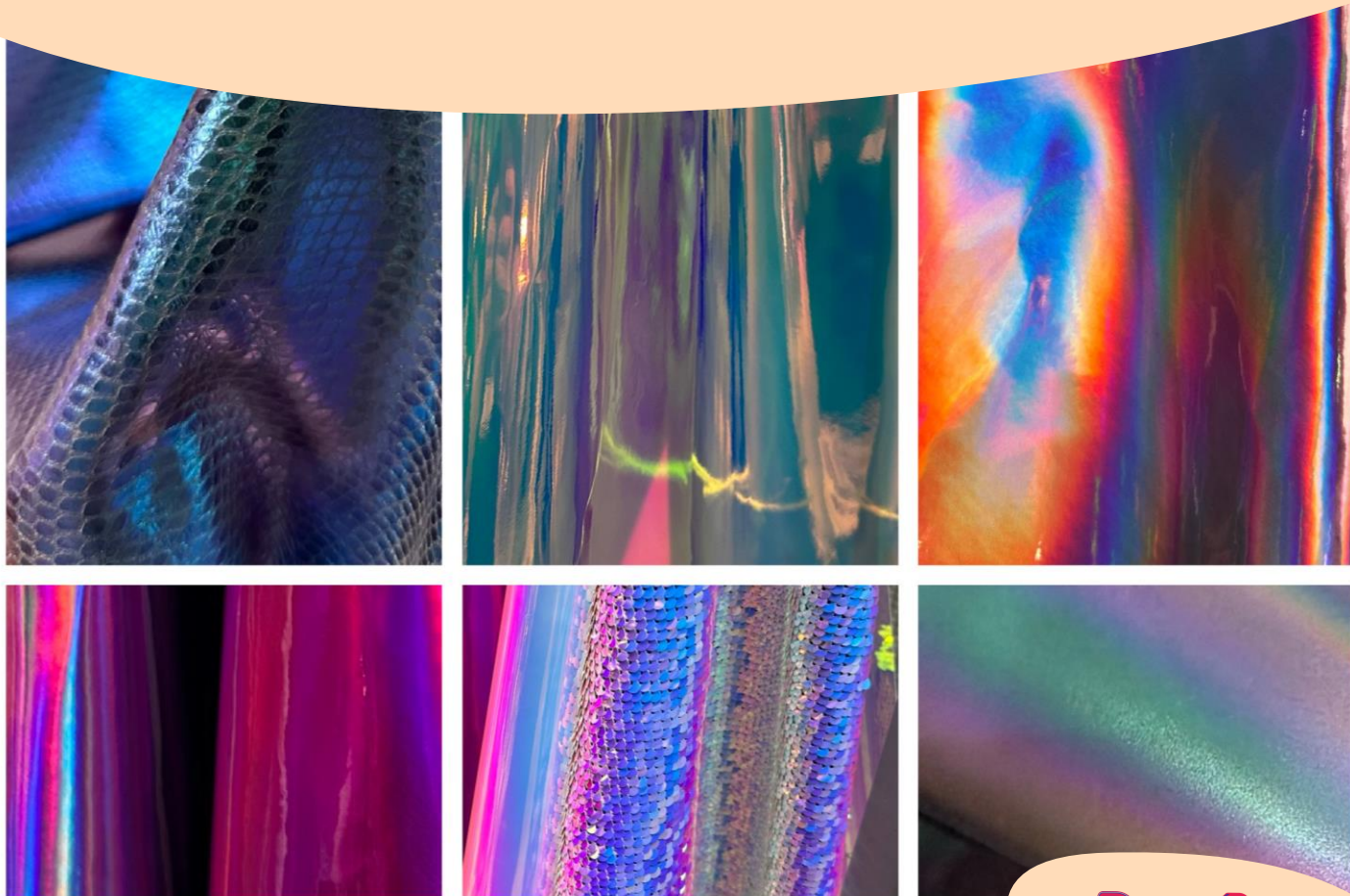


COLOR PALETTE

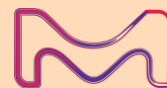


over the rainbow

Materials with a funky feeling and effects

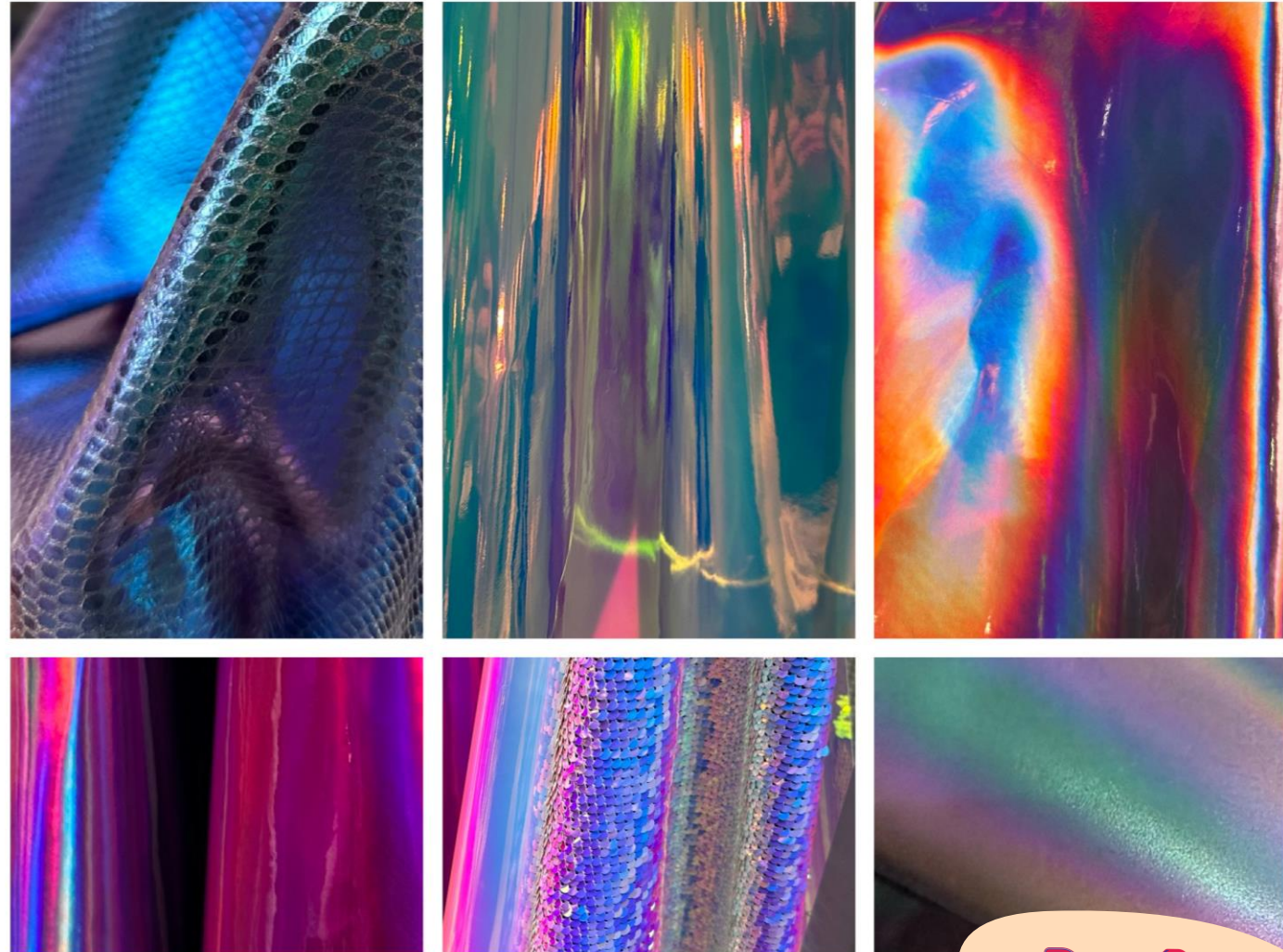


COLOR PALETTE

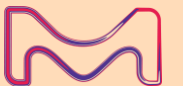


over the rainbow

Joyful | Polychromatic | Technically funky

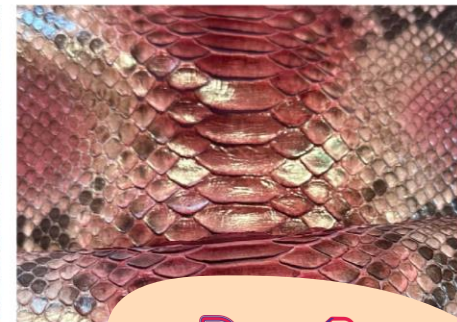
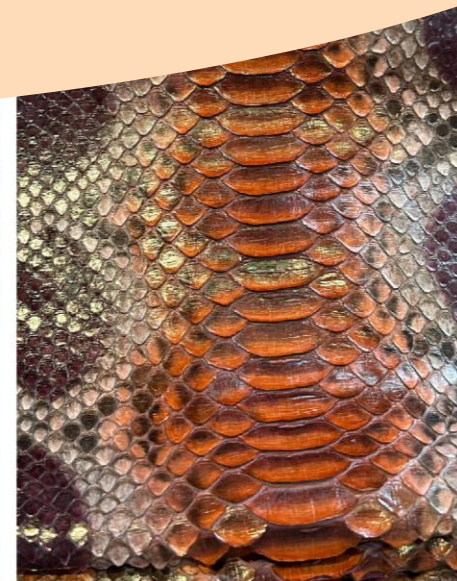


COLOR PALETTE

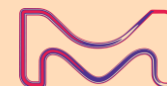


natural animal

Genuine leathers show off their animal origins

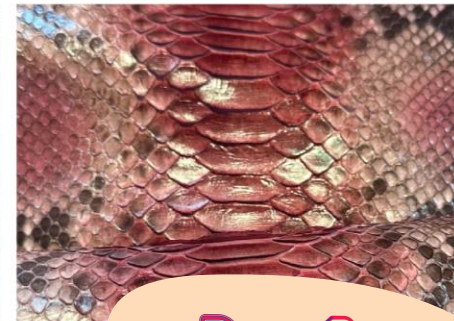
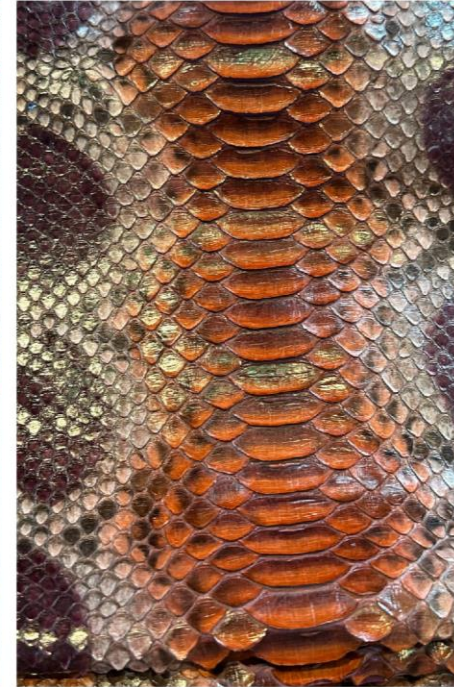
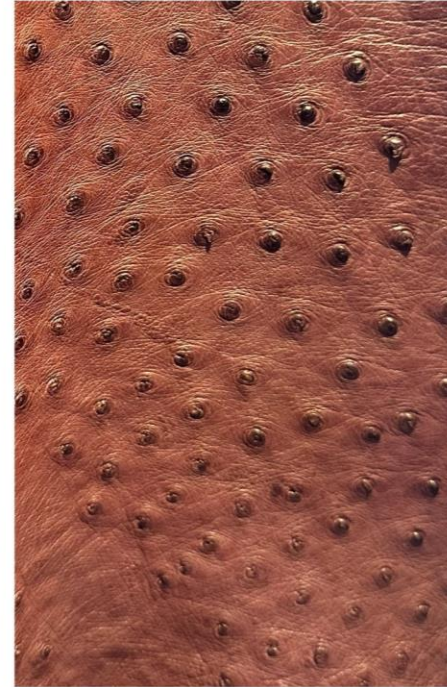


COLOR PALETTE

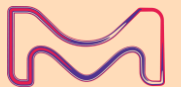


natural animal

Texture | Unique | Rough



COLOR PALETTE



Leather preview

03

EMD
ELECTRONICS



What will be the trend for 2025?

Neutral colors

Few effects

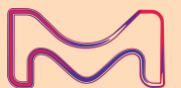
Natural animal print

Hairy hides with printed patterns

Less genuine, exotic*
(aligátor, fish)

Few vibrant colors

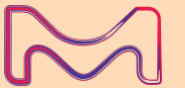
**Always with international trackability & sustainable organ labels*

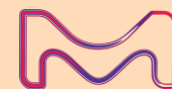


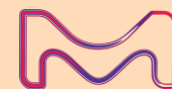
Leather preview

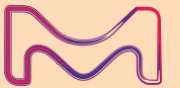
corner











contacts & references

04

EMD
ELECTRONICS

Contact information

Fabrics

Usina Têxtil

Novo Hamburgo, RS
(51) 3069-1004
contato@usinatextil.com.br
www.usinatextil.com.br

Palagi Design

Estância Velha, RS
(51) 3561-5544
www.palagi.com.br

Primu's Têxtil

Estância Velha, RS
(51) 3781-2600
atendimento@primustextil.ind.br
www.primustextil.ind.br

Focal Estamparia

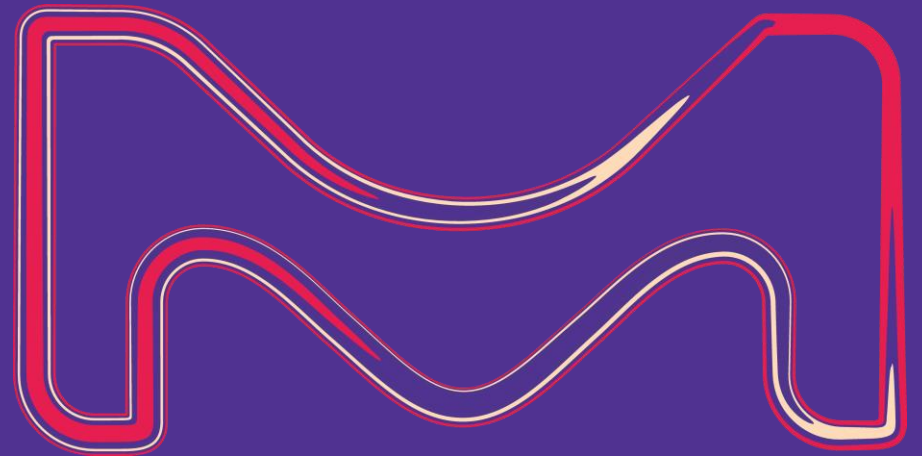
Franca, SP
(16) 3727-0059
contao@focalestamparia.com.br
www.focalestamparia.com.br

Camaleoa

Novo Hamburgo, RS
(51) 3134-4516
vendas2@camaleoaindustriatextil.com.br
www.camaleoaindustriatextil.com.br

Wolfstore

Novo Hamburgo, RS
(51) 3201-7400
sales@wolfstore.com.br
www.wolfstore.com.br



Contact information

Fabrics

Advance Têxtil

Varzea Paulista, SP
(11) 97605-5062
mkt@advancetextil.com.br
www.advancetextil.com.br

Grupo Cofrag

Sapiranga, RS
(51) 3568-2044
cofrag@cofrag.com.br
www.cofrag.com.br

Soares Materiais

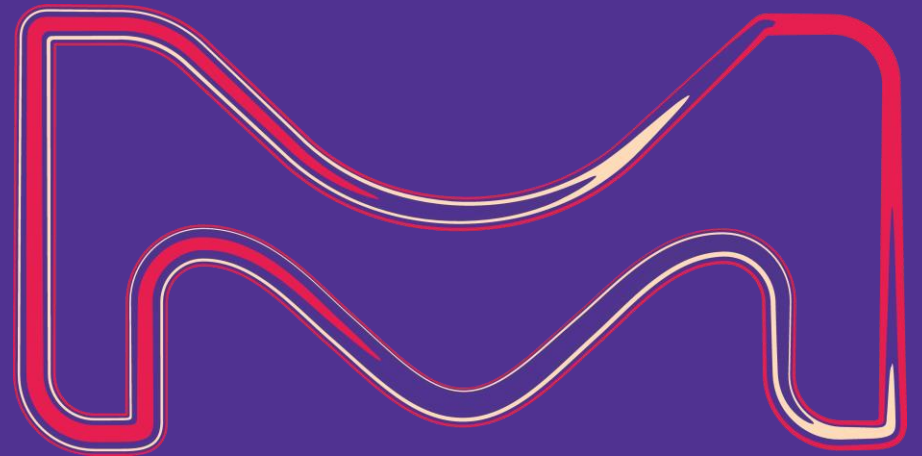
São João Batista, SC
(48) 3265-2108
comercial@soaresmateriais.com.br
www.soaresmateriais.com.br

Adina

Rio de Janeiro, RJ
0800-722-8255
vendas@adina.com.br
www.adina.com.br

Branyl

Capivari, SP
(19) 3492-8400
atendimento1@branyl.com.br
www.branyl.com.br



Contact information

Vinylic Fabrics

Caimi & Liaison

Novo Hamburgo, RS
(51) 3204-3400
marketing@caimiliaison.com.br
www.caimiliaison.com.br

Cipatex

Cerquillo, SP
(15) 99856-7930
corporativo.marketing@cipatex.com.br
www.cipatex.com.br

Suntex

Porto Alegre, RS
(51) 3110-7667
www.suntexbrasil.com.br

Mauricio Sintéticos

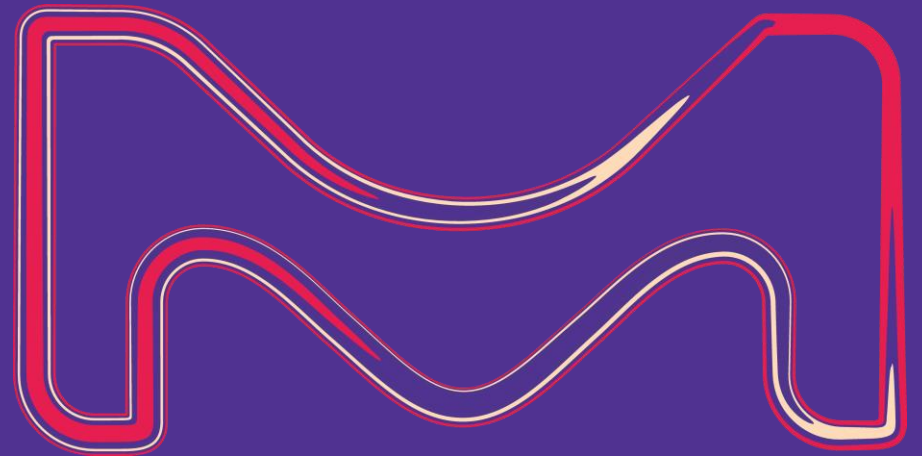
Novo Hamburgo, RS
(51) 3035-5000
repmauricio@repmauricio.com.br
www.mauriciosinteticos.com.br

Grupo Compofran

Franca, SP
(16) 3712-3715
www.compofran.com.br

Endutex Brasil

Tres Coroas, RS
(51) 3546-2000
comercial@endutex.com
www.endutex.com.br



Contact information

Vinylic Fabrics

Brisa / Intexco

Campo Bom, RS

(51) 3038-9800

intexco@intexco.com.br

www.ecobrisa.com.br

Plastiluzzi

Novo Hamburgo, RS

(51) 3595-4349

www.plastiluzzi.com.br

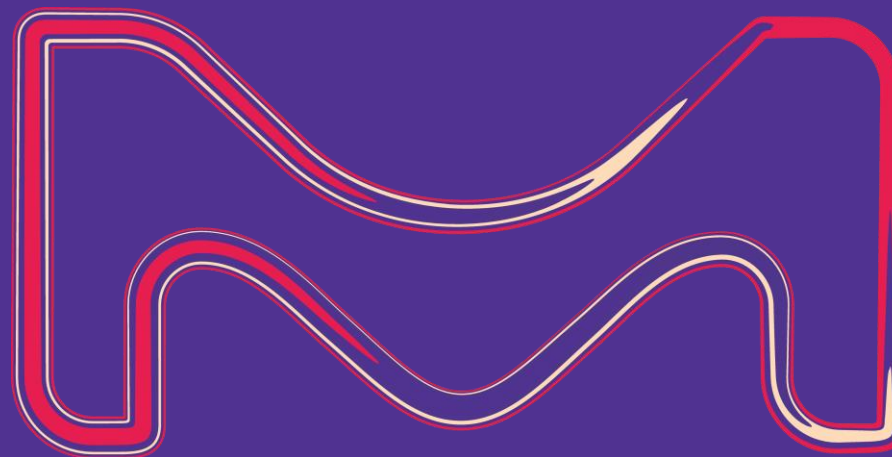
York

Salto, SP

(11) 4602-7999

Vem.comercial05@york.com.br

www.york.com.br



Contact information

Leather

FAF Couros

Bariri, SP
(14) 3662-8040
fafcouro@fafcouro.com

Couroquimica

Franca, SP
(16) 3711-1499
contato@couroquimica.com.br
www.couroquimica.com.br

Treat Couros

Franca, SP
(16) 3703-6481
comercial@treatcouros.com.br
www.lojatreatcouros.com.br

Curtume Mats

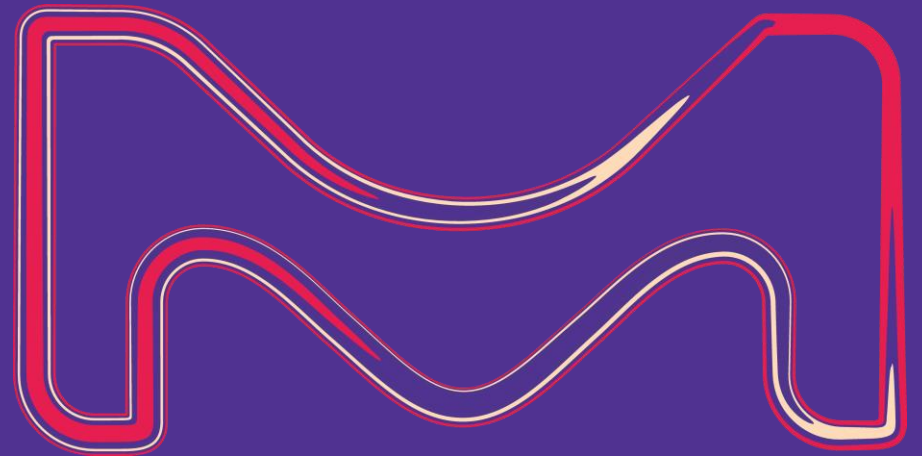
Campo Bom, RS
(51) 98144-4874
manoela@mats.com.br

Zitty Couros

Franca, SP
(16) 3727-4219
www.zittycouros.com.br

Rhoma Pelles

Picada Café, RS
(54) 3285-1129
www.rhomapelles.com.br



Contact information

Leather

Leather Labs

São Paulo, SP
(11) 99903-1120
alexa.rosatti@jbs.com.br
www.leatherlabs.com

Fuga Couros

Marau, RS
(54) 3342-3277
sac@fugacouros.com.br
www.fugacouros.com.br

OCM Couros

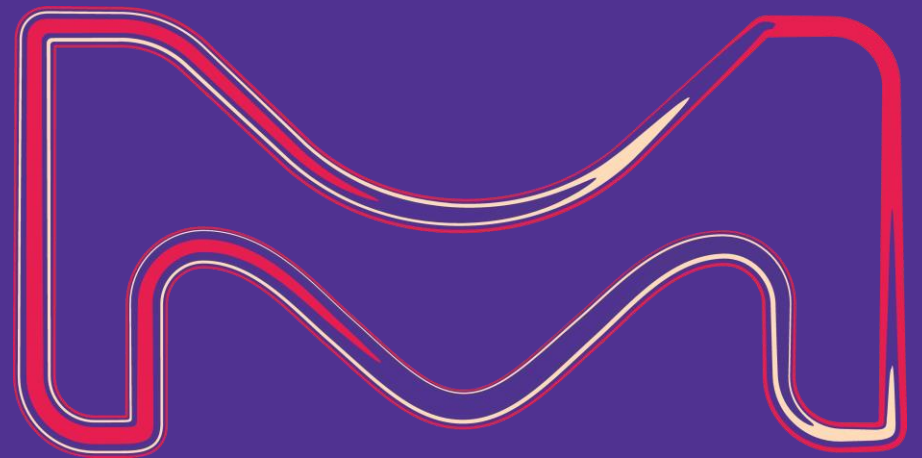
Novo Hamburgo, RS
(51) 3596-1057
www.ocmbestbrasil.com.br

Sculp Leather by Krumenauer

Portão, RS
(51) 3562-3040
contato@sculpleather.com.br
www.sculpleather.com.br

CBR Couros

Teutônia, RS
(51) 9283-6069
comercial@cbr.ind.br



Contact information

Exotic Leather

Nova Kaeru

Três Rios, RJ

(24) 2258-2043

daniel@novakaeru.com.br

www.novakaeru.com.br

Tre Anitry

Novo Hamburgo, RS

(51) 3594-6566

contato@treanitry.com.br

www.treanitry.com.br

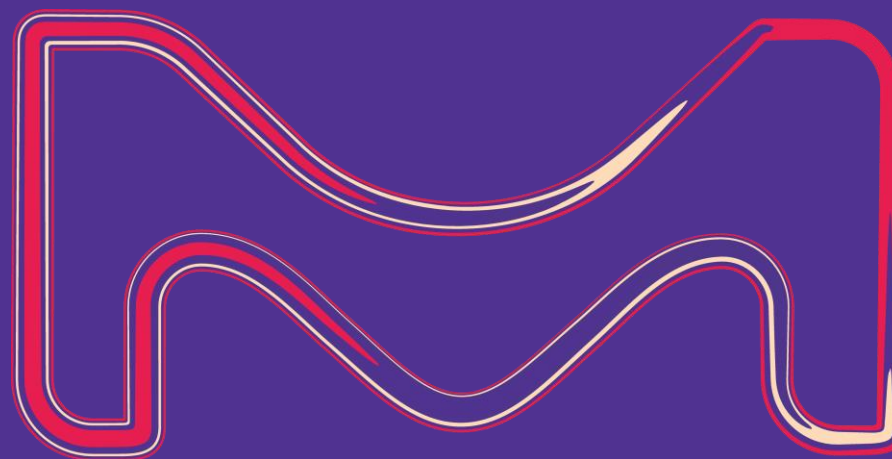
Strut Piveta

Maringa, PR

(44) 3224-1000

charles@strut.com.br

www.strut.com.br



Contact information

Tilapia Leather

Nova Kaeru

Três Rios, RJ

(24) 2258-2043

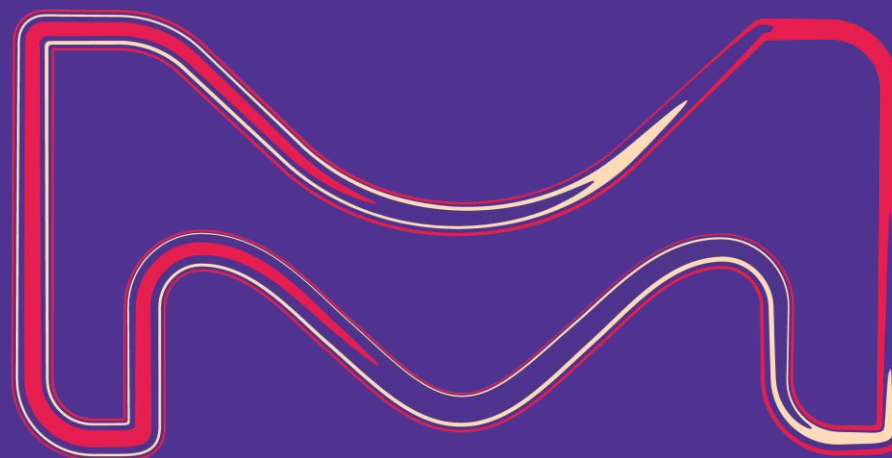
daniel@novakaeru.com.br

www.novakaeru.com.br

Tilapia Leather

Andradinha, SP

(18) 98134-7100



Contact information

Hairy Leather

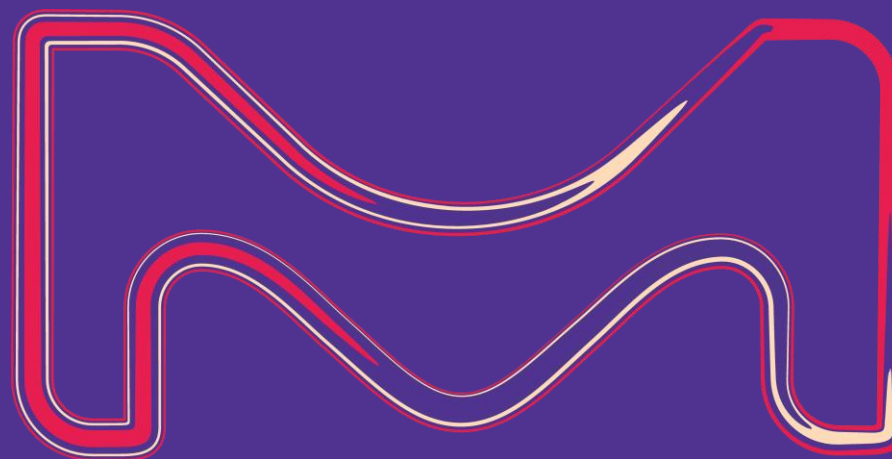
OCM Best Brasil

Novo Hamburgo, RS

(51) 3596-1057

ocmcouros@uol.com.br

www.ocmleathers.com



Contact information

Mycelium & Bacterial Cellulose

Mush

Instagram :

@mush.eco

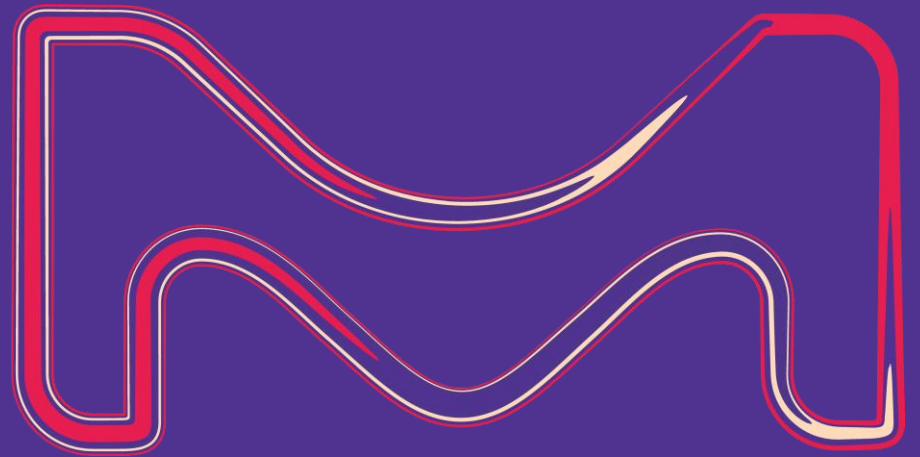
www.mush.eco

DuMeio

Instagram :

@dumeiosustentavel

www.dumeiosustentavel.com



Contact information

Rubber soles

Gelprene Solados

Franca, SP

(16) 99985-1637

www.gelprenesolados.com.br

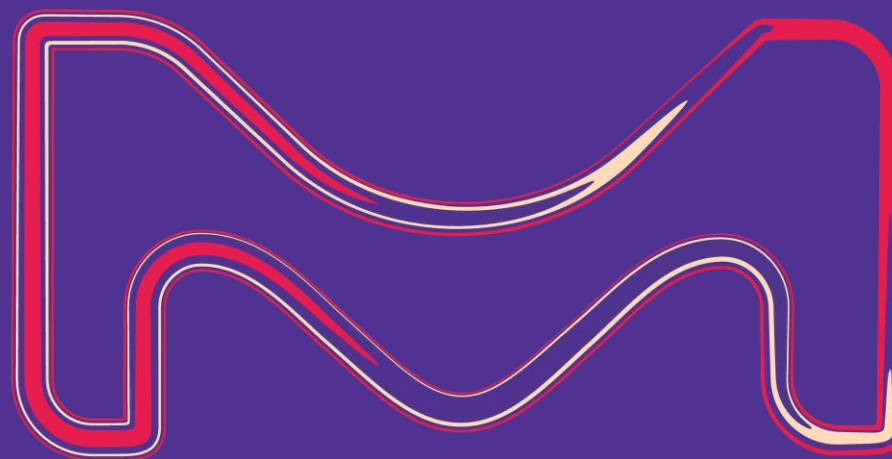
Líder Injetados

Nova Serrana, MG

(37) 3225-3990

liderinjetados@liderinjetados.com.br

www.liderinjetados.com.br



More info

Fabien Darche
Strategic Marketing Manager Americas - Coatings
Electronics – Surface Solutions

Merck S.A. Rio de Janeiro, Brazil, an affiliate of Merck KGaA,
Darmstadt, Germany

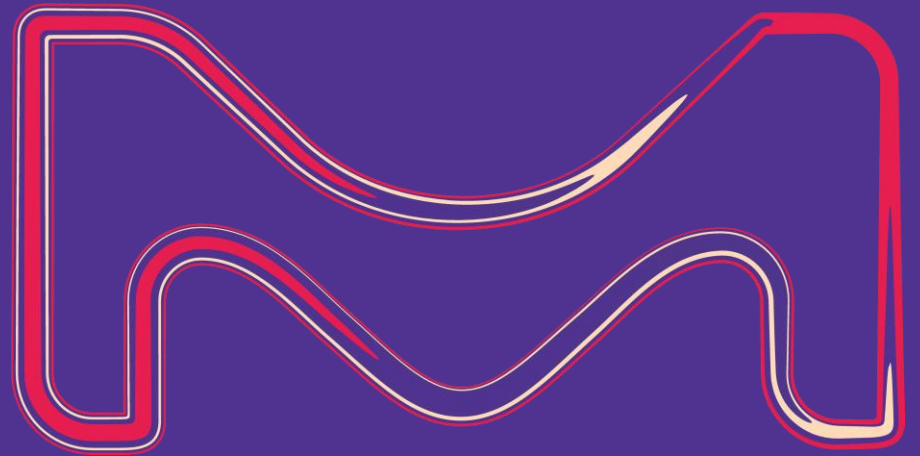
Alameda Xingu, 350 - 6th floor

Zipcode: 06455-030 | Barueri, São Paulo | Brazil

Mobile: +55 11 97891-9127

E-mail: fabien.darche@emdgroup.com

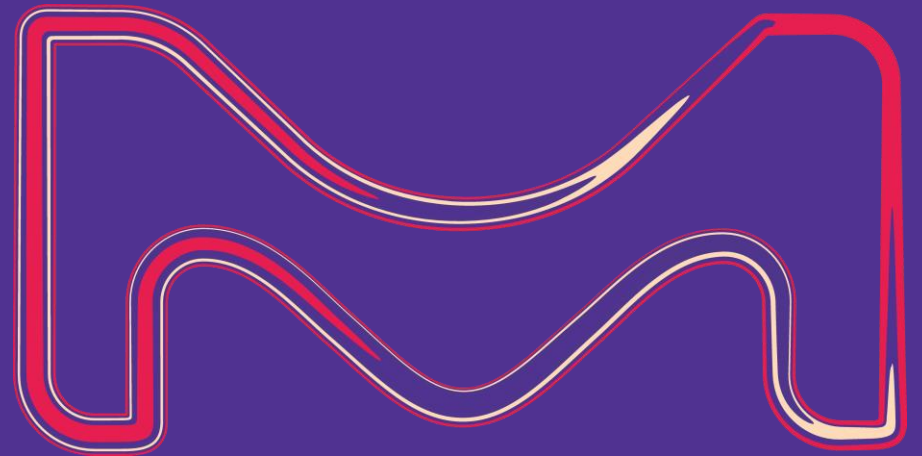
www.EMDgroup.com

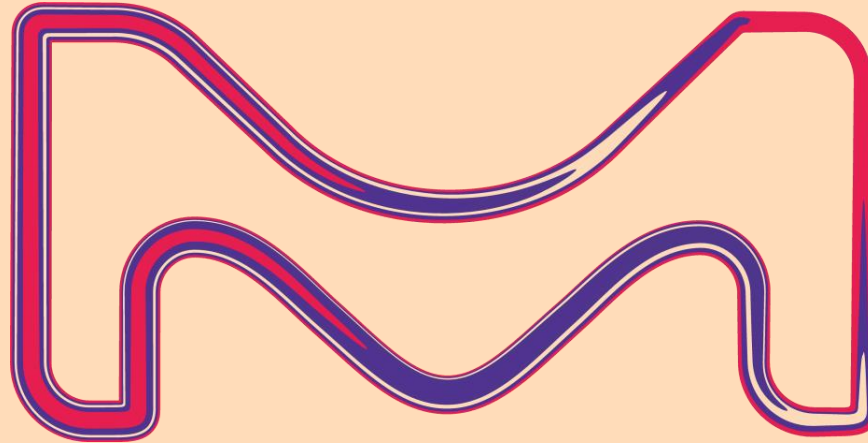


DISCLAIMER

Products are warranted to meet the specifications set forth on their label/packaging and/or certificate of analysis at the time of shipment or for the expressly stated duration. EMD Performance Material Corp. provides information and advice on application technologies and relevant regulations based upon its current knowledge and opinion. EMD PERFORMANCE MATERIALS CORP. MAKES NO REPRESENTATION OR WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE REGARDING OUR PRODUCTS, THEIR APPLICATION OR ANY INFORMATION PROVIDED IN CONNECTION THEREWITH. EMD Performance Materials Corp. shall not in any event be liable for incidental, consequential, indirect, exemplary or special damages of any kind resulting from any use or failure of the products. Customer is responsible for and must independently determine the suitability of our products for its intended use and processes. The foregoing information and suggestions are also provided without warranty of non-infringement as to intellectual property rights of third parties and shall not be construed as any inducement to infringe the rights of third parties. Customer shall be responsible for obtaining any applicable third-party intellectual property license. All sales are subject to our complete Terms and Conditions of Sale. Prices are subject to change without notice. EMD Performance Materials Corp. reserves the right to discontinue products without prior notice.

©2023 Merck KGaA, Darmstadt, Germany and/or its affiliates. EMD Electronics, the vibrant M, Xirallic, Xirallic NXT, Colorstream, Meoxal, Pyrisma and Iriodin are trademarks of Merck KGaA, Darmstadt, Germany. All other trademarks are the property of their respective owners. Detailed information on trademarks is available via publicly accessible resources.





EMD Electronics, the vibrant M are trademarks of Merck KGaA, Darmstadt, Germany or its affiliates.
All other trademarks are the property of their respective owners.

EMD Performance Materials Corp.

Surface Solutions
1200 Intrepid Avenue, Suite 300
Philadelphia, PA 19112, USA
emd-pigments.com
An affiliate of Merck KGaA,
Darmstadt, Germany

Merck KGaA, Darmstadt, Germany

Electronics | Surface Solutions
Frankfurter Str. 250
64293 Darmstadt, Germany
effects-for-coatings.com

Merck Performance Materials G.K.

Surface Solutions
ARCO Tower, 11F
1-8-1, Shimomeguro
Meguro-ku
Tokyo 153-8605, Japan
An affiliate of Merck KGaA,
Darmstadt, Germany

