

PUKET



Brazilian Lingerie Market

- at the beginning Brazilian lingerie was identified by a more elaborate, glamorous style, associated with lace and high cut modeling, which characterized it worldwide as SEXY;
- later, according to an international market trend and due to the appearance of the underwear collections by the fashion brands such as Donna Karan, Calvin Klein, etc., the Brazilian brands launched basic collections, without details and without lace. Basic products for modern women's daily life.

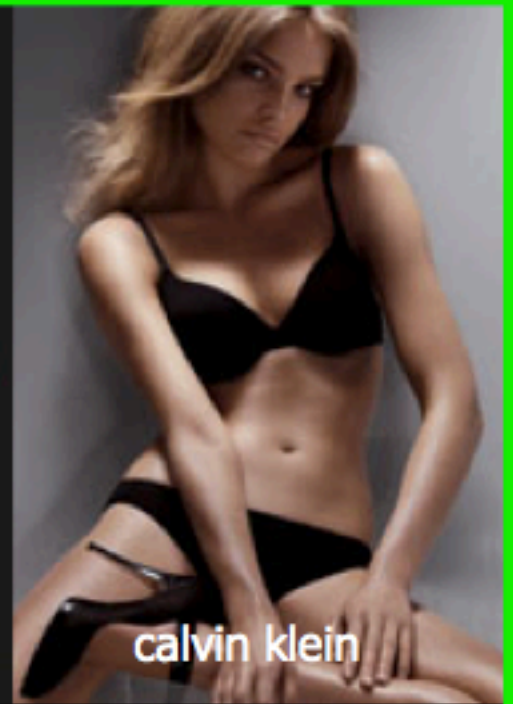




victoria's secrets



victoria's secrets



calvin klein



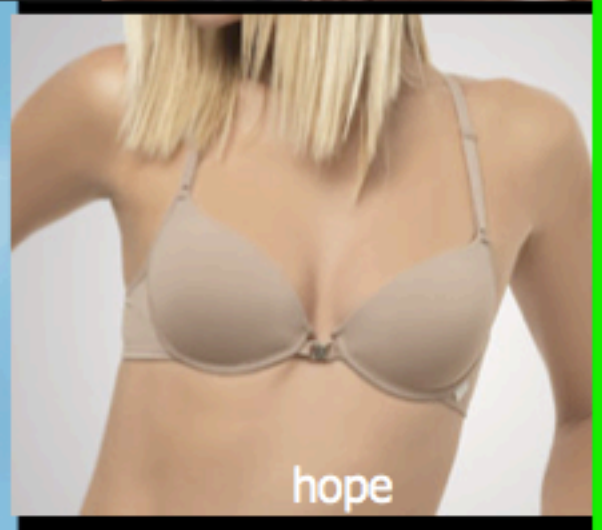
donna karan



donna karan



liz



hope



- ***briefing*** – to launch something new in the traditional Brazilian lingerie market and make it different from the traditional players of the market;
- ***solution*** - the creation of an unprecedented worldwide collection! **PUKETPOP** - totally irreverent that brought contemporary attitudes from the fashion universe for the lingerie world, breaking the modeling, colors, and prints patterns.



- **PUKETPOP** had the proposal of bringing a little bit of this teen universe through funny, colorful and irreverent prints like bottoms, symbols, “titles” (like diva, angel, princess), high school uniforms, characters, and much more. The color chart was rich - with white, yellow, pink, green, orange, red, nude and turquoise.
- even though the collection was designed to be focused on teenagers, we never tried labeling it or targeting it to a certain age range because we always knew we could get women from all ages with young and funny mindset.



- we got quick results! With stores asking for replenishment in 24 hours, sales going over 100,000 pieces/month and lots of PR results. Sales grow:

- 2001 – 70,000 pieces/year

X

- 2002 – 520,000 pieces/year

X

- 2003 – 1,250,000 pieces/year







puket japon



Farm
PUKET





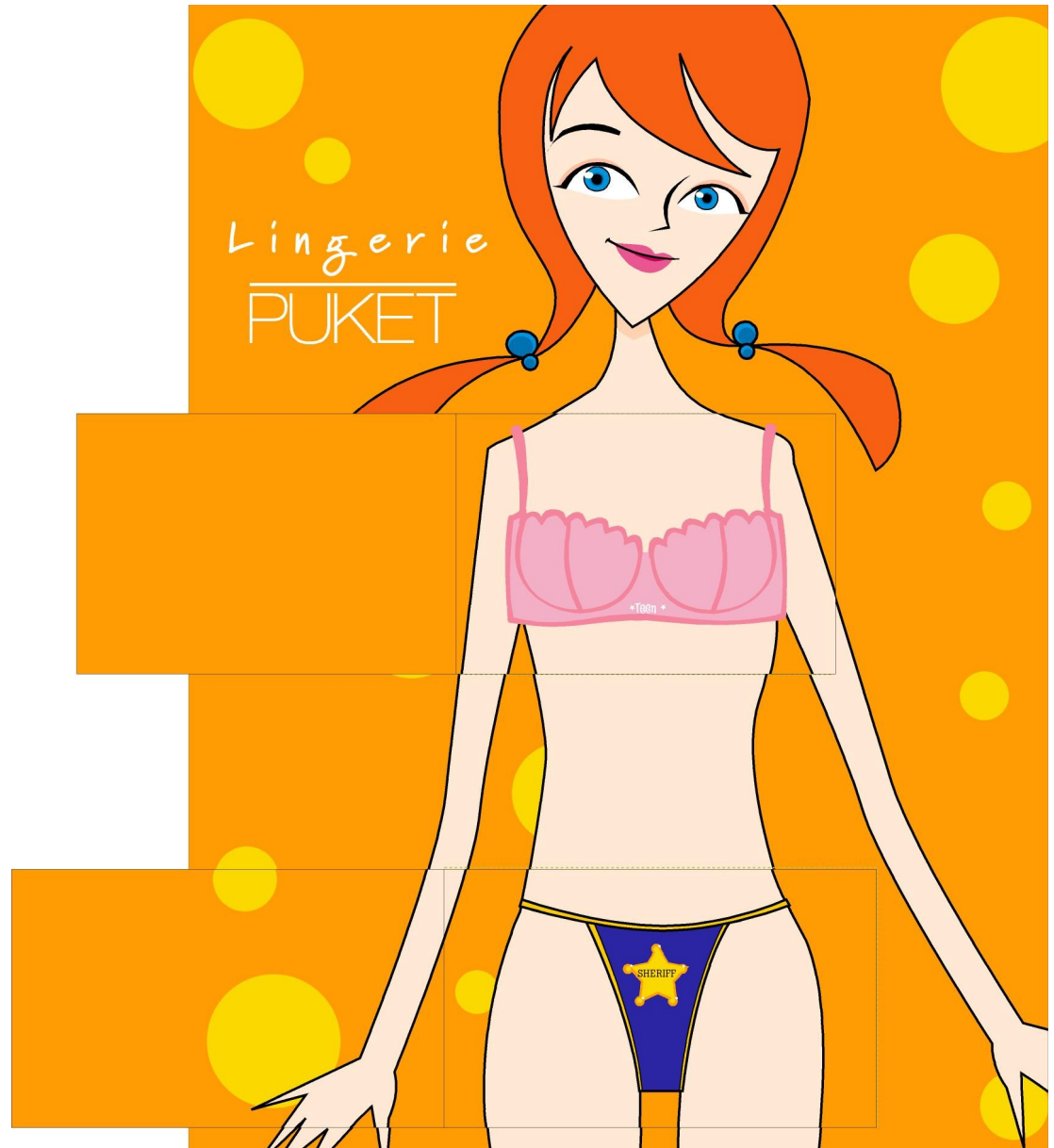
- the young people have a very special way of expressing themselves - irreverent, fun and daring. And pop culture, which always follows these movements, usually translates its ideals into all styles of art, whether in painting, in a cartoon, in cinema and even in fashion, among other forms of expression.
- and watching this potential market we developed the POP PUKET collection – a different line made of cotton-Lycra® panties and tank tops with funny prints in vibrant colors. The collection also included ballets and the famous socks of the brand, this time reproducing the same prints of lingerie. Having the lingerie prints in the socks was a new idea in this market since the socks brands did not produce lingeries and vice versa.



- the collections were launched every 3 months, always with themes related to the latest fashion trends;
- the sales to the wholesale were made in 6 packs - one for each print/color. With this the store always had the whole collection prints, offering more variety to the client and displaying the collection concept with all its richness;
- this continuous launches and sales packed in *kits* helped the purchase and sale process for the stores since it would not have inventory "excess" because there were no *ready sets* and the pieces should be sold to the customers separately.
- and, best of all, this collection definitely put PUKET brand in the lingerie market and among the young people preferences in a very special way!!!

catalogs

- ***briefing*** – how to introduce this special idea in a way that creates all impact that it should?
- ***solution*** – we found a way through illustrations that represented the young market as the collection should. The presentation with the cartoons contributed to making the line concept even stronger.



Puket Pop I



7396
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



8301
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



72.438

773



72.420

460



72.422

326



72.423

108



72.433

108



72.432

108



72.246

426



72.421

773

773



72.424

108



72.430

390



72.436

108



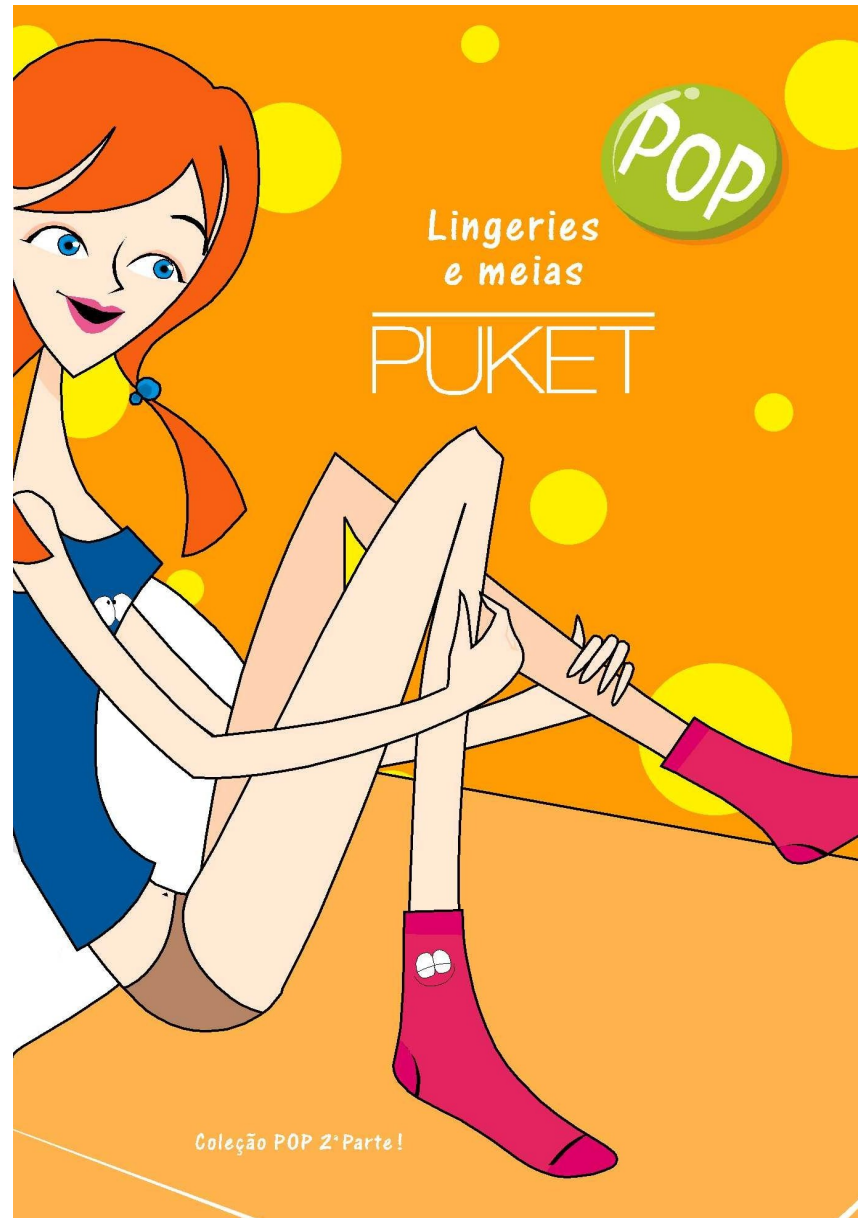
72.437

460



tamanhos sizes tallas 2: 34 a 39
 composição composition composición
 63% algodão cotton algodón
 31% poliamida polyamide poliamida
 04% elastano elastane elastano
 02% elastodieno rubber elastodieno

Esta coleção será vendida em kits de 24 pares.



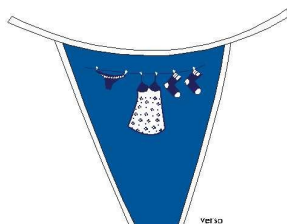
Puket Pop II



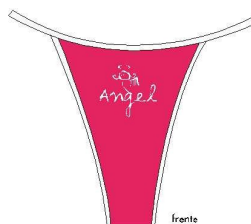
fronte



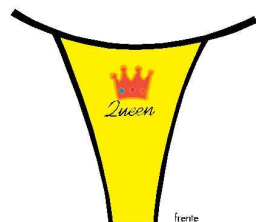
verso



verso



fronte



fronte

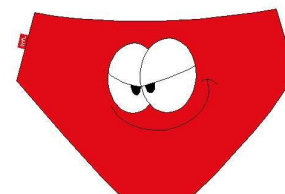
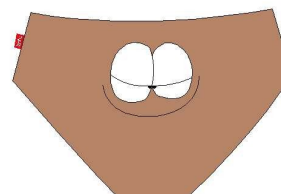
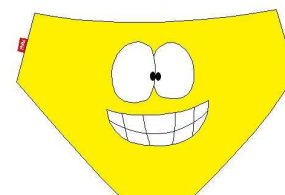
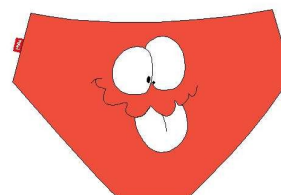
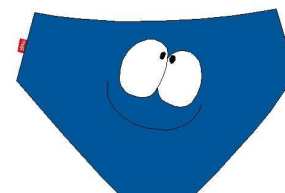
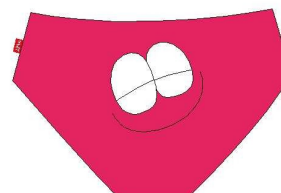


verso

7432

tamanho size tallas PP P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano

Esta coleção será vendida em kits
de 6 peças com uma peça de cada variante.



8326

tamanho size tallas PP P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano

Todas as estampas desta coleção
localizam-se no verso da peça.
Esta coleção será vendida em kits de
6 peças com uma peça de cada variante.

soutiens, ref. 6567, 6568, 6601, nas cores:



camisetas lisas, ref. 8984, nas cores:



ref. 8985



ref. 8985



ref. 8986

Kit C

97.372.03.2

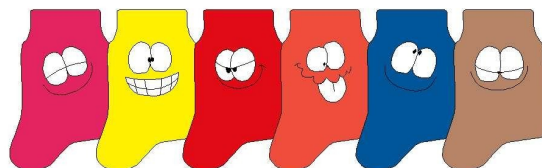
Kit sortido, contém 24 pares.



Kit D

97.372.04.2

Kit sortido, contém 24 pares.



8985, 8986

tamanho size tallas P M G

composição composition composición

93% algodão cotton algodón

07% elastano elastane elastano

Kit C e Kit D

tamanhos sizes tallas 2: 34 a 39

composição composition composición

63% algodão cotton algodón

31% poliamida polyamide poliamida

04% elastano elastane elastano

02% elastodieno rubber elastodieno

Esta coleção será vendida em kits de 24 pares.



Puket Pop V



verso

Sorria, se você gosta da minha calcinha



verso

Olhe, mas não toque!



verso

Porque ser normal?



verso

Graças a Deus que eu sou uma garota



verso

Só o meu gato me ama



verso

Garotas só querem se divertir

Módulo boneca ref. 8377

tamanho size talla P.M.G.
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



Módulo brief 1 ref. 7734



Frágil, manuseie com cuidado



Módulo brief 2 ref. 7735

Módulo brief ref. 7734, 7735

tamanho size talla P.M.G.
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano





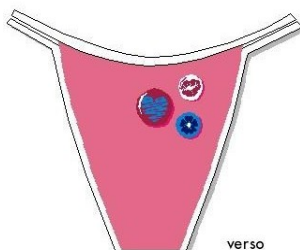
frente



frente



frente



verso



frente



frente

Módulo string ref. 7517

tamanho size tallas P.M.G.
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



ref. 7655 var. tangerina



ref. 7655 var. cereja



ref. 7655 var. preta



ref. 7716



ref. 7719 var. turquesa

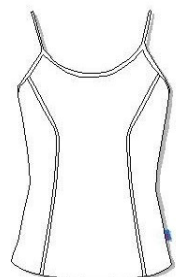


ref. 7719 var. branca

tamanho size tallas P.M.G.
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



ref. 7714



ref. 7718



ref. 7714, 7718, 8384

tamanho size talles P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



ref. 6728



tamanho size talles 38 ao 44
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



ref. 6729



tamanho size talles 38 ao 44
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano
forro 100% poliéster polyester poliester



ref.: 8384



IMB Têxtil Ltda.

Rua Major Paladino, 415 Vila Leopoldina sac 0800 7721591 e-mail: lingerie@puket.com.br
CEP 05307-000 São Paulo - S.P. CNPJ: 58.500.398/0001-05 Indústria Brasileira
Visite nosso site: www.puket.com.br

special editions



New Year's collection 2003/2004

Coleção Final de Ano

Kit com 3 calcinhas ref. 8014

tamanho size tallas P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



Na compra deste kit
você ganha
um divertido
varal para
usar no seu
banheiro.



Coleção Ano Novo

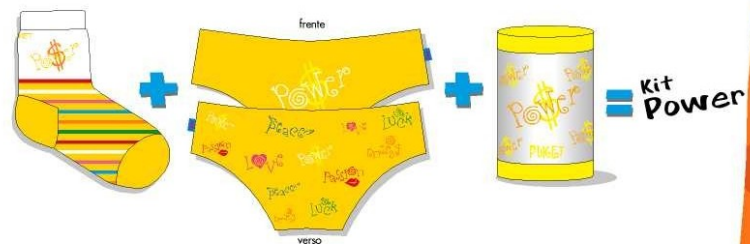
Kits ref. 8015



vire que
ainda não
acabou

calcinhas
tamanho size tallas P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano

meias
tamanhos sizes tallas 2: 34 a 39
composição composition composición
63% algodão cotton algodón
31% poliâmida polyamide poliâmida
04% elastano elastane elastano
02% elastodieno rubber elastodieno



Essas embalagens se transformam em um super cofre para você poupar e realizar seus sonhos de Ano Novo!

©2003 Puket - Todos os direitos reservados - Agosto 2003



IMB Têxtil Ltda.

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Valentine's Day 2003



variante única



variante única



variante única



variante única



variante única

"Embalagem para presente"



Kit 1:

tamanho size tallas P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano



variante única

"Embalagem para presente"



Kit 2:

tamanho size tallas P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano





variante única



variante única



"Embalagem
para
presente"

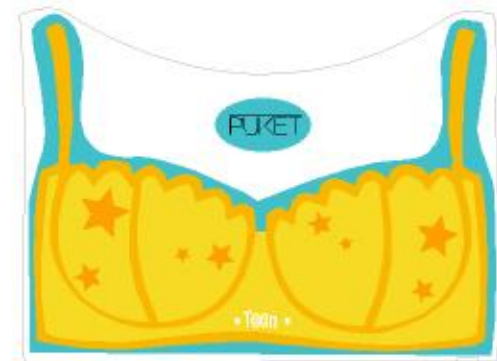
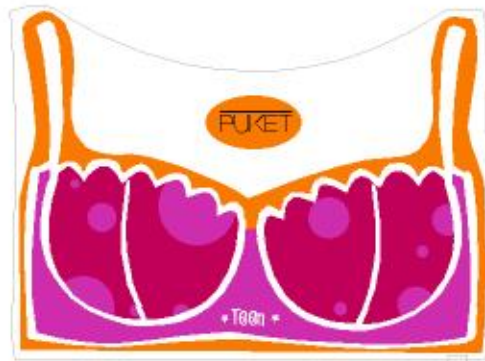
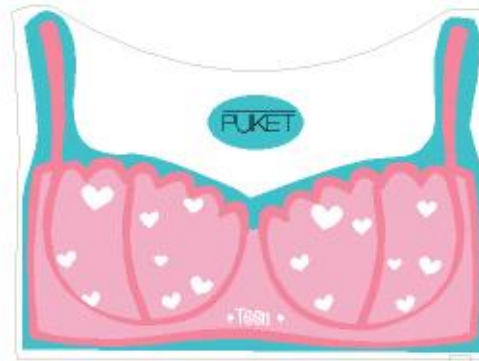
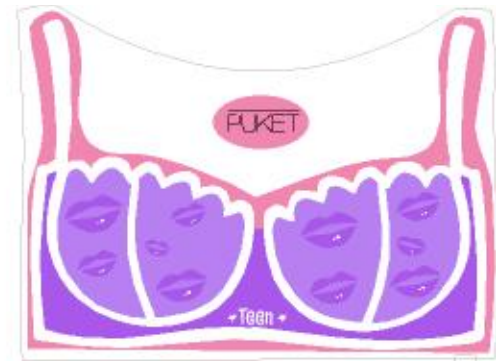
Kit 3:

tamanho size talles P M G
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano

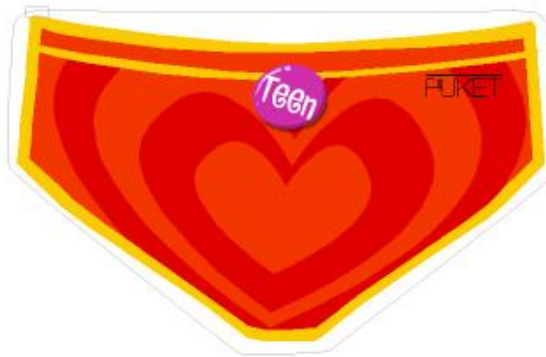


IMB Têxtil Ltda.

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Packaging - bras



Packaging - panties



Packaging - tanks



Packaging – bras with molded cups



banner

***brand/portfolio extension –
variety on the same idea***

- ***briefing*** – add value to the products and look for other market opportunities. Seeking other points of sale, not only the “traditional” multi-brand lingerie stores and/or young fashion stores;
- ***solution*** – the creation of a card, with a special *die cut* (later patented by PUKET), where the panties and socks fit perfectly and the texts of these products complement the messages of the cards. And then we created the slogan: "the gift that already comes with a card!" With this launch we opened new sales opportunities in the market such as stationery and bookstores, gift shops, airport shops, etc.







PoV display and catalog – PuketPop Valentine's day 2004

puket homewear

- ***briefing*** – create a new collection based on the **PUKETPOP** image/ language extending it to the sleepwear product line;
- ***solution*** – the creation of a very special and unprecedented collection until that moment. The concept of HOMEWEAR — much more than a pajama... clothes to stay comfortable at home.



Neste verão, seu armário
será invadido por
cerejas, bonecas, flores,
gatos e muito mais!
Coleção HOMEWEAR -
mais modelos, cores e
estampas para você
curtir, numa boa,
suas horinhas de folga!











- ***briefing*** – trying to transfer the same **PUKETPOP** concept to the maternity collection by offering different and funny products in opposite to what the conservative market offers;
- ***solution*** – development of a very special panty modeling with a double fabric layer with elastane that avoids elastics that can be uncomfortable for pregnant women. Totally adjustable to the belly until the 6th. month/24th to 26th. week. And cute prints regarding this special moment for every woman – pregnancy!





catalog – PuketPop Mammy I



verso



verso



verso



verso



verso



frente



frente



verso

Módulo ref. 8009

tamanho size tallas M G GG
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano

Módulo 8021

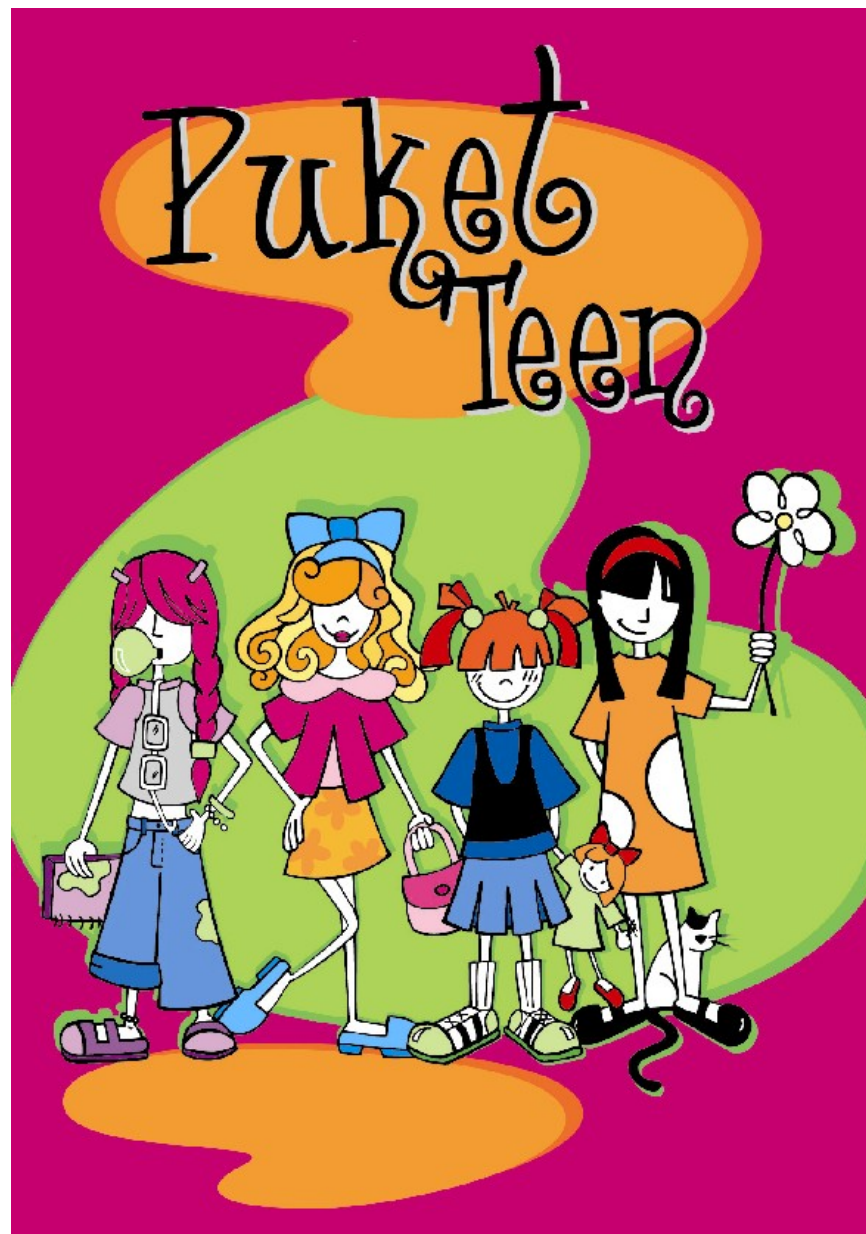
tamanho size tallas M G GG
composição composition composición
93% algodão cotton algodón
07% elastano elastane elastano

- ***briefing*** – to bring new products to preteen and tween girls between 8 to 12 years old;
- ***solution*** – a new collection with **PUKETPOP** inspiration but focused to their teen universe, icons and interests. We created 4 characters - each one with some personality aspects for this age group girls.



PUKET

puket teen



*puket teen – focused in girls between 8 to 12 years old
that “wannabe” teenagers 😊*

Nossa Galera

DEOLINDA

É A MENORZINHA DA TURMA E A MAIS SAPECA.

TUDO É BARULHO. ADORA MÚSICA, CANTA O TEMPO TODO, CANTIGAS DE RODA, SAMBA, BOSSA NOVA, ROCK E POP.

TEM UMA BONECA DE PANO COLORIDA CHAMADA DIADORINA. FAZ MALABARES.

2327 EMBAIXADINHAS, E ESTRIPULIAS...



Doris

Muito amadurecida, muito arrumadinha, sempre na moda. Vive apaixonada e sempre é correspondida.

Adora laços, bordados, rendas, florzinhas.

Super distraída, um pouco desastrada, mas ainda romântica...



Nossa Galera

holly



Timida, adora bichos, vira-latas, mais do que gente porque não precisa de blá blá blá. Detesta ter que beijar e abraçar gente. Vive cheia de pulgas e toda arranhada nos braços e pernas. Gosta mais de cachorro, mas tem um gato, o otto, porque ele apareceu e ficou... usa sempre vestido e não é muito fanática por banho porque gosta do cheiro dos bichos...



NORIS



Super CDF, mas passa cola pra todo mundo, adora sorvete e chicletes e suja todos os livros. Foge à regra.

É assimétrica. Trança maior de um lado, camiseta pra fora da calça. Rói as unhas, mas é vaidosa e extrovertida. Tem a gargalhada mais costosa... Precisa usar óculos mas sempre estão fora do rosto. Gosta das diferenças...

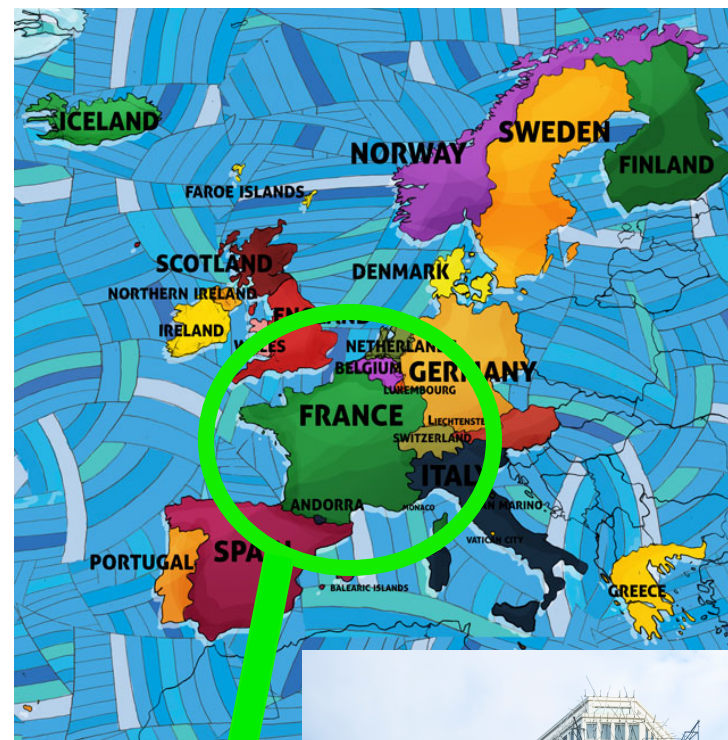




DISTRIBUTION



more than 500 points of purchase / 30 Salesperson



Export to Latin America and France /
exclusive collection to Galleries Lafayette

MARKETING

campaign

- ***briefing*** – at that moment, some months after launching the collections and with already some unlicensed copies ??? being sold in the market we needed to show that PUKET was the real creator and launcher of this new idea/product language and also showing this product was not restricted to the young people but to whoever has a young mindset;
- ***solution*** – a campaign with 3 girls/women in 3 different situations – a young mom, a bride and a girl arriving home after night out — like a paparazzi click in an oversight WHERE IT shows the panty demonstrating this young, modern and funny mindset that any woman can have regardless of her age, occupation and day-by-day activities.



Irreverente como você.



SUMMER 2004 - campaign



Divertida como você.



SUMMER 2004 - campaign



Fotos: Cesar Cury

Puket, duvido que você não use.



SUMMER 2004 - campaign

A Puket vem com tudo neste terceiro trimestre, além de inúmeros lançamentos, estaremos com uma campanha na Revista Caras até o final de novembro.

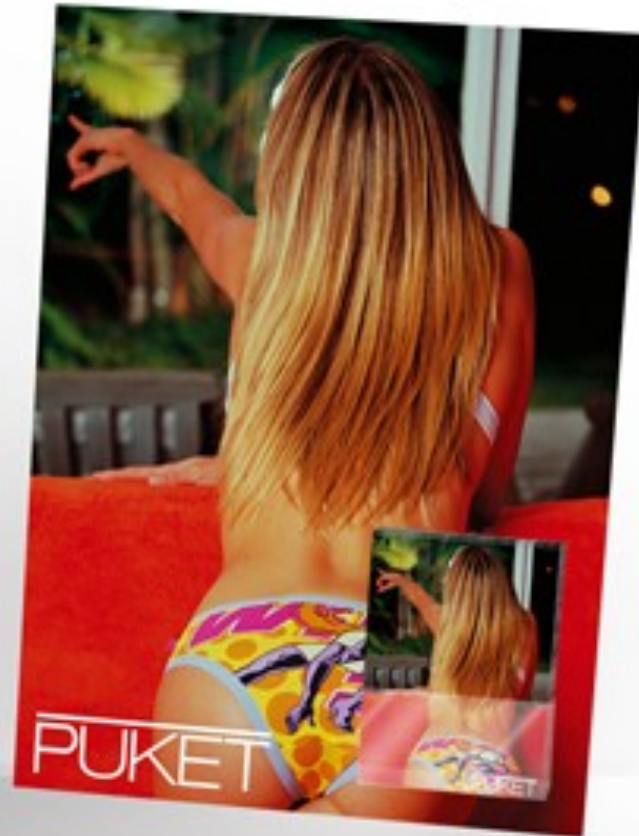
Esta ação vai expor ainda mais a marca Puket e impulsionar as vendas até o final do ano.

Esperamos que vocês gostem, e continuem sendo cada vez mais parceiros da Puket.

Boas Vendas!



Another campaign
Summer 2006



*display with “pocket”
for the mini catalog - take one*



billboard

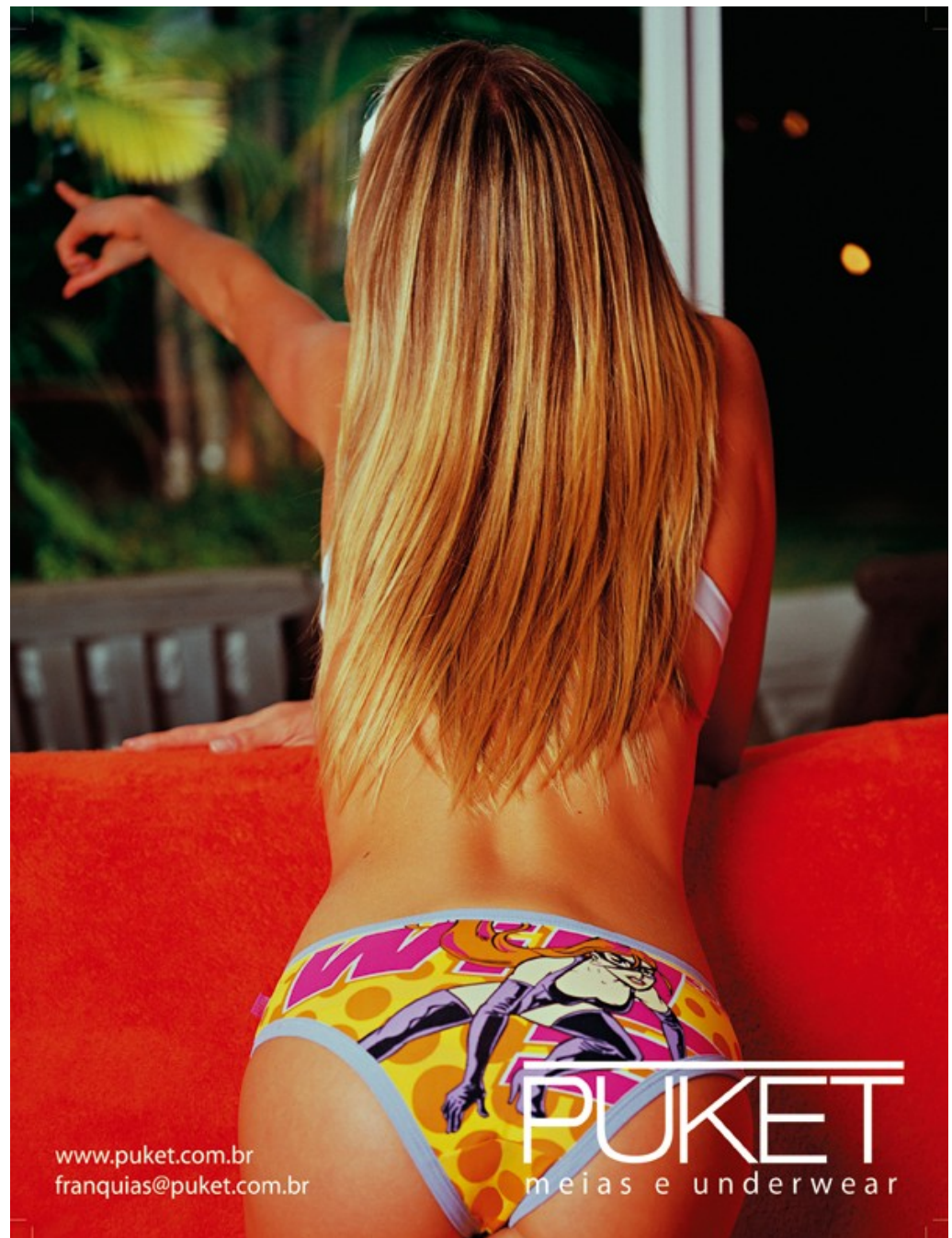
printed media



- ✓ circulation: from 170,000 to 220,000 copies/month
- ✓ 4 months - 2 pages/month

Atrevida – magazine for teenage girls

September issue



www.puket.com.br
franquias@puket.com.br

PUKET
meias e underwear

October issue

www.puket.com.br



PUKET
meias e underwear

endereço PUKET - SÃO PAULO Shopping Villa Lobos Fone. (11) 3024.3930 Shopping Ibirapuera Fone. (11) 5561.5527 Shopping Eldorado Fone. (11) 34.1956
Shopping Pátio Hortolândia Fone. (11) 3823.2896 Shopping Centro Santa Cruz Fone. (11) 3471.8004 Shopping Jardim Sul Fone. (11) 3246.2182 Marumbi Shopping Fone. (11) 5189.6720
CAMPINAS Shopping Iguatemi Fone. (19) 3254.1003 FLORIANÓPOLIS Shopping Itaguaçu Fone. (48) 245.198
francis@puket.com.br

www.puket.com.br



Cartão com calcinha
R\$ 22,90



Kit Meias
(caixa de chinelo + 3 meias)
R\$ 33,70



Kit Cherry
(conj. lingerie + caixa)
R\$ 96,80

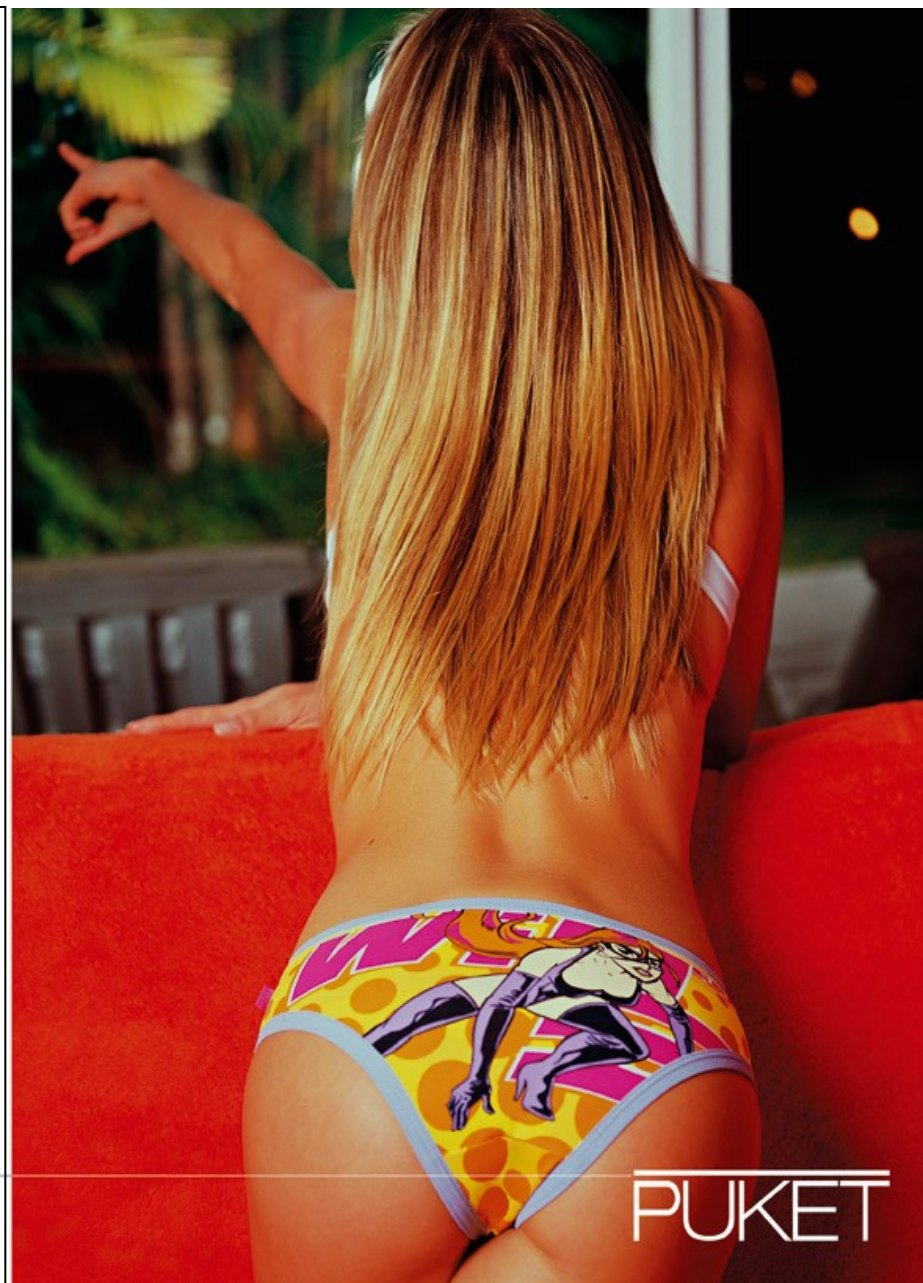


Kits para todas as idades
à partir de 29,90



Calcinhas pop
(caixa + calcinha)
R\$ 32,90

endereço PUKET - SÃO PAULO Shopping Patio Higienópolis Fone (11) 3823.2896 • Shopping Continental Fone (11) 3719.1983 • Shopping Jardim Sul Fone (11) 3746.7189
Shopping Ibirapuera Fone (11) 5561.9527 • Morumbi Shopping Fone (11) 5189.6720 • Shopping Vila Lobos Fone (11) 3024.3930 • Shopping Metrô Santa Cruz Fone (11) 3471.8004
Shopping Eldorado Fone (11) 3034.1954 • CAMPINAS Shopping Iguatemi Fone (19) 3254.1003 FLORIANÓPOLIS Shopping Itaguçu Fone (48) 3246.1980 franquias@puket.com.br



PUKET

December issue – double page with gift options for Christmas

Press and PR

- weekly contact with the main fashion publishers and fashion editors to send them products and information about **PUKETPOP** lingerie and sock collections, our concept and new releases.

Marie Claire magazine 2003



1. Jaqueta de moletom Track & Field, R\$ 126. Top de microfibra, R\$ 29, e calcinha de algodão, R\$ 39 (o kit com três unidades), ambos Jogê 2. Sutiã de algodão Any Any, R\$ 67. Sobreposição de calcinha larga, R\$ 19, com tanca, R\$ 17, ambas de algodão Puket 3. Regata, R\$ 32, e calcinha, R\$ 34, ambas de algodão Thais Gusmão 4. Sutiã dupla face, R\$ 18, e calcinha, R\$ 11, ambos de algodão Triumph. Calça de náilon Antes de Paris, R\$ 96 5. Camisette de algodão Thais Gusmão, R\$ 38. Calcinha de algodão Renner, R\$ 7 6. Camisette, R\$ 29, e calcinha, R\$ 17, ambas de algodão Puket 7. Camisette de algodão Hering, R\$ 14. Kit com três calcinhas de algodão Dzarm, R\$ 38 8. Top de tricô Carmim, R\$ 94. Calcinha de algodão Caro Cuore, R\$ 42



Atrevida* magazine June 2004

* Brazilian magazine focused on teenagers

Dia dos Namorados

Ninguém em vista
Lingerie nova para dar sorte no amor é tudo! Invista nestes lançamentos!

DeleRio: sutiã R\$ 25,50 e calcinha R\$ 14,50 em média

Pliê: camiseta R\$ 40, sutiã R\$ 29,20 e tanginha R\$ 27,20 em média

Puket com cartão: R\$ 23,80 em média (só calcinha ou meia).

Fofuras de amor
Tanto os relógios da Swatch quanto o lançamento das Havaianas trazem motivos românticos e muito fofos!

Touch French Lover (R\$ 305): você bate no visor e o relógio mostra a intensidade do seu amor por ele.

Enigmatic Love (R\$ 275), com a palavra love no visor e um coração no ponteiro de segundos.

Havaianas Love (R\$ 15), ele não vai querer mais largar do seu pé.

A camiseta Hering (R\$ 28) vai ficar linda nele!

Já acertou o alvo?
Aí vai uma dica para ele e outra para você!

Pulseira porta-retratos da Zoé (R\$ 80), para colocar uma foto de vocês dois juntinhos.

Amar pouco é de moda. Juntos, com um presente mais CALLY

Sabe no que dá eu e você juntos?

FOTOS: MAURINA LUNGMAR. REALIZAÇÃO: MARINA TORQUATO.

JUN/2004 atrevida 79

Veja São Paulo
GUIA DAS DELÍCIAS
 Cansado do cardápio moderno dos restaurantes? Salva onde comer
 leão à purrurica, estrogonofe, picadinho, cuscuz paulista,
 rabada e mais quinze clássicos da nossa cozinha

BOAS COMPRAS
Kiki Romero

Blusa de plástico, R\$ 45,00. Shopping Nipolis, R\$.
 Blusa de plástico, R\$ 45,00. Rtl, Rua Oscar Freire, 682, Jardim Paulista, ☎ 3088-0548.
 Minissua jeans, R\$ 78,00. Clube Chocolate, Rua Oscar Freire, 913, Jardim Paulista, ☎ 3084-1500.
 Graupinhos com flores, R\$ 16,00 o par. Accessorize, Shopping Market Place, ☎ 5181-4760.
 Tênis All Star de flanela xadrez, R\$ 158,00 o par. Alexandre Herchovitch, Rua Haddock Lobo, 1151, Jardim Paulista, ☎ 3063-3889.
 Calça jeans masculina, R\$ 181,00. Avni Fehur, Alameda Lorena, 1592, Jardim Paulista, ☎ 3061-1967.

Camiseta Nike, R\$ 89,90. Lerter Sport, Shopping Iguatema, ☎ 3016-0877.
 Bala de tecido do Hello Kitty, R\$ 94,00. Inovatti, Morumbi Shopping, ☎ 5182-8285.
 Calcinhas de algodão, R\$ 22,90 com flores e R\$ 39,90 com a gatinha. Puket, Shopping Eldorado, ☎ 3034-1954.
 Do moleston, 118,00. Speranza Teen, Rua Bela Cintra, 2151, Jardim Paulista, ☎ 3067-9433.
 Cachecol de crochê, R\$ 115,00. Guaráni Brasil, Alameda Lorena, 1599, Jardim Paulista, ☎ 3061-0182.

VEJA magazine – March 2005

Endereço  <http://veja.abril.com.br/idade/exclusivo/vejasp/200803/sumario.html> Links

Publicidade

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Vejinha on-line - Microsoft Internet Explorer

as boas compras
Kiki Romero



Porta-jóias, R\$ 46,00.
Arango, Praça Benedito Calixto, 42, Pinheiros, fone: 3061-5127.



Calcinhas de algodão, R\$ 12,00 cada uma. Depósito de Meias São Jorge, Rua 25 de Março, 485, centro, fone: 3311-0844.

fotos Fabio Mangabeira / produção Flávia Salvetti

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VEJA SP – on-line edition



Atrevida magazine
March 2005





Eu escrevo
POEMAS

Eu escrevo
PIADAS

Eu escrevo
IDÉIAS

Eu escrevo
HISTÓRIAS



Calcinhas super fofas



Próximo »

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Seu nome:

Seu e-mail:

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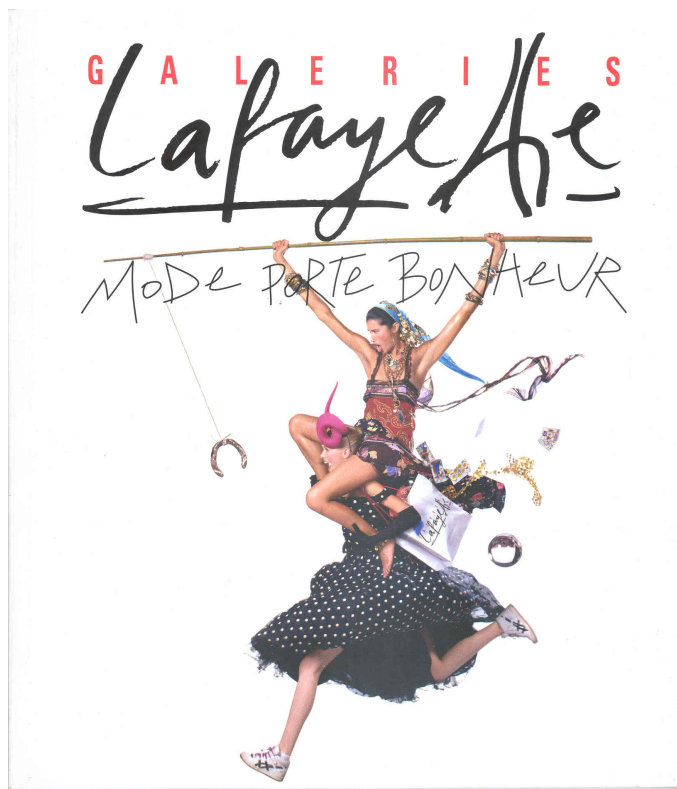
As calcinhas supercoloridas com temas descontraídos estão de volta. Essas da Puket, estilo Western
www.puket.com.br

<http://igirl.ig.com.br/galerias/014501-015000/14736/14736.html>

online - www.delas.ig.com.br – June 2005



international



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BALADEUR MP3, 1 GO, SILVER,
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1 PALETTE FARD À
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PUCKET
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CULOTTE,
92 % COTON,
8 % ELASTHANNE

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4 € BLOC-NOTES
"PLAYBOY"

BALA BOOSTÉ FOR MEN
12,90 €
COLLIER,
BOIS,
ÉLASTIQUE

LITTLE DEVIL
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À SPIRALES,
12 X 15 CM

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À PARTIR DE 2,20 € PIÈCE
STYLOS FANTAISIE

Galleries Lafayette catalog, France



PRINTEMPS catalog, France

LINGERIE

DISTRIBUTION

L'humour de Puket séduit la Française

■ Le spécialiste brésilien du chaussant s'implante dans l'Hexagone. ■ Il y commercialise sa première collection de lingerie fantaisie.

PAR CÉLINE VAUTARD

Stars au Brésil, les chaussettes Puket, dédiées à toute la famille, se vendent comme des petits pains. Leurs points forts ? La couleur et la fantaisie qui donnent naissance chaque mois à plus de 1 000 nouveautés.

Il y a un an, Puket a lancé de la lingerie féminine pour enrichir son offre. Aujourd'hui, c'est avec cette collection que la marque fait ses premiers pas en France, à la Samaritaine. Au programme, des lignes de culottes avec caracos ou tee-shirts assortis et quelques soutiens-gorge basiques. "C'est un nouveau segment pour nous, mais sur lequel nous pouvons transposer notre savoir-faire", explique



La nouvelle collection de culottes se coordonne à une ligne de chaussettes.

Claudio Bobrow, directeur de la marque. En coton et élasthanne ou en microfibre, les modèles de culottes classiques, taille basse ou strings arborent des coloris toniques et les imprimés, en accord avec les dernières tendances, sont rehaussés de motifs et de messages dans un style humoristique et décalé. Certains modèles disposent de socquettes coordonnées.

Actuellement, la griffe est distribuée dans 7 000 points de vente au Brésil, en Amérique du Sud et

au Portugal par le biais de son activité chaussettes. "Au Brésil, où nous existons depuis quinze ans, nous sommes le plus gros producteur de chaussettes", précise le dirigeant en faisant état d'une production mensuelle de 1,2 million de paires.

Bâtir un réseau en franchise

En septembre dernier, Puket a inauguré sa première boutique en propre, à Sao Paulo, afin d'y présenter l'ensemble de son offre dans une ambiance jeune et ludique. A l'avenir, la marque espère constituer un réseau en se développant en franchise à l'échelle internationale. Son vœu : à terme, totaliser 200 magasins. ■



Points forts de Puket : l'humour et la couleur.



NEWSMODE



méli-mélo and co

Les fleurs se partagent les rayures, les imprimés se marient entre eux. Qui ne se ressemble pas s'assemble.



Elle magazine, France – May 2004

Une occasion de célébrer Éros

Marie-France
Bornais

mbornais@journaldequebec.com

Le jour de la Saint-Valentin, jour de la fête des amoureux, est aussi celui de la fête d'Éros.

Comme le dit le proverbe, l'humour change parfois, l'humeur change parfois, lui rafraîchir les idées. À certains temps, les gens se plaignent de la sexualité monotone. Ils ont essayé les positions et ne savent plus comment recréer la chimie du début d'une relation. Ils cherchent à nouveau la petite étincelle qui leur permettra de ranimer la flamme.

Voilà pourquoi les jeux de rôles, les dés coquins, la lingerie fine et autres trouvailles sont tellement en demande auprès des couples de tous les âges.

Ces temps-ci, les tendances sont au plaisir efficace dans les boutiques érotiques. Les gadgets se sont raffinés, les produits clament leur efficacité et les consommateurs recherchent un bon rapport qualité-prix. Cela fait qu'on retrouve maintenant des collections d'onguents stimu-



Photo Benoit GARIÉPY

En rouge toujours pour la Saint-Valentin.

lants pour l'homme et la femme, des huiles chauffantes ou rafraîchissantes, pour proposer au corps de nouvelles sensations.

Alternatives à la petite pilule bleue, certains gadgets peuvent assister les hommes aux prises avec des problèmes érectiles.

Et, le saviez-vous, le petit «Bunny» de Playboy est totalement tendance: il se retrouve sur toute une collection d'objets, allant des boutons de manchettes aux couvre-lits, en passant par les pantoufles, les pyjamas et les vêtements d'intérieur.



Photo Benoit GARIÉPY

La marque Playboy a lancé toute une gamme de produits dérivés, notamment dans l'univers de la lingerie.



Photo Benoit GARIÉPY

Les huiles de massage et les onguents stimulants ont la cote des amateurs de nouvelles sensations dans les boutiques érotiques.

PUKET



Rede Globo is the most important open TV channel in Brazil with more than 80% of audience at that moment

- ***briefing*** – spread **PUKETPOP** to the media without a budget.
- ***solution*** – our own team was focusing the efforts in the PR and press to promote the collection concept and products straight to the main magazines, newspapers, TV channels, and showing pocket shows at some TV channels during their programs. Zero cost!



* Malhação – very famous teenager soap-opera in Brazil with huge audience and more than 20 seasons until today.





* **Big Brother Brazil** – very famous reality show in BR

* **Fantástico** – a Brazilian weekly television newsmagazine broadcast on Sunday nights. Both at Rede Globo with large audience.



special developments



desenvolvimentos exclusivos by **PUKET**



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Coleção RENNER 03 – by Puket



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Stores - C&A and Lojas Renner



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“Valentine’s Day” editions – Renner, Pernambucanas, Carrefour and Lojas Americanas

PUKET

