

Alexandre Grendene, Grendene S.A

Alexandre Grendene Bartelle was born in the city of Farroupilha in Brazil's southernmost state, Rio Grande do Sul. In a region settled by Italian immigrants, Alexandre grew up inspired by his grandfather, a prosperous entrepreneur who helped him start his own business before he turned 20. From a small company with a plastic processing machine, Alexandre propelled his business forward, and Grendene's plastic shoes now grace the window displays of major fashion brands around the world.



In 1971 Alexandre Grendene Bartelle, together with his brother Pedro Grendene Bartelle and grandfather Pedro Grendene, founded Plásticos Grendene, a company whose first venture already embodied innovation in the prominent plastics processing industry: manufacturing plastic packaging for wine bottles, previously made from wicker.

From packaging for bottles to technical parts for the company's first plastic shoes, the Nuar sandal in 1978. Recognizing an opportunity in the footwear industry and with an eye for what would become one of the biggest trends of the next decade, Alexandre converted the use of plastic shoes by fishermen from the French Riviera into the iconic 1980s sandal, the Melissa Aranha.

In the first year of its launch, the Melissa Aranha sold more than 5 million pairs, leaving its mark on a generation of girls at the time. Recognizing the product's excellence, Alexandre improved the advertising strategy and transformed the plastic shoes into a fashion item, launching models by renowned international designers such as Dorothee Bis, Thierry Mugler,

Jean Paul Gaultier and Elisabeth Seneville. In 1982 Grendene was already breaking barriers and displaying plastic products in the window displays of famous boutiques in the world's major fashion centers.

That same year Grendene conquered the foreign market, expanding its business thanks to Alexandre's vision for products that catered to the demands and needs of each specific market, allowing the company to deliver an assertive product that satisfied different audiences.

In 1986 the company launched its male sandal, Rider, a major advertiser at the time that left its mark on Brazil with surprising reinterpretations of classic Brazilian songs in its commercials.

Grendene's bold and creative advertising saw the Rider brand become synonymous with the sector, paving the way for the launch of the women's brand Grendha and leading to Alexandre Grendene's recognition by countless entities, publications and awards in the field of marketing and advertising.

The company's growth strategy and technological evolution drove Grendene's diversification in products and activities, prompting the company's move to Northeast Brazil in the cities of Sobral, Fortaleza and Crato, in Ceará state.

In 2001, with the dawn of the new century, Grendene launched the Ipanema brand, endorsed by the world's number 1 supermodel Gisele Bündchen. Having already launched campaigns featuring famous international personalities including actress Victoria Principal and model Claudia Schiffer in the 1990s, the Melissa brand now boasted designs by Alexandre Herchcovitch, Sommer and Cavaleira in the window displays of flagship stores such as Colette in Paris and Dover Street Market in London.

Melissa has kept its place in the international fashion spotlight through partnerships with Vivienne Westwood, Zaha Hadid, Karl Lagerfeld, and Jeremy Scott.

In 2004, the company opened the first Galeria Melissa (Melissa Gallery), the brand's flagship store on Oscar Freire Road in São Paulo, followed by additional stores in New York in 2012 and London in 2015.

Grendene S.A boasts its own technology, creative marketing and quality products that are a benchmark in the sector. The company currently has nine own brands, Melissa, Rider, Ipanema, Grendha, Grendene Kids, Zizou, Cartago, Zaxy and Pega Forte, recognized in more than 100 countries to which Grendene exports around 30% of its total annual production of 200 million pairs a year. A reference in licensing, the company enjoys more than 20 partnerships with well-known brands and personalities from the kids' entertainment sector, including Disney, Mattel, Cartoon Network, and Sanrio, among others.

The company's overwhelming figures are largely due to the exceptional analysis skills and business acumen of Alexandre Grendene, combined with its boldness and balanced decision-making, ensuring its ventures in different sectors of Brazil's economy are renowned in their respective segments.