nvh studios
About NVH Studios

- NVH Studios is a holding company created in 2016 that controls two important Brazilian footwear brands and one French footwear brand. It has its own factory, located in the city of Novo Hamburgo - Vale dos Sinos Region - RS, Brazil.

- The Vale do Sinos region has footwear production as a part of its culture, with a complete supply chain and a highly qualified workforce.

- The manufacturing work is done by a trained and experienced team, which ensures global standards of quality and delivery.

- NVH Studios’ chain control provides fast distribution, social respect and the ability to stay current with the newest market trends.
Divided into business units, NVH Studios aims to deliver quality at the same standard for all the brands of the group to gain scalability, increase sales and maintain high performance.

Front Office units are independent for each brand to keep consistence and coherence within the target.

Back office units are shared, permitting specialization in process, rapid responses and high quality.

The nine units are organized in six different pillars.
_organization

Digital Transformation

Brands
- Commercial
- Marketing
- Design

Industry
- Production
- Supply Chain
- R&D

Shared Services
- HR
- Treasury
- Accounting

Front Office

Back Office
2012
- Vinícius Dapper launched the brand that carries his name

2014
- Vinícius Dapper **studio opening** in Porto Alegre, focused on personalized service and bespoke handmade shoes
- Vinícius Dapper creative collaboration with fashion designer Helen Rödel for **Shanghai Fashion Week**

2015
- Vinícius Dapper creative collaboration with the **Nieth Nyer** brand, for the **Paris Fashion Week**

2016
- Vinícius Dapper creative collaboration with stylist Amir Slama, for the **São Paulo Fashion Week**
- Nana Baffour invests capital in the company and joins the corporate team

2017
- Acquisition of 100% of Zeferino's operations
- Creation of **NVH Studios**
- Vinícius Dapper men’s collection **online store** launching – www.viniciusdapper.com

2018
- Zeferino creative collaboration with the **Nieth Nyer** brand, for the **Paris Fashion Week**
- Acquisition of 75% of **Twins for Peace** shoe premium French sneaker Brand
Twins for Peace was originally founded in 2009 by twins Maxime and Alexandre Mussard along with Louis-Félix de Fenoyl. The twins have continued their French lifestyle brand promoting humanitarian values through its shoes, clothes and accessories.

The concept idea was to create a simple and beautiful product that would have an impact on humanitarian and solidarity projects.

What started as a philanthropic project from a single canvas shoe has grown over the past 5 years to include a men and women’s line as well as clothing and accessories, to became a recognized lifestyle brand.
Twins For Peace has now created a “Be COOL Be GOOD” state of mind:

- **BE COOL:** Being cool is about being good-kind, human, generous. Twins for Peace is a brand without pretension. The brand wants to make sneakers that are timeless, simple yet elegant. 100% made in Brazil using the finest quality materials, Twins for Peace is always looking for ways to innovate their designs and ideas surrounding the brand. With 2 collections a year and collaborations with like minded artists and designers, everyone can find their own ‘cool’.

- **BE GOOD:** For every pair of shoe purchased, we donate a locally and sustainably produced shoe in a country we have chosen for a “Shoe Project”. In addition, a percentage of our sales in accessories go to funding the development of education programs and our clothes help fund accessibility to healthcare. Needless to say, we take being good very seriously and wherever we go, we hand deliver these items in conjunction with humanitarian organizations with deep working knowledge of the country.
The process of handmaking a shoe involves culture, art, emotion and technical excellence.

The Vale dos Sinos region is one of the most important artisan shoe factories in the world. The tradition dates since 1824, when the first German immigrants arrived in the region.

Knowing about these techniques used for the past 200 years, Vinícius Dapper designers, craftsmen, seamstresses and assemblers patiently turn leather and fabrics into art every day.

The perfection of the cut, the detail of the seam and the impeccable finish, combined with sophistication, taste and a touch of fantasy are trademarks of Vinícius Dapper shoes.
Vinícius Dapper was introduced to the art of drawing shoes at 12 years of age.

At 17, he started working with footwear development in Vale dos Sinos, RS, the main footwear hub in Brazil and one of the most important in the world, working with global brands such as Cole Haan, Havaianas, and Puma, among others.

In 2012, at age 29, Vinícius launched the brand that carries his name. Since then, the brand has been cultivating its own style and manufacturing the most exclusive and elegant shoes in Brazil, taking its place among the high standard brands in the Brazilian market.

Combining authenticity of design with highly sophisticated know-how, Vinícius Dapper shoes can be included in the category of fine art.

In 2016, Vinícius Dapper got a capital investor, an American entrepreneur with strong experience in operational improvements, Nana Baffour.
Zeferino is an essentially Brazilian brand, with the face of the 21st century, which has shoes in its DNA and passion in its soul.

The creation of Zeferino appeared in 2006 under the strategic vision of Eduardo Rabinovich, with Paulo Borges, founder of São Paulo Fashion Week, as image consultant.

Zeferino has a strong connection with Brazil's multiple cultural references. The smallest details are considered, so that the brand presents innovative, exclusive and, therefore, special results - from the manual production of the pieces to the design and visual merchandising of the stores, all of which combine to present a vision of a contemporary, luxury lifestyle.
Zeferino is a unique company with a robust base of recurring revenues, a diversified customer base and strong brand recognition within its segment.

Zeferino has a full-service portfolio that includes implementation, operation, support and maintenance (delivered locally and remotely) through its data center, connectivity, networking and work environment.

It covers the main points of sale in São Paulo.

Zeferino has around 52 employees.
Zeferino has two direct-operated stores, with cozy and modern environments that provide customers with maximum privacy while shopping.

Online sales at Farfetch.
brand positioning
(price range)
brand positioning
(price range)

Santoni
DOLCE & GABANNA

Salvatore Ferragamo
PRADA

Church's
VINCIUS DAPPER
Paul Smith

EMPORIO ARMANI

TED BAKER
LONDON
Fashion Week and International Press
VOGUE TAIWAN 时尚台湾

http://ladygunn.com/fashion-style/non-bevo
Monday, May 28, 2018 – New York

https://www.mote001.com/work/vogue-taiwan-southern-heats
BY NAOMI YANG ON 2018-06-11

February, 24th, 2017
Co-founder and CEO of NVH Studios, founder, president and Creative Director of the company that bears his name, Vinicius Dapper studied Shoe Design at the Technical Footwear Center Ildelfonso Simões Lopes - Novo Hamburgo and got a Certificate in Chemistry from Liberato Salzano Vieira da Cunha Center. He has over 16 years of experience in the footwear industry, having worked with important brands within it.

Beginning as an intern in the technical development of the Cole Haan Brand from 2001 to 2002, he next held the position of Technical Modeler for Fila Brand (Dass Group) from 2002 to 2003. He worked as a CAD Modeler with Women’s Shoes for Export (Dass Group - Franco Sarto Brand) from 2003 to 2004, then was the Modeler for Kappa Brand (Dass Group) from 2004 to 2005 and Modeler for Puma Brand (Dass Group) from 2005 to 2006. He was the Modeler for Umbro Brand from 2006 to 2008, then Technical Manager for the development of the Havaianas Soul Collection at the Company Alpargatas S.A. from 2008 to 2012.
Nana Baffour is co-founder and the Chairman of NVH Studios, Chairman and CEO of the Getronics Group as well as the Chairman, CEO and Founder of Bottega S.a.r.l., an investment holding company focused on data center, IT services and infrastructure businesses with operations in Europe, Latin America, and the U.S. A seasoned investor and operator with a particular expertise in serving the utilities sector, he has proven a track record in innovation-inspired growth, balance sheet restructuring, managing turnarounds and creating shareholder value. The predecessor investment partnerships he has led have acquired and managed over 11 companies globally with more than $1 billion in enterprise value.

Most recently, Mr. Baffour led the acquisition of Getronics for €220 million from Aurelius Equity Opportunities SE & Co KGaA, a publicly listed German investment holding company. Bottega’s Latin American operations include Grupo Cimcorp, one of the largest IT data center and telecommunications service providers focused on the middle market in Brazil, with approximately 650 employees and over 2,000 clients.

Prior to becoming an entrepreneur, Mr. Baffour worked for several blue-chip global companies including Standard and Poor’s (S&P) and Credit Suisse First Boston in Europe and the U.S. With a B.A. in Economics from Lawrence University, a M.S. in Economics from University of North Carolina, and an MBA from New York University’s Stern School of Business, Mr. Baffour splits his time among his homes in London, New York and Sao Paulo.
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