

Alessandra Ambrosio is back to the 1970's

Brazilian Supermodel goes folk for online fashion retailer Dafiti

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Not long after branching out into acting and landing a role in the Brazilian soap opera *Verdades Secretas* (Secret Truths), Alessandra Ambrosio remains in the public eye as the face of [Dafiti](#)'s new collection.

Inspired by the boho and vintage styles of the 1970s, Ambrosio wears a folk look on the campaign. The bohemian style of the collection includes flare silhouettes along with fringed and embroidered denim. A feminine look is evoked through knitted vests, delicate smock tops and off shoulder dresses.

Ambrosio was selected by [Dafiti](#), the biggest fashion e-commerce in Latin America, together with an all-star team to be the face of its Spring/Summer 2016 collection. Marlon Teixeira, Daniela Braga, Laura Neiva, Bruna Tenorio and Raphael Laus joined the Victoria's Secret model in the photoshoot that took place at the exuberant Fazenda Boa Vista, in São Paulo.

Ambrosio and the team of supermodels spent two days in the remote location with photographers Bob Wolfenson and Eduardo Rezende to produce the image of [Dafiti](#)'s new collection that is available exclusively online.

Dafiti

Group Dafiti, leader of fashion e-commerce in Latin America:

- Established in 2011;
- Operating in five countries: Brazil, Mexico, Argentina, Chile and Colombia;
- In 2014 joined the Global Fashion Group;
- More than 2,000 brands and 200,000 products in Brazil across six categories: clothes, shoes, accessories, beauty, home & bath and decor;
- Available across all mobile platforms - tablet and smartphone- on both IOS and Android;
- 1,800 employees in Brazil.

RELEVANT LINKS

Facebook

<https://www.facebook.com/Dafiti>

Dafiti Brazil

<http://www.dafiti.com.br>

Dafiti Mexico

<http://www.dafiti.com.mx>

Dafiti Argentina

<http://www.dafiti.com.ar>

Dafiti Chile

<http://www.dafiti.cl>

Dafiti Colombia

<http://www.dafiti.com.co>

IMAGES









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ABOUT RCKT. ROCKET COMMUNICATIONS

RCKT. is a full service communications agency from Berlin.

We believe in the power of communication and strong brands.

Our home is the vibrant tech and startup scene. As communications professionals we are united in our core beliefs:

We create compelling and entertaining content to deliver traction

We always listen to our clients, their customers and markets

We love the Internet and embrace technology

We share our passion and go the extra mile

We always stay calm and humble

We love freedom and allow to be different and brave

We keep our word and deliver what we promise

This is the ABC of communication.

Agenda

"PR is dead". This statement makes our industry shiver. But not us. We have been watching closely as the global media landscapes develop and change. Rather than mourning traditional PR, we look forward to a vibrant future of living content that matches the pace of the digital age. It starts right now. We believe that there is and will be a dynamic range of public and media relations, consumer as well as business communications, digital content and offline activities, positioning of people and products, personally tailored stories and real-time interactions across a spectrum of channels and an increase of speed that shapes our agenda. We understand all these correlations and interdependencies. Better: We live, set and surf the agenda – anytime and anywhere.

Branding

A brand is more than the appearance of a company. It's the company's heart and soul. Through insightful crafting, a brand has the power to tap into the deepest aspirations of customers' hearts. We build brands from scratch. Starting with the company's vision and customer insights, we develop engaging brand personalities and lay the groundwork for a company's product and internal culture. Branding isn't about broadcasting a set of messages to the public but about joining a conversation and community. We tune into them and dig out real and relevant stories of high content-value. We believe a brand is the product of a thousand small gestures, which is why we accompany brands throughout their whole journey: from billboards to animations, from branded content to integrated digital campaigns; from young startups to market leaders – we shape brands that are there to stay. Together, we build long-term value for your company.

Content

We've learned a thing or two about proper content over the last few years: First, everyone wants content. Second, very few actually have good content. To produce great content, you have to be brave and be passionate about what you are doing. The days when we looked up to TV stations and editorial offices as the paragons of good content are long gone. The leaders in relevant content are no longer a select few media players, but rather the masses of customers, users, and members of the digital community. A new generation of content creators from all around the globe has taken the place of the old guard. This talented group is creating outstanding content on a daily basis, whether it be more extensive pieces on blogs and YouTube vlogs or shorter work on Twitter or Vine. They inspire us to tell stories that are worth being told and shared with others. We believe in content that is fun, immersive and informative, and at the very least will simply put a smile on your face.

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