

Paula Valverde

Limonada



“ I saw an opportunity to bring fun, innovative and fashionable clothing to the Chilean children. ”

COUNTRY	Chile
INDUSTRY	Consumer
EMPLOYEES	280
YEAR SELECTED	2011
PARTNER	Valentina Valverde
WEBSITE	www.limonada.cl

COMPANY SNAPSHOT

Since 1985, the Valverde family has been providing Chile's boys and girls with fun, innovative and fashionable clothing under their Limonada brand. In 2005, and after a lifetime of closely observing their parents, Paula and Valentina Valverde, both in their early twenties at the time, took over. In their first five years at the helm the sisters multiplied the company's sales five times over. The company now operates three brands that focus on three distinct markets. By treating its young demographic as customers with their own discerning tastes, Valverde has developed a loyal following and is quickly scaling in Latin America's multi-billion dollar children's clothing market.