

BRAZILIAN ORIGIN · OPERATING IN THE AMERICAN MARKET

Brazilian roots. A global outlook.

A passion for discovering products and trends.
Judgment to connect great choices.

BEAUTY · APPAREL · TECHNOLOGY



A passion for discovery is part of our story.

F.G Lanes is a company of Brazilian origin, operating in the American market and driven by a passion for discovering authentic products that combine quality, style, and relevance.

Our roots and our contact with different references in beauty, apparel, and technology fuel this search. They shape our eye for detail, spark curiosity for what is new, and give meaning to the care behind every choice.

WHAT DRIVES US

Curiosity to discover.

Judgment to select.

Honesty to broker.

Serving is the purpose that connects this journey. We want to bring people closer to great finds, with clarity about what we offer and respect for the trust we receive.

From Brazil, a way of seeing. From the world, new possibilities.

Our Brazilian origin shapes our identity. Working in the American market gives our work its context. Global references broaden our discoveries.

Brazil

Our roots

Part of our history, our references, and the passion behind every search.

United States

Where we operate

Where we connect our eye to customers who value quality and good taste.

World

Our research horizon

Products, brands, and trends from different origins, selected according to each need.

Our sourcing includes Brazilian products and stays open to opportunities and references from around the world.

Three universes that spark our passion.

01

Beauty

Care, self-expression, and attention to detail. We research products and trends that speak to different routines and preferences.

02

Apparel

Style, identity, and quality you can feel when you wear it. We follow references and products for different ways of dressing.

03

Technology

Functionality, design, and possibilities for everyday life. We seek to understand features and relevance for each need.

What links these categories is care in choosing and the desire to share great finds.

Research. Discover. Select. Connect.

Sourcing is the search for and research of products and suppliers to identify options aligned with what the customer is looking for.

01 · UNDERSTAND

The need

Learn the goal, the style, and the features that matter for the choice.

02 · EXPLORE

Products and trends

Research references and possibilities across different markets and origins.

03 · EVALUATE

Quality and relevance

Confirm provenance and authenticity, and assess quality and fit with the request.

04 · BROKER

An informed choice

Present the options and clarify the terms and responsibilities of each negotiation.

We work in brokerage, import, export, and resale, according to the scope of each operation.

Good taste meets thoughtful choices.

Passion leads us to discover.
Our commitment to quality guides what we offer.

Our purpose is to serve customers who value style, quality, and attention to detail, respecting their needs and the trust they place in F.G Lanes.

Quality in every choice

We only offer what meets our standard, with attention to provenance and fit for the customer.

Truth in every delivery

Guaranteed authentic: we work only with authentic products, with clarity about limitations and terms.

Care in every relationship

Listen, guide, and follow through on the steps under our responsibility.

BRAZILIAN ROOTS · A GLOBAL OUTLOOK

A passion for discovery.
A commitment
to serve.

Products and trends from around the world, with quality,
clarity, and respect for your choice.

Talk to F.G Lanes about what you are looking for.



QUALITY IN EVERY CHOICE. TRUTH IN EVERY DELIVERY.