

**THE LEARNING AND INNOVATION PROCESS OF RIO DE JANEIRO FASHION
SMALL BUSINESS: THE EMERGENCE OF A NEW CREATIVE CLASS**

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ABSTRACT:

This research aimed to study the agglomeration of fashion in Rio de Janeiro, identifying and characterizing the relationships between space proximity, business models and the process of learning and innovation of women 's fashion companies in the city. Because it is a complex phenomenon, a qualitative research approach was chosen, through the accomplishment of 18 interviews, preceded by a bibliographical review. It was concluded that there are at least two major forms of competition in the fashion market in Rio. The first would be a more general form of acting, based on imitation or adaptation to the aesthetic styles and proposals of collections of more experimental brands. The second form would be dominated by a few large brands, but, above all, by micro-business that adopt a more authentic fashion, with a more colaborative innovation process. In this sense, the research points out that the business model determines the way in which the creative company learns and innovates.

KEYWORDS

Innovation process; organizational learning, fashion design firms; small enterprise; Rio de Janeiro.