



Shopping 3: Capricha lá!

<http://coerll.utexas.edu/brazilpod/cob/lesson.php?p=23>





Our hats go off to Alexandre. It's a brave man who walks into a jewelry store to buy something special for his wife for Valentine's Day. You've got the choice of necklaces, earrings, or bracelets on one end and leather, silver, gold, or precious stones on the other end. Fortunately for Alexandre, and for all of the rest of us too, Ana knows what the ladies like. She'll even wrap it up to make the gift box look nice. So with a simple, "Capricha lá" Alexandre and Ana finish up the jewelry purchase *Conversa Brasileira*.

- ANA: Oi, Alexandre, tudo bem?
Hi, Alexandre, how are you?
- ALEXANDRE: Olá, Ana. Tudo bem? Como vai?
Hi, Ana. How are you? How are you doing?
- ANA: Quer um cafezinho? ❶
Do you want some coffee?
- ALEXANDRE: Ahn... Não, obrigado.
Ahn... no, thanks.
- ANA: Não? Hum... Eu tomo o dia inteiro...
No? I drink (it) all day long...
- ALEXANDRE: Ah! Café é bom pra deixar a gente acordado.
Ah! Coffee is good to keep us awake.
- ANA: Posso te ajudar? O que é que cê tá procurando?
Can I help you? What are you looking for?
- ALEXANDRE: Claro, claro! Eu tô precisando comprar alguma coisa pro Dia dos Namorados, ❷ pra minha esposa...
Sure, sure! I need to buy something for my wife for Valentine's Day...
- ANA: Ah-ha! Então você veio no lugar certo!
Ah-ha! So you came to the right place!
- ALEXANDRE: Acho que sim.
I think so.
- ANA: Eu selecionei algumas coisas dessa área... A gente tem outras também, mas eu vou te mostrar aqui, porque nós selecionamos isso aqui exatamente pra esse motivo. Olha, pra começar, a gente tem... ahn... Como que ela é? Ela gosta de coisas mais pesadas, mais leves? ❸

I've chosen some products in this area... We also have other things, but I'll show you here, because we've chosen these ones exactly for this reason. Look, to begin with, we have... ahn... What is she like? Does she like heavier pieces or the smaller ones?

ALEXANDRE: Ahn... Eu acho que ela... preferi, preferiria alguma coisa, assim, pra festa, pra noite...
Ahn... I think she... prefers, she would prefer something, like, dinner jewelry, night out jewelry...

ANA: Ah, então tá. Entendi. 4
Ah, ok. I got it.

ALEXANDRE: Olha, eu gostei desse aqui. O que você acha?
Look, I liked this one. What do you think?

ANA: Tá. Esse aqui é muito bonitinho, 5 tá na moda, é mais simples... Ele é prata e a pedra é zircônia. Chama "ponto de luz".
Ok. This one is very cute, it's fashion, it's more simple... It is made of silver and zirconium. It's called "point of light".

ALEXANDRE: Ah, ok.
Ah, ok.

ANA: E ele fica muito delicado, olha.
It's very delicate, look.

ALEXANDRE: É, bem delicado!
Yeah, it's very delicate!

ANA: É. É muito bonitinho. Mas...
Yeah. It's very cute. But...

ALEXANDRE: Eu acho que ela gostaria...
I think she'd like...

ANA: ... eu vou te falar. Pra uma brasileira - sua esposa é brasileira, tá certo?
... I'll tell you. For a Brazilian woman - your wife is Brazilian, right?

ALEXANDRE: Certo.
Right.

ANA: E... então eu vou te falar: pra brasileira, pontinho⁵ de luz não funciona!
And... so I'll tell you: for a Brazilian woman, a simple "point of light" doesn't work!

ALEXANDRE: Não funciona...
It doesn't work...

ANA: Não.
Nope.

ALEXANDRE: Precisa ser alguma coisa, assim, mais...
It has to be something, like, more...

ANA: A gente tem que ter... Eu tenho essa coleção que é de uma artista de, de Vitória, ⑥ e... ela trabalha com prata... Essa prata, ela é 950, é puríssima. É a mais pura que tem. E o interessante é que ela trabalha com pedras brasileiras. ⑦ Nós temos aqui a... a ametista.
We have to have... I have this collection that is (made) by a craftswoman from, from Vitória and... she works with silver... This silver, it's 950, it's pure silver. It's the purest one that exists. And the interesting (thing) is that she works with Brazilian stones. Here we have the... the amethyst.

ALEXANDRE: Ah, ametista!
Ah, the amethyst!

ANA: Agora, o que ela usa é pele de arraia.
Now, what she uses is stingray skin.

ALEXANDRE: Ah, pele de arraia?!
Wow, stingray skin?

ANA: É! Olha que interessante.
Yeah! Look how interesting.

ALEXANDRE: Mas mas...
But, but...

ANA: Você já tinha visto? Põe a mão aqui...
Have you ever seen it? Touch it...

ALEXANDRE: Não, nunca tinha visto...
No, I've never seen...

ANA: Ela é bem assim, e ela também pode ser lixada pra dar um outro efeito, olha.
It's just like that, and it can also be polished to give it a different effect, look.

ALEXANDRE: Ah, que bonito, não?
Ah, it's pretty, isn't it?

ANA: Então, isso é jóia, ela é toda banhada a ouro, ⑧ esta...
So, this is a fine piece of jewelry, it's gold plated, this one...

ALEXANDRE: E... E esse material pode ser...
And... and can this material be...

ANA: Fica maravilhoso!
It's marvelous!

ALEXANDRE: ... ahn, usado assim? É... existe algum controle sobre isso?
... ahn, used like that? Ahn... is there any control of it?

- ANA: Não, não... Existe o controle do IBAMA...⁹
No, no... IBAMA controls it...
- ALEXANDRE: Ah, ok...
Ah, ok...
- ANA: É, todos os nossos materiais têm o controle... ou é registrado. E ela compra diretamente de pescador. Então é...
Yeah, all of our materials are controlled... or are registered. And she buys them directly from the fisherman. So it's...
- ALEXANDRE: Interessante.
Interesting.
- ANA: ... reciclado. É um material reciclado, essa pele. Tá?
... recycled. It's a recycled material, this skin. Right?
- ALEXANDRE: Ah, ok.
Ah, ok.
- ANA: E, e é lindo! Dá uma olhada.
And, and it's pretty! Give it a look.
- ALEXANDRE: Muito bonito! Muito bonito...
Very pretty! Very pretty...
- ANA: E tem o brinco¹⁰ que vem junto. Quer dizer, ¹¹ não vem junto...
And there are earrings that match with it. I mean, they don't come with it...
- ALEXANDRE: Mas você vende separado?
But do you sell them separately?
- ANA: ... não vem junto! É separado!
... they don't come with it... They are sold separately.
- ALEXANDRE: Ah, ok.
Ah, ok.
- ANA: Mas que faz um conjunto¹² maravilhoso!
But they make a wonderful pair!
- ALEXANDRE: Muito bonito.
Very pretty.
- ANA: E a gente tem o ouro branco, o... nosso colar de... do Espírito Santo. Esse ouro é ouro 18...¹³
And we have the one in white gold, the... our Holy Ghost necklace. This gold is 18K gold.
- ALEXANDRE: Isso é uma águia? Ou é um...
Is this an eagle? Or it's a...

ANA: Não, esse é o, chama *Holy Spirit*, é o Espírito Santo.
No, this is, it's called *Holy Ghost*, it's the Holy Ghost.

ALEXANDRE: Ah, ok.
Ah, ok.

ANA: Que é o símbolo do Espírito Santo. É um pombo.
It's the symbol of the Holy Ghost. It's a dove.

ALEXANDRE: Ah, muito bonito.
Ah, so pretty.

ANA: E fica super delicado.
And it's very delicate.

ALEXANDRE: E também delicado.
And also very delicate.

ANA: Hum-hum! Que que você acha, hein?
Hum-hum! What do you think, ahn?

ALEXANDRE: Ok.
Ok.

ANA: Eu acho que...
I THINK...

ALEXANDRE: Ah, eu acho que eu...
Ah, I think I'll...

ANA: O que que ela vai gostar?
Which one is she going to like?

ALEXANDRE: ... eu vou levar esse daqui, ó. O que que você sugere?
... I'll take this one, look. What do you suggest?

ANA: Eu acho que você devia levar com o brinco.
I think you should buy the earrings with it.

ALEXANDRE: Esse conjunto, né?
Both of them, right?

ANA: Ela vai te amar pro resto da vida!
She'll love you for the rest of your life!

ALEXANDRE: Ah, ok. Acho que ela vai gostar.
Ah, ok. I think she'll like it.

ANA: Então tá bom. Então eu vou fazer...
So, that's it. So I'll...

ALEXANDRE: Perfeito!
Perfect!

ANA: ... um embrulho bem legal pra você! Tá bom?
... I'll wrap it in a cool way for you! Right?

ALEXANDRE: Ah, ok. Capricha lá! 14
Ah, ok. Do your best!

ANA: Dá mais uma olhadinha e eu vou te esperar no caixa.
Give another look and I'll wait for you at the cashier.

ALEXANDRE: Isso! Eu vou ficar por aqui dando uma olhada.
Ok. I'll be here and I'll give a look.

ANA: Tá bom? Vou embrulhando.
Ok? I'm going to wrap it.

ALEXANDRE: Ok. Ok.
Ok. Ok.

ANA: Tchau.
Bye.

ALEXANDRE: Tchau.
Bye.



Usage Notes

1. *Quer um cafezinho?*

You already know it: Brazilians love *cafezinho*—the strong flavorful coffee, usually served black in tiny ceramic cups. But *cafezinho* is more than just coffee: it is synonymous with hospitality and conversation that goes with it. *Cafezinho* is served at any time, especially at business meetings, after lunch or dinner in a restaurant and in homes. Don't be surprised if a Brazilian hostess immediately offer you and begin to prepare a *cafezinho* when you step through her front door, just like Ana does in this dialog.

2. Eu tô precisando comprar alguma coisa pro *Dia dos Namorados*, pra minha esposa..

Valentine's Day in Brazil (literally, "Day of the Enamored") is celebrated only by couples (not by friends, family, etc) to express their romantic love for each other by exchanging gifts, cards, flowers, etc. It is held on 12th June, the eve of the day of *Santo Antônio*, who is known as the marriage saint.

3. Ela gosta de coisas *mais pesadas*, *mais leves*?

Notice the way you can talk about different styles of jewelry in Portuguese: something *mais pesado* (lit. "heavier") means bigger things or also dinner jewelry or night out jewelry; the expression *mais leve* (lit. "lighter") is used to describe smaller things or a piece of jewelry that has a more day casual look. Both expressions can also be used to talk about makeup, clothes, accessories and objects of decoration.

4. Ah, então tá. *Entendi*.

Notice the way Alexandre reacts after Ana's explanation about his wife's jewelry preferences: *Entendi* ("I got it"-or lit. "I understood"). In English, if you use the verb "to understand" in this context, you need to use it in the present form: "I understand." But in Portuguese, after an explanation that leads you to a better understanding of something, the past form is the most usual: *entendi*. The present form *entendo* or even *estou entendendo* is more used when you sympathize with what someone says.

5. Esse aqui é *muito bonitinho*, tá na moda, é mais simples...

(...) E... então eu vou te falar: pra brasileira, *pontinho* de luz não funciona!

We've already talked before about the intensive usage of the diminutive in Brazilian Portuguese, but notice that here Ana is using it in a special way: to express some contempt or disdain... Since Alexandre told her that her wife would prefer a night out kind of jewelry, Ana knows that a simple "Point of Light" - a small and casual necklace - will definitely not make her happy on Valentine's Day!

6. Eu tenho essa coleção que é de uma artista de *Vitória*...

Vitória (Victory) is the capital of the state of *Espírito Santo*, in the Southeastern region, the most developed region of Brazil. It is a pretty city located on a small island within a bay where a few rivers meet the Atlantic Sea, with pretty colonial buildings, ports and beaches. *Vitória* was founded by Portuguese colonists in 1551 and nowadays has a population of more than 320,000.

7. E o interessante é que ela trabalha com *pedras brasileiras*.

Brazil is well known for the huge amount and the variety of precious and semiprecious stones it has. The country is the second largest producer of emeralds and it is the only one to extract **topázio imperial** (imperial topaz) and *turmalina paraíba* (Paraíba tourmaline). It has big mines of agate, amethyst, tourmaline, topaz, aquamarine, quartz and gold.

8. Então, isso é *jóia*, ela é toda *banhada a ouro*, esta...

In Portuguese there are two different words for jewelry: *bijuteria* (bijouterie, jewels made of worthless material) and *jóia* (a fine piece of jewelry, made of valuable material, like gold, gems, etc.). In this example, Ana is making sure to tell Alexandre that the piece is not a *bijuteria* but a real *jóia*, it is gold plated (*banhada a ouro*).

9. Existe o controle do *IBAMA*..

IBAMA is the acronym for **Instituto Brasileiro do Meio Ambiente e dos Recursos Naturais Renováveis** (Brazilian Institute of Environment and Renewable Natural Resources). It is the Brazilian Ministry of the Environment's enforcement agency, which manages and controls all country's natural resources, such as fauna, flora, etc.

10. E tem o brinco que vem junto.

Ana is trying to convince Alexandre to buy earrings that match the necklace... Notice that here we have an example of a word that is usually used on its plural form in English (earrings), but on its singular form in Portuguese (o brinco), although the plural meaning is still implied. Notice that some words in English, though singular in nature, are made of paired items and generally treated as plural: **scissors, pants, trousers, glasses, pliers, tongs, tweezers**, and the like. Many are often used with the word **pair** as in **pair of pants** or **pair of scissors**. The opposite occurs in Portuguese, those words are generally treated as singular: **Meu óculos está** [sing.] *riscado* (My glasses are scratched); **Minha calça está** [sing.] *suja* (My pants are dirty). So, if you hear a Brazilian saying: "Eu comprei um brinco lindo" (I bought a pretty earring), it doesn't mean he/she bought just one and not the pair...

11. Quer dizer, não vem junto...

"I mean, they don't come with it" - Ana makes sure to clarify that Alexandre needs to pay for the earrings too! Note the expression she uses for "I mean": quer dizer...

12. Mas que faz um conjunto maravilhoso!

The necklace and the earrings make a wonderful pair... But this is not what you say in Portuguese: *Eles fazem um conjunto* (set, ensemble) *maravilhoso*... The same word can be used in others contexts as well, like: *conjunto esporte* (trouser suit); *em conjunto* or *no conjunto* (as a whole); *trabalho em conjunto* (team work); etc.

13. Esse ouro é *ouro 18*...

Notice that Ana makes sure to explain that the jewel is made of 18K gold. That's because, differently from the US, where 14K gold is the most popular, Brazilians prefer jewelry made of 18K gold. This kind of gold has more yellow in the color tint and it is a much purer gold (75% gold, whereas 14k is 58.3% gold). For this reason, 18K gold has a higher value and it is more expensive, although softer. A curious fact to mention is that a wedding ring in Brazil is usually made only of 18K gold, and wife and husband must use it on their left hands (but on the right ones before marriage). The name of the groom should be engraved on the wedding ring of his bride. Similarly, the name of the bride should be carved on the groom's ring.

14. *Capricha lá!*

"Do your best!" - says Alexandre to Ana, making sure his wife will receive a pretty gift, carefully wrapped ... The verb *caprichar* means to try to excel; to elaborate carefully. Do your best, Ana!