

New Era Snapback · Monster Energy Hats São Paulo Journal: Upwardly Mobile Nannies Move Into the Brazilian Middle Class

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With the money she saved, she bought a two-bedroom apartment with granite kitchen countertops and a small veranda, a house for her mother, a plot of land for her brother and a Louis Vuitton purse from Paris that she proudly pulls from a closet.

“I have always had this dream of buying a house and a car,” said Ms. Soares, 39. “Today that dream is closer than ever for nannies.”

As their expectations for a better quality of life rise, nannies are increasingly seeking to work for the very wealthy and becoming less affordable for many middle-class families. The shift is causing ripples of class tension, posing a nettlesome problem in a society in which more women are entering the work force without the sort of elaborate system of day care that exists in some industrialized nations [Monster Energy Hats](#).

The income of domestic employees in Brazil, including nannies and maids, rose 34 percent from 2003 to 2009 — more than twice the average increase for all of Brazil’s active workers — said Marcelo Neri, an economist at the Getúlio Vargas Foundation. At the same time, he said, the working hours of domestic employees fell by 5 percent to 36.2 hours a week [nba snapback hats](#).

“I am looking for quality of life,” Ms. Barreto said [new era snapback wholesale](#). “I value myself much more than I did before [Red Bull Hats](#).”

Today, “Brazil is becoming like the United States,” where hourly paid housekeepers are more common than sleep-over nannies, said Jacqueline Szwarc, a psychologist who was picking up her children outside a private school in São Paulo [hello kitty snapback](#). “The salaries have gotten very high, and the search for domestic help has become very difficult [Baseball Hats](#).”

While some mothers embrace the changes as good for Brazil’s development, many are up in arms [cheap new era caps](#). Once isolated, nannies now trade information about the market and working conditions through e-mail, blogs and social networks [Famous Hats](#).

Six years ago, Evanice dos Santos, a former nanny turned blogger, had no Internet access and caught up with fellow nannies at a São Paulo athletic club where her employers were members [NBA Hats](#). Now married, she has dedicated herself to helping nanny friends online “find a better path” toward more money and better hours.

Myrna Domit contributed reporting