Documentary series ‘Luva de Pedreiro – Viral Moves’ premieres on november 7 on Max

The production showcases the sudden rise to fame of the digital influencer who surprised Brazil and the world.

From the small town of Quijingue (BAHIA - BRAZIL) to the screens of millions, Iran Ferreira has become Luva de Pedreiro, one of Brazil’s most well-known influencers worldwide. His meteoric rise is the subject of the new documentary series from **Max**, **LUVA DE PEDREIRO – VIRAL MOVES**, which premieres on November 7. The three-episode series will be available on the platform on the launch date, following Iran from his humble beginnings to stardom, including the ups and downs that followed. Balancing humor and the drama of the more tumultuous moments of his career, **LUVA DE PEDREIRO – VIRAL MOVES** features testimonials from celebrities such as Tiago Leifert, Gkay, Falcão, Carlinhos Maia, Kondzilla, and digital marketing experts. The result is a deep dive into Iran’s story from different perspectives, presenting his personal experiences and behind-the-scenes moments through a lens as human as the young man who became a star, telling a story of overcoming challenges and vulnerability. “Having a documentary about my life, featuring people I admire and am a fan of, released on Max is something I never imagined. It’s truly a dream come true. I’m very grateful to God; it still hasn’t sunk in! I’ve recorded a lot, but nothing compares to this. The support and care I received were exceptional and very professional, allowing me to share the most important and sensitive parts of my story. I hope people can relate and that, in some way, this serves as inspiration and faith for them to never give up on their dreams!” comments Iran Ferreira. Iran began posting videos of himself playing amateur football, which quickly went viral due to his contagious enthusiasm, memorable catchphrases, and genuine simplicity. Born and raised in one of Brazil’s poorest regions, the young man surpassed 40 million followers and attracted the attention of major companies in the sports and consumer markets, establishing himself not only as an icon of street football but also as a powerhouse in the digital marketing world. **LUVA DE PEDREIRO – VIRAL MOVES** is a Max Original series produced by Beyond Films, a company specializing in sportainment, focusing on sports with strong entertainment elements. Directed by Sebastián Gadea, the executive production is handled by Sérgio Floris and Olivia Chiesi. For WBD, the production team includes Sergio Nakasone, Adriana Cechetti, Luciana Soligo, and Mariana Loibiso.



