The aim of this research is to analyze Brazilian legislation on sex work and its influence on female sex trafficking, in order to establish why Brazil’s normative model is an interesting option to promote women’s rights. To this end, three specific normative models were chosen to contrast with Brazil’s. The research focuses initially on the U.S. full criminalization model, known for its brutality towards women engaged in sex work as it criminalizes prostitution, meaning that victims of i.e. sex trafficking can be primarily treated as criminals. In sequence, the outline of the Nordic model with a focus on Sweden’s prohibitionism is to be considered. Lastly, the article seeks to analyze the Netherlands regulationism which, although seemingly promising, apparently exposes street sex workers to marginalization and has experienced an increase on sex trafficking rates. It is not uncommon for developing countries to seek for legal alternatives in developed systems, however, developed countries hardly ever consider emerging countries as a source of inspiration for legislation. In this regard, it is argued that developed (first world) countries could draw inference from Brazil’s legislation on sex work and female sex trafficking, as Brazilian law does not criminalize sex work, being a crime only direct and indirect exploitation of prostitution as well as sex trafficking. With decriminalized prostitution, public policies can be directed towards the promotion of sex workers rights and the reduction of social marginalization and stigmatization of sex workers. As sex work can be occasionally perilous, decriminalization also serves the purpose of enabling sex workers to report crimes perpetrated against them. Therefore, the Brazilian legal model that focus solely on the criminalization of sex trafficking, instead of regulating or criminalizing sex work, furthers the protection of women involved in the sex industry and could serve as a source of inspiration for other countries.