



AGATHA RVIZ DE LA PRADA

## OUR HISTORY

**Agatha Ruiz de la Prada is one of the most famous and personal designers in the Spanish and international fashion scene. Her bold and colorful creative universe reflects a vision of life full of love, humor and optimism.**

She was born in Madrid (Spain) in 1960, at the height of the Pop Art movement, which has infused all her collections since her debut as a fashion designer in 1980. Her fun and creative designs were enthusiastically received and garnered an instant success, managing to showcase on the major catwalks of the world.

Since then her international fame has never ceased to grow and her collections have been exhibited as works of art in some of the most important museums as well.



All Agatha Ruiz de la Prada's designs are wearable pieces of art destined to give color and inspire fun and freedom to everyone who wear them.





## OUR PRODUCTS

With shops open all around the world, Agatha Ruiz de la Prada's brand has extended its market to include men, **women and a children fashion, as well as eyewear, shoes, perfumes, make up and toys.**

Through her collaboration with diverse companies and organisations she has also designed uniforms, costumes and staging for theatre, opera and dance, as well as christmas decorations, children's parks, street furniture, theme parks, murals, gardens, restaurants, event publicity, cars, and so on.





## FASHION

Agatha Ruiz de la Prada has presented her collections in the world's fashion capitals: **Paris, Milan, Berlin, Florence, Madrid and Barcelona.**

She has also been a guest of honour and representative of Spanish fashion at the biggest fashion shows around the world.





## OUR STORES

Agatha Ruiz de la Prada's exclusive boutiques can be found in such important world capitals as **Madrid, Paris, Porto or Bogotá**. Her products are also present in multibrand stores in more than 150 countries.



## DESIGN

The creation process of the collections is worked on simultaneously with the design department of Agatha Ruiz de la Prada.

Our sunglasses and frames are 100% in line with the concept of the brand's collection. Compared to a bag or a belt, glasses are an equally important accessory, according to Agatha Ruiz de la Prada.

Agatha Ruiz de la Prada sends us this file which serves as a guide and inspiration for us to create the new collection. To our inspiration, which comes from the market's trends, we add the shapes, prints and textures that Agatha proposes.



his whole process, coordinated together with the brand's team in Madrid, culminates, months later, with the presentation of our own collection proposal. This is what the brand must approve and validate before moving on to the next step: making it a reality.

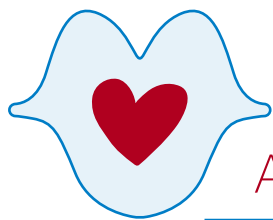
## MARKETING & PR

The whole creation of advertising supports and even the communication and media of the new collections are put together in compliance with the brand. The copies and the campaign's concept are aligned with the ideas traced by the brand months prior during the presentation of the collection in the runways.

The communications plan designed by Optim is always validated by the brand, which, thanks to their great predisposition, brings points of view, tools and graphic material to the table so we're able to meet the established goals.







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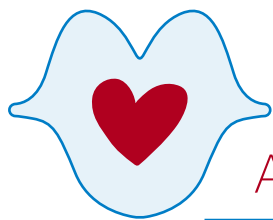


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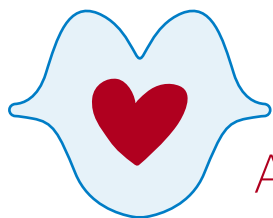
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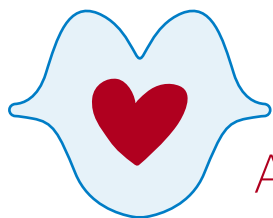
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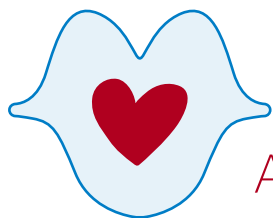


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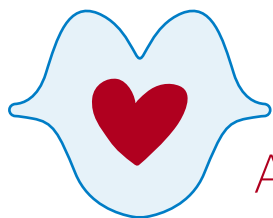
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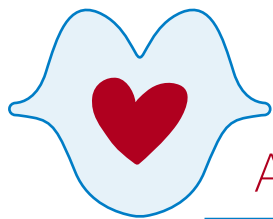
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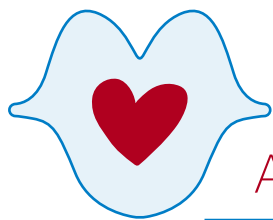


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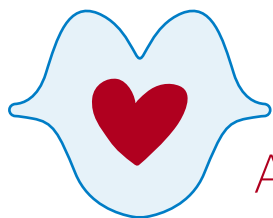
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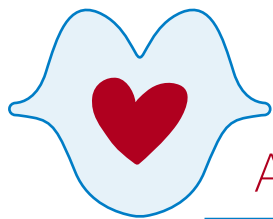
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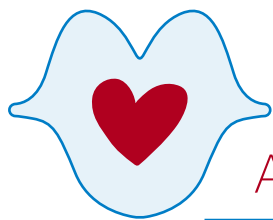


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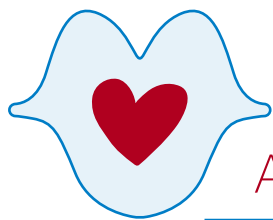
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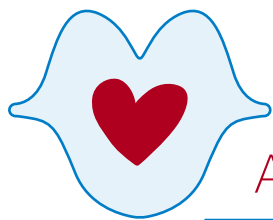
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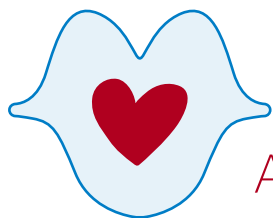


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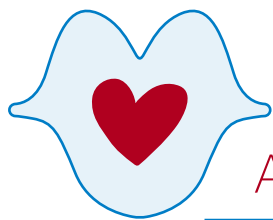
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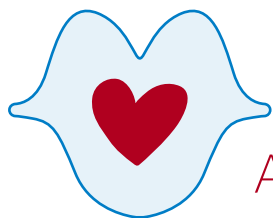
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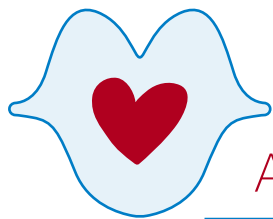


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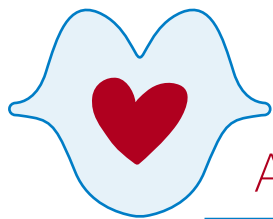
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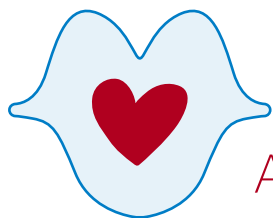
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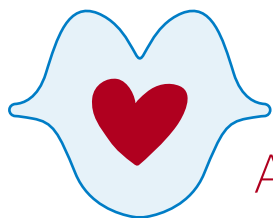
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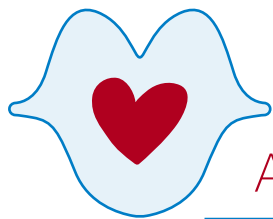


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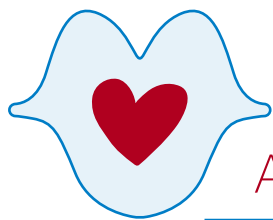
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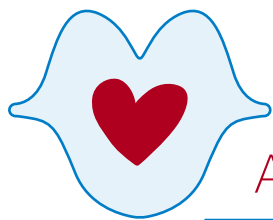
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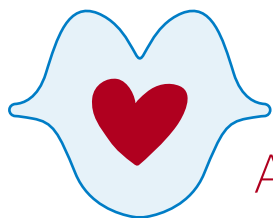
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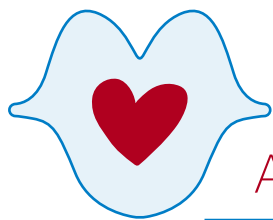


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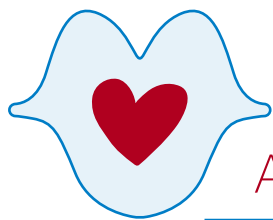
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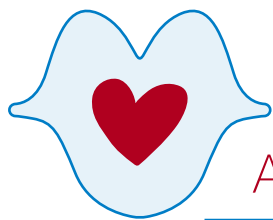


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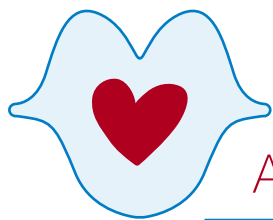


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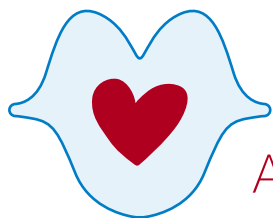
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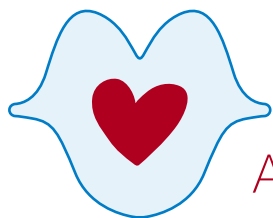
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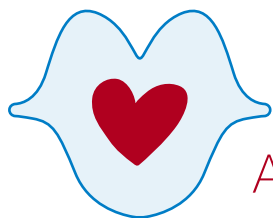
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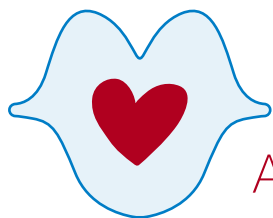


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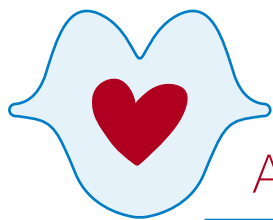
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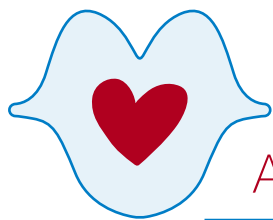
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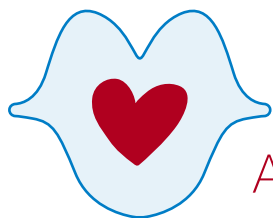
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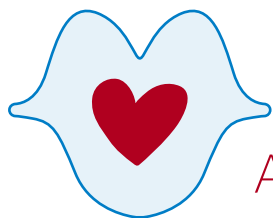
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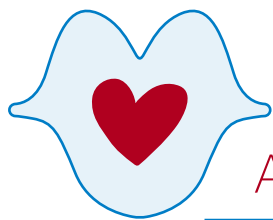
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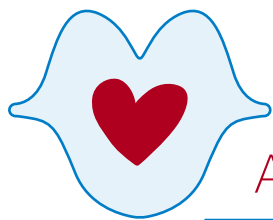
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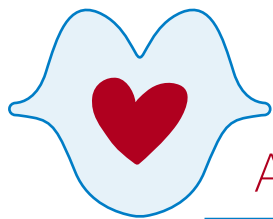
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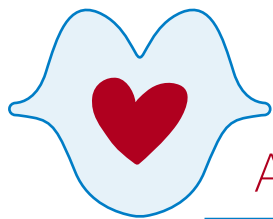
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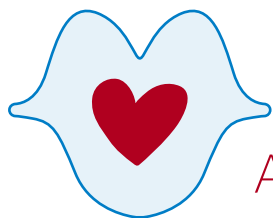


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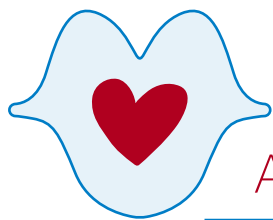
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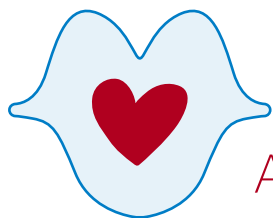
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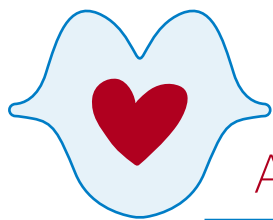
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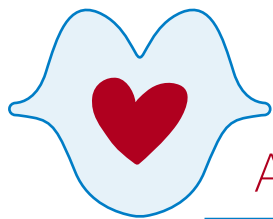
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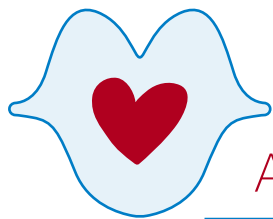


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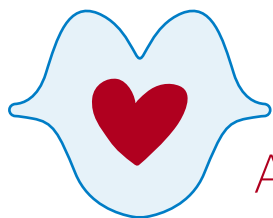
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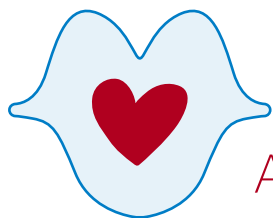
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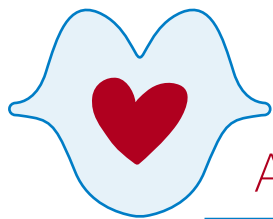
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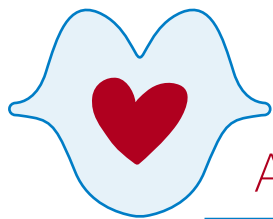
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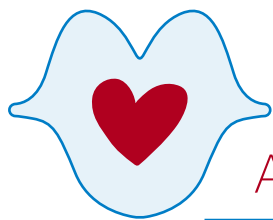


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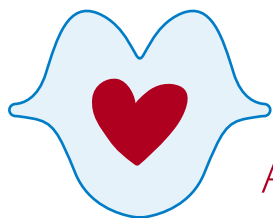


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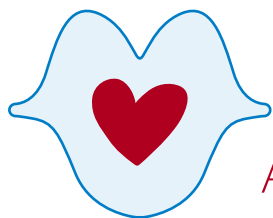
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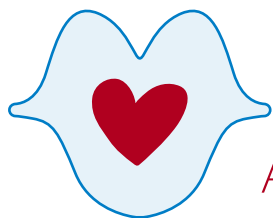
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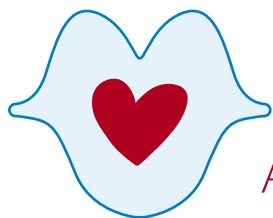


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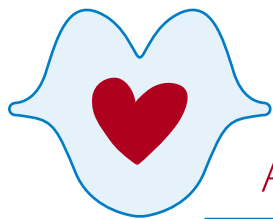
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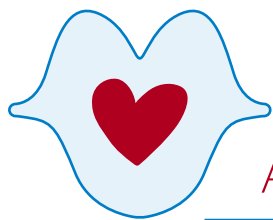
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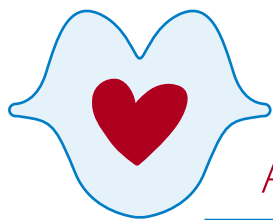
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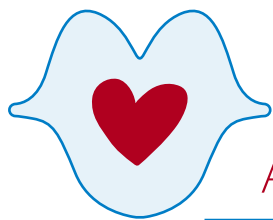
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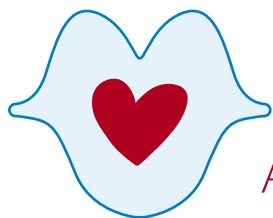


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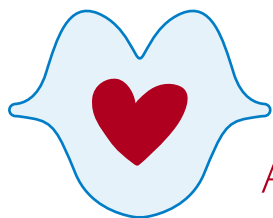
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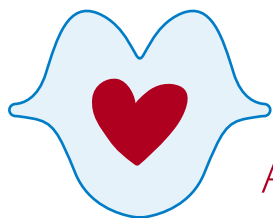
762



765



799



AL**63158**

WOMAN | ACETATE

	54
	19
	150



514



543



545



546



614



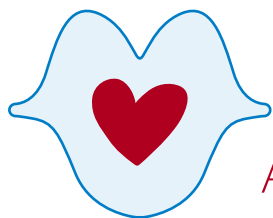
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645



646



AL**63158**

WOMAN | ACETATE

	54
	19
	150



501



542



601



641



642



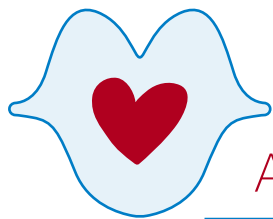
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745







AR21437

WOMAN | ACETATE

	53
	19
	145



520



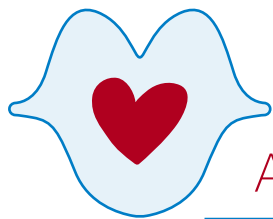
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540



560



AR21436

WOMAN | ACETATE

	54
	18
	145



520



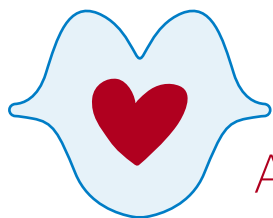
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540



560



AR21435

WOMAN | ACETATE

	55
	20
	145



520



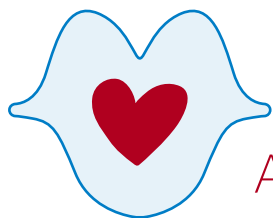
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550



580



AR21434

WOMAN | ACETATE

	53
	18
	145



530



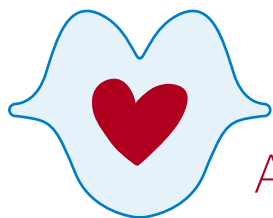
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565



570



AR21433

WOMAN | ACETATE

	55
	20
	145



530



554

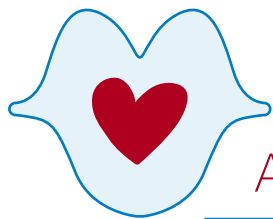


565



570





AR21432

WOMAN | ACETATE

	53
	24
	145



530



554

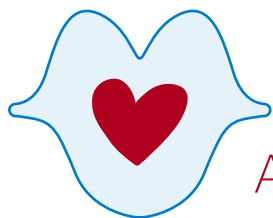


565



570





AR21431

WOMAN | ACETATE

	54
	19vvv
	145



530



540



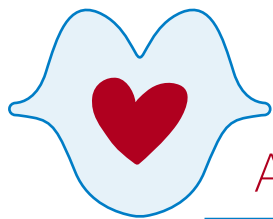
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566



568



AR21430

WOMAN | ACETATE

	55
	18
	145



520



535



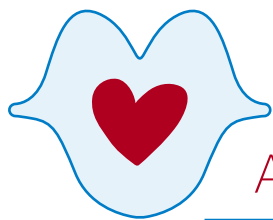
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560



562



AR21429

WOMAN | ACETATE

	53
	19
	145



545



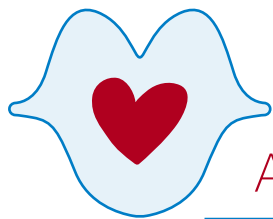
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560



564



AR21428

WOMAN | ACETATE

	52
	20
	145



545



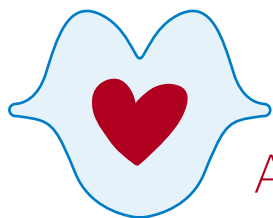
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560



564



AR21427

WOMAN | ACETATE

	52
	20
	145



521



540



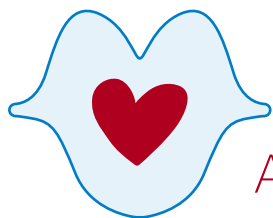
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565



595



AR21426

WOMAN | ACETATE

	54
	20
	145



534



548

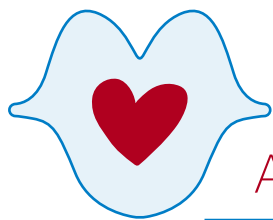


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565





AR21426

WOMAN | ACETATE

	54
	20
	145



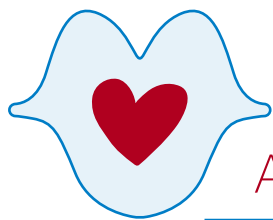
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595



599



AR21425

WOMAN | ACETATE

	54
	23
	145



526



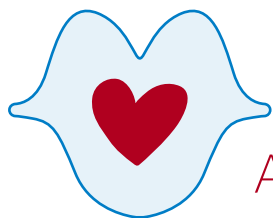
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554



570



AR21424

WOMAN | ACETATE

	52
	18
	145



530



540



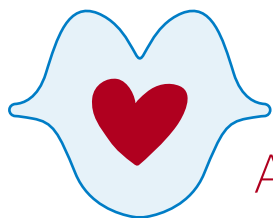
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566



595



AR21423

WOMAN | ACETATE

	53
	18
	145



511



554



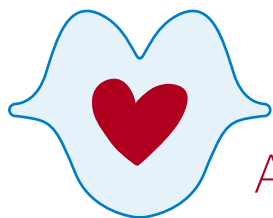
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567



595



AR21422

WOMAN | ACETATE

	53
	17
	145



531



540



560

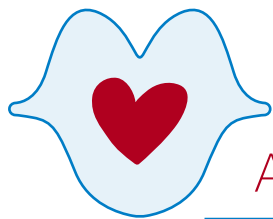


562



595





AR21420

WOMAN | ACETATE

	54
	21
	145



567



595

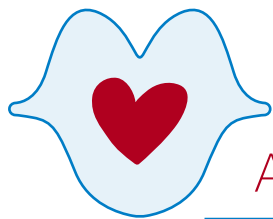


598



599





AR21419

WOMAN | ACETATE

	54
	17
	145



526



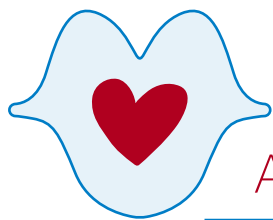
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554



570



AR21418

WOMAN | ACETATE

	54
	18
	145



544



554



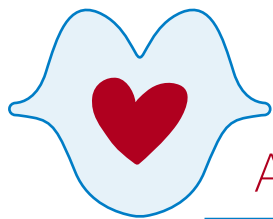
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560



599



AR21417

WOMAN | ACETATE

	52
	20
	145



526



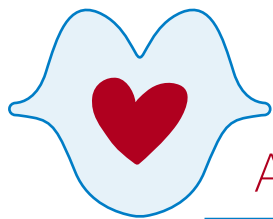
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564



595



AR21415

WOMAN | ACETATE

	53
	18
	145



540



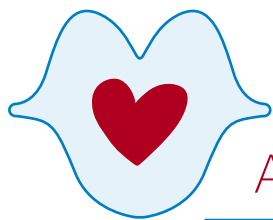
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554



595



AR21413

WOMAN | ACETATE

	55
	16
	145



540



565

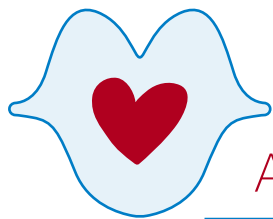


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599





AR21412

WOMAN | ACETATE

	56
	19
	145



544



550

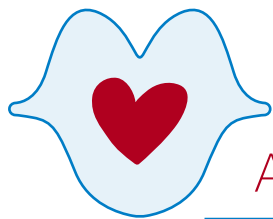


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595





AR21411

WOMAN | ACETATE

	54
	17
	145



540



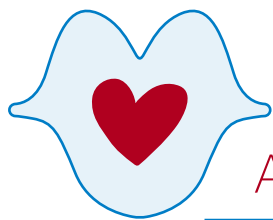
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554



560



AR21402

WOMAN | ACETATE

	52
	18
	140



526



560

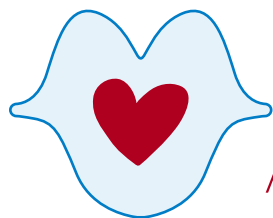


562



564





AT**53161**

WOMAN | ACETATE

	51
	16
	135



511



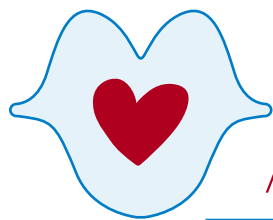
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557



560



AT**53160**

WOMAN | ACETATE

	50
	16
	135



550



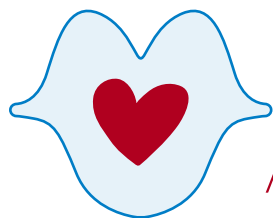
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567



531



AT**53159**

WOMAN | ACETATE

	49
	18
	135



511



555

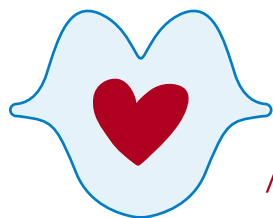


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566





AT**53156**

WOMAN | ACETATE

	50
	15
	135



531



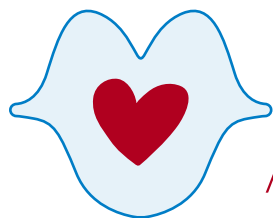
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560



565



AT**53155**

WOMAN | ACETATE

	49
	15
	135



555



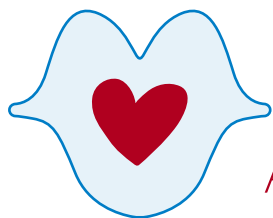
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562



567



AT**53152**

WOMAN | ACETATE

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	16
	135



511



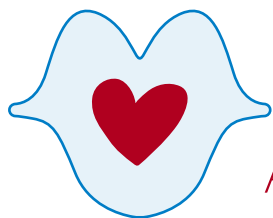
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560



599



AT**53148**

WOMAN | ACETATE

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	16
	138



555



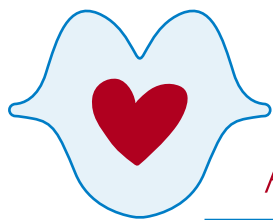
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562



575



AT**53147**

WOMAN | ACETATE

	50
	17
	135



546



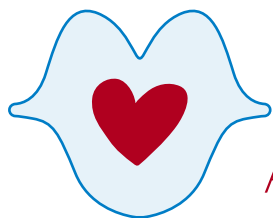
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560



566



AT**53144**

WOMAN | ACETATE

	49
	19
	135



550



562



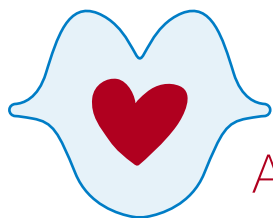
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599







AN62442

WOMAN | ACETATE

	49
	15
	135



546



550



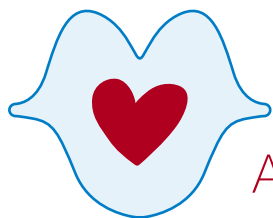
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566



575



AN62441

WOMAN | ACETATE

	49
	17
	135



511



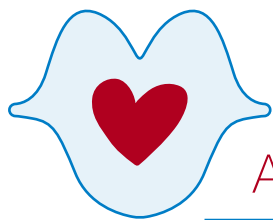
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545



575



AN62440

WOMAN | ACETATE

	49
	15
	135



554



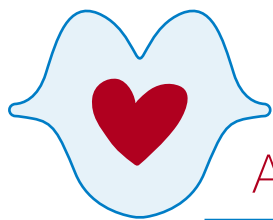
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562



564



AN**62439**

WOMAN | ACETATE

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	16
	135



511



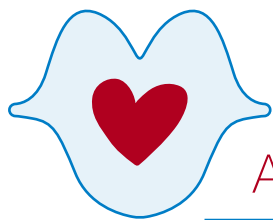
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545



575



AN**62438**

WOMAN | ACETATE

	48
	17
	135



511



555

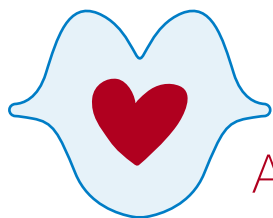


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567





AN**62437**

WOMAN | ACETATE

	49
	16
	130



511



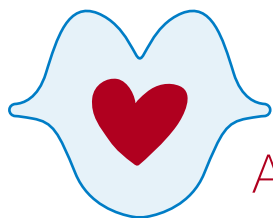
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562



566



AN**62436**

WOMAN | ACETATE

	47
	16
	130



545



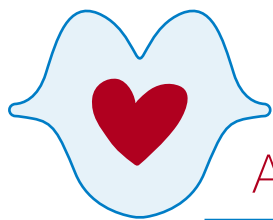
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560



566



AN**62434**

WOMAN | ACETATE

	50
	16
	130



511



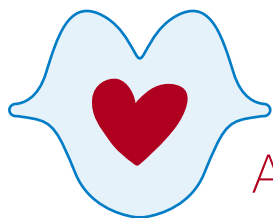
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544



575



AN**62419**

WOMAN | ACETATE

	47
	14
	135



544



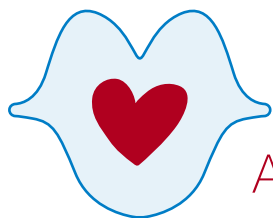
634



644



575



AN**62418**

WOMAN | ACETATE

	46
	15
	135



565



655



656



664





1



2



1. Exhibitor

Ref. **PARP2691**

2. Double-sided poster 70x100 cm

Ref. **PARP2683**

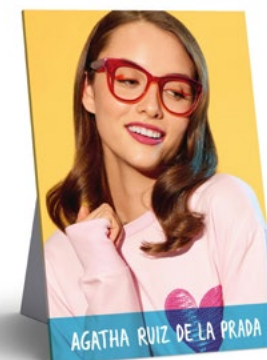
3



4



5



3. Showcard 21x15 cm

Ref. **PARP2686**

4. Showcard 40x29 cm

Ref. **PARP2687**

5. Showcard 20x29 cm

Ref. **PARP2688**

♥ AGATHA RUIZ DE LA PRADA ♥



7

♥ AGATHA RUIZ DE LA PRADA ♥

8



7. Lineal visibility kit

Ref. **PARP2686**

8. Showcard 29x40 cm

Ref. **PARP2687**

1



2



## CASES

1. RX collection  
Ref. **ESTAR20**

2. LOVE collection  
Ref. **ESTARLV21**

3



4



## CASES

3. MAN collection  
Ref. **ESTAH21**

4. KIDS collection  
Ref. **ESTANV21**

