

AGATHA RUIZ DE LA PRADA

SPRING SUMMER
COLLECTION 2021



OPTIM

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.



This 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 & COMMUNICATION

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.



RX COLLECTION

Model **AR61637**

 **54**

Colour **540**

 **16**

Material **MIXED**

 **140**



Colour **552**



Colour **555**



Colour **560**



Colour **564**



Colour **595**



Model **AR61638**

 **52**

Colour **540**

 **16**

Material **MIXED**

 **140**



Colour **549**



Colour **560**



Colour **564**



Colour **594**



Colour **599**



Model **AR61639**

 **52**

Colour **544**

 **16**

Material **MIXED**

 **140**



Colour **549**



Colour **550**



Colour **554**



Colour **560**



Colour **595**



Model **AR61640**

 **51**

Colour **100**

 **17**

Material **METAL**

 **140**



Colour **101**



Colour **162**



Colour **166**



Colour **266**



Colour **267**



Model **AR61643**

 **55**

Colour **563**

 **18**

Material **ACETATE**

 **140**



Colour **544**



Colour **549**



Colour **552**



Colour **555**



Colour **595**



Model **AR61644**

 **54**

Colour **100**

 **17**

Material **METAL**

 **140**



Colour **101**



Colour **166**



Colour **266**



Colour **268**



Colour **301**



Model **AR61649**

 **53**

Colour **545**

 **16**

Material **ACETATE**

 **140**



Colour **554**



Colour **555**



Colour **568**



Colour **578**



Colour **594**



Model **AR61650**

 **54**

Colour **555**

 **14**

Material **ACETATE**

 **140**



Colour **544**



Colour **560**



Colour **575**



Colour **594**



Colour **599**





SUN COLLECTION

Model **AR21388**

 **56**

Colour **100**

 **15**

Material **METAL**

 **145**



Colour **102**

Colour **265**

Colour **255**





TEEN COLLECTION

Model **AT53111**

 **51**

Colour **552**

 **17**

Material **MIXED**

 **135**



Colour **553**



Colour **554**



Colour **575**



Colour **595**



Model **AT53116**

 **51**

Colour **540**

 **18**

Material **METAL**

 **135**



Colour **550**



Colour **552**



Colour **595**



Colour **666**





KIDS COLLECTION

Model **AR62404**

 **46**

Colour **540**

 **16**

Material **ACETATE**

 **130**



Colour **555**



Colour **560**



Colour **562**



Colour **599**



Model **AN62405**

 **45**

Colour **556**

 **16**

Material **ACETATE**

 **130**



Colour **564**

Colour **567**

Colour **566**

Colour **560**

COMING SOON



Model **AN62406**

 **47**

Colour **555**

 **16**

Material **ACETATE**

 **130**



Colour **568**

Colour **558**

Colour **565**

Colour **570**

COMING SOON



Model **AN62407**

 **49**

Colour **548**

 **16**

Material **ACETATE**

 **130**



Colour **560**



Colour **562**



Colour **567**



Colour **554**



Model **AN62408**

 **48**

Colour **595**

 **16**

Material **ACETATE**

 **130**



Colour **545**

Colour **575**

Colour **544**

Colour **535**

COMING SOON



Model **AN62409**

 **49**

Colour **544**

 **16**

Material **ACETATE**

 **130**



Colour **575**

Colour **645**

Colour **611**

Colour **545**

COMING SOON





ADVERTISING



DISPLAY
PARP2651



LINEAL SHOWCARD
MP1181



SHOWCARD
PARP2646



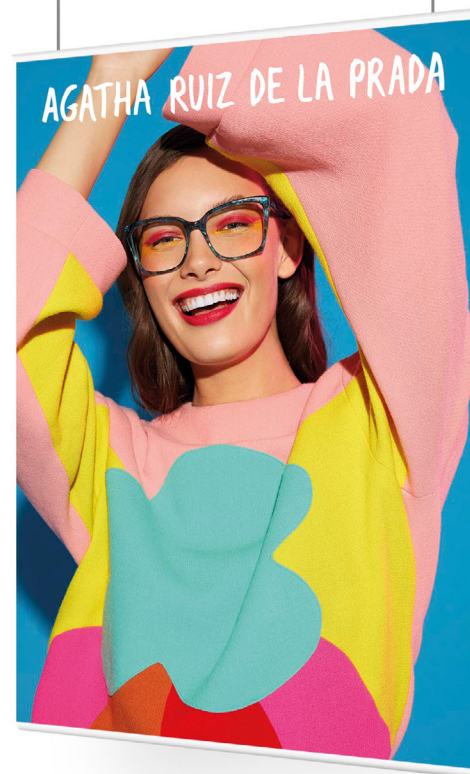
SHOWCARD
PARP2647



SHOWCARD
PARP2648



SHOWCARD
PARP2649



DOUBLE SIDE POSTER
PARP2647



WOMAN CASE
ESTANV21



KID CASE
ESTANV21

AGATHA RUIZ DE LA PRADA



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