

AGATHA RUIZ DE LA PRADA

NUESTRA HISTORIA

Agatha Ruiz de la Prada es una de las diseñadoras de moda más famosas y personales de la escena nacional e internacional. Su atrevido y colorido universo creativo transmite una visión de la vida llena de amor, humor, optimismo y diversión.

Nació en Madrid en 1960, en el punto álgido del movimiento Pop Art, que ha inspirado todas sus colecciones desde su debut como diseñadora de moda en 1980. Sus divertidos y creativos diseños son siempre recibidos con gran entusiasmo en las principales pasarelas del mundo.

Sus creaciones son consideradas auténticas obras de arte para vestir y algunas de sus colecciones incluso se han exhibido en algunos de los museos más importantes del mundo.

Los diseños de Agatha Ruiz de la Prada son auténticas piezas de arte para vestir, que dan color e inspiran diversión y libertad a quienes las llevan.



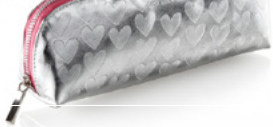
OUR HISTORY

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.



NUESTROS PRODUCTOS

Con tiendas en todo el mundo, la marca Agatha Ruiz de la Prada ha extendido su mercado para incluir colecciones de ropa masculina, **femenina e infantil, así como gafas, zapatos, perfumes, maquillaje y juguetes.**

A través de su colaboración con diversas empresas y organizaciones también ha diseñado uniformes de trabajo, decorados y vestuario para obras de teatro, ópera y danza, decoraciones de Navidad, parques infantiles, mobiliario urbano, parques, murales, jardines, restaurantes, eventos de publicidad, coches, y un largo etcétera.

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.



MODA

Agatha Ruiz de la Prada ha presentado sus colecciones en las principales capitales mundiales de la moda: **París, Milán, Berlín, Florencia, Madrid y Barcelona.**

También ha sido invitada de honor y representante de la moda española en los mayores desfiles de moda de todo el mundo.

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.



TIENDAS

Las exclusivas boutiques de Agatha Ruiz de la Prada pueden encontrarse en capitales tan importantes como **Madrid, París, Porto o Bogotá**. Sus productos están presentes también en tiendas multimarca de más de 150 países.

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.



DISEÑO

El proceso de creación de las colecciones se trabaja conjuntamente junto al departamento de diseño de Agatha Ruiz de la Prada.

Nuestras gafas de sol y vista están 100% en línea con el concepto de la colección de la marca. Al igual que un bolso o un cinturón, las gafas suponen un accesorio igual de importante para Agatha Ruiz de la Prada.

Un año antes al lanzamiento de la colección, nuestro departamento de diseño se pone a trabajar en los nuevos modelos de gafas basándose en los inputs proporcionados por la marca.



Agatha Ruiz de la Prada nos hace llegar este documento que nos sirve de guía e inspiración para crear la nueva colección. A nuestra inspiración basada en las tendencias del mercado, se les suman las formas, los estampados y las texturas que propone Agatha para su siguiente colección.

Todo este proceso, coordinado junto al equipo de la marca en Madrid, culmina, meses más tarde, con la presentación de nuestra propuesta de colección. Una colección que la marca debe validar antes de pasar a la siguiente fase: convertirla en una realidad.

MARKETING Y COMUNICACION

Toda la creación de soportes de publicidad e incluso la comunicación de las nuevas colecciones se trabaja conjuntamente junto a la marca. Los copies y el concepto de campaña va alineado con la línea trazada por la marca (muchos meses antes) durante la presentación de la colección en los desfiles.

El plan de comunicación trazado por parte de Optim siempre es validado por la marca, la cual, gracias a su gran predisposición, aporta puntos de vista, herramientas y materiales gráficos para poder alcanzar los objetivos marcados.

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.

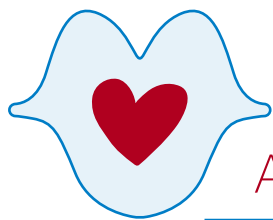


his whole process, coordinated together with the brand's team in Madrid, culminates, months later, with the presentation of our own collection proposal. This is what the brand must approve and validate before moving on to the next step: making it a reality.

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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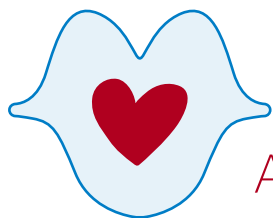
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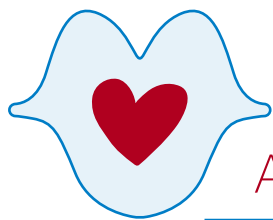
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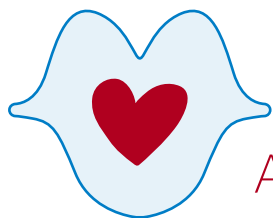
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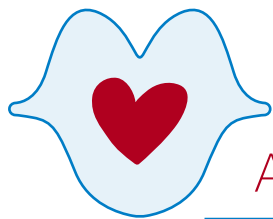
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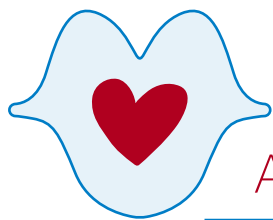
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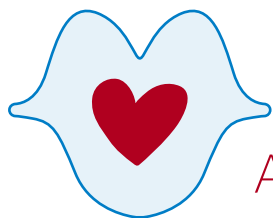
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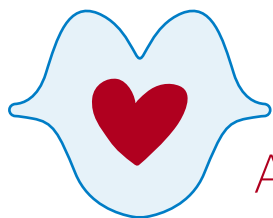
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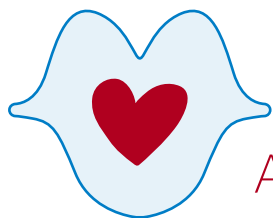
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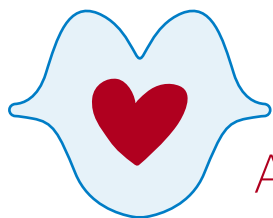
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AR**61766**

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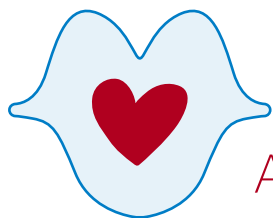
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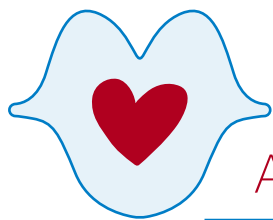
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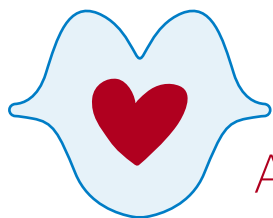
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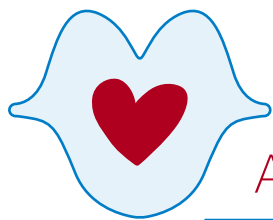
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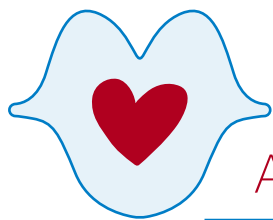
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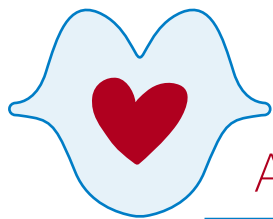
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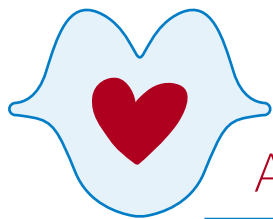
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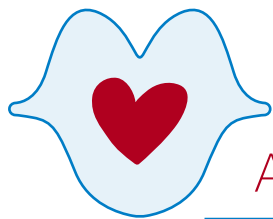
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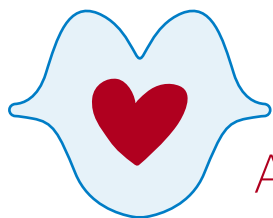
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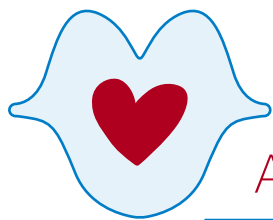
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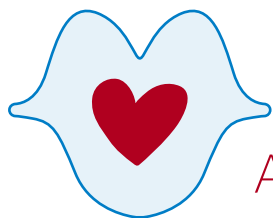
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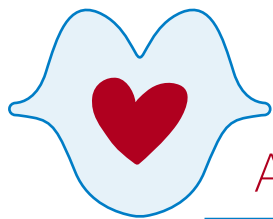
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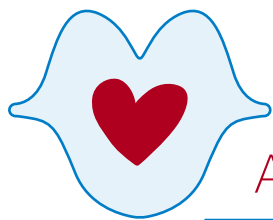
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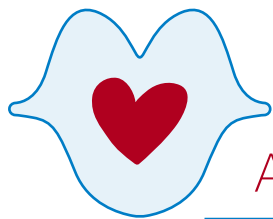
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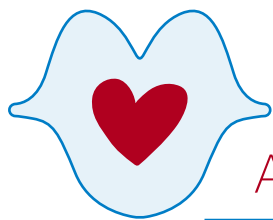
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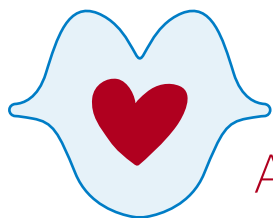
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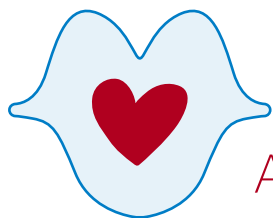
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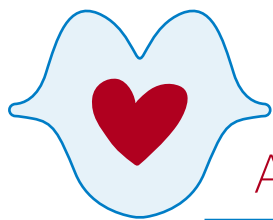
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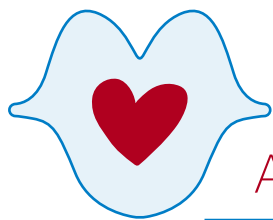
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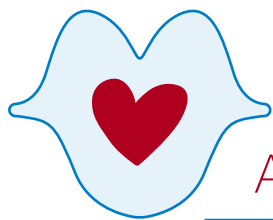
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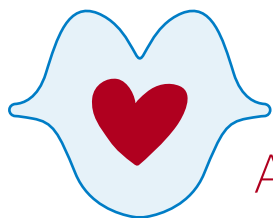
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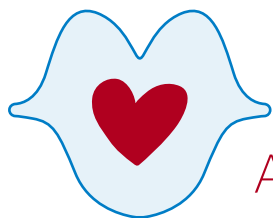
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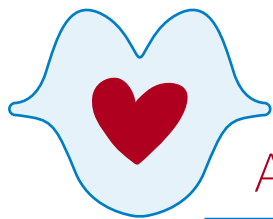
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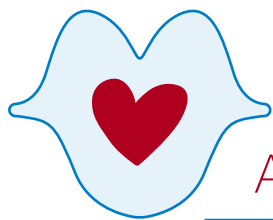
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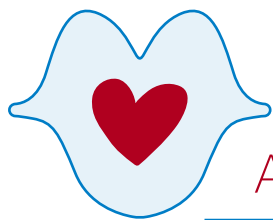
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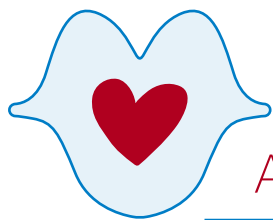
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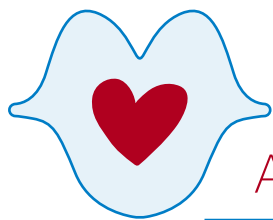
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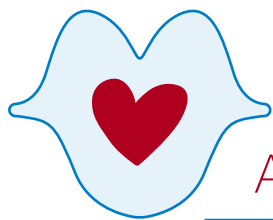
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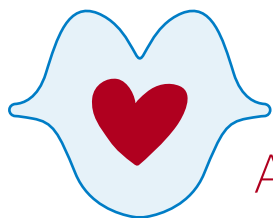
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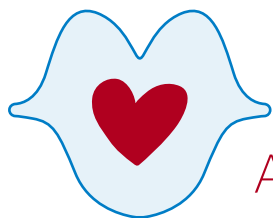
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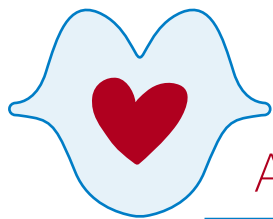
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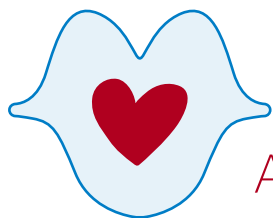
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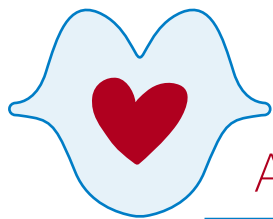
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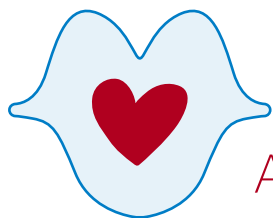
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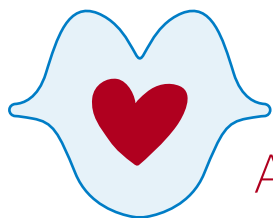
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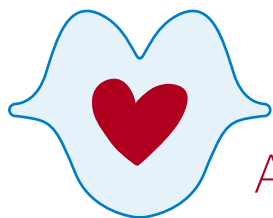
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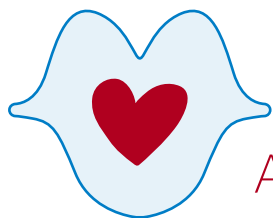
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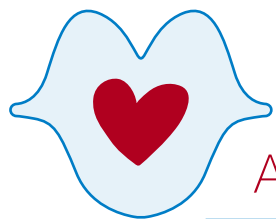
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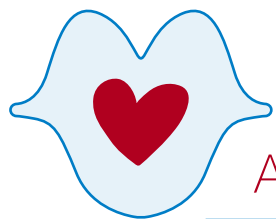
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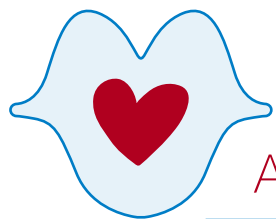
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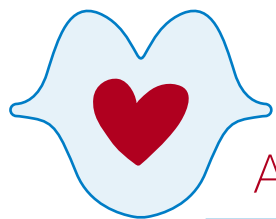
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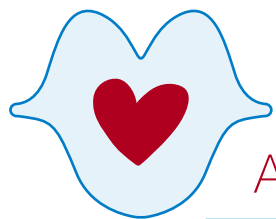
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511



516



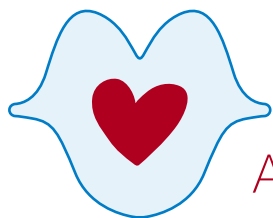
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545



574



AH50267

MAN

ACETATE



54



20



145



511



534



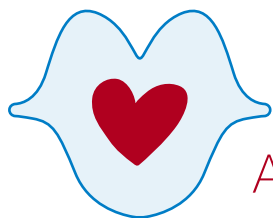
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575



595



AH50266

MAN

ACETATE



53



19



145



511



535



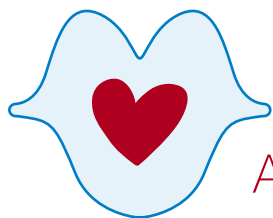
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574



595



AH50263

MAN

METAL



50



21



145



231



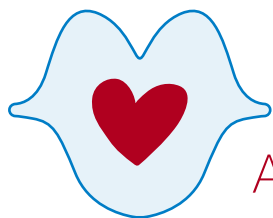
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245



272



AH**50262**

MAN

METAL



50



20



145



231



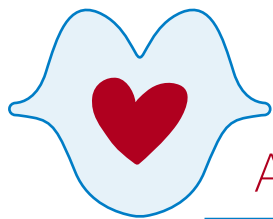
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275



285



AR80062

WOMAN | ACETATE

	54
	17
	140



544



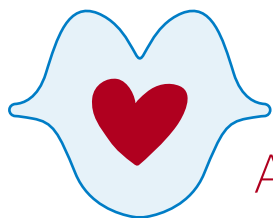
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560



565



AR80061

WOMAN | ACETATE

	55
	17
	140



535



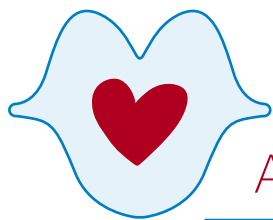
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555



562



AR80055

WOMAN | METAL

	53
	17
	140



100



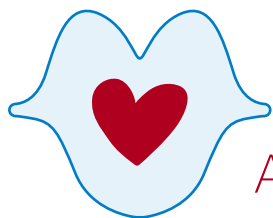
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255



565



AR80054

WOMAN | ACETATE

	53
	16
	140



530



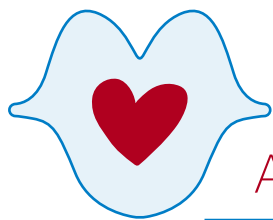
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560



575



AR80053

WOMAN | METAL

	54
	18
	140



100



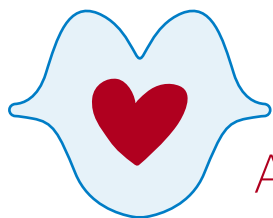
221



245



556



AR80056

WOMAN | METAL

	54
	16
	140



540



545



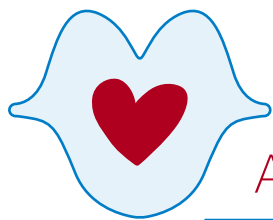
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560



562



AR80057

WOMAN | METAL

	53
	18
	140



237



253



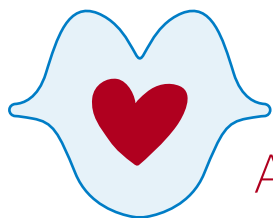
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265



287



AR80058

WOMAN | METAL

	54
	18
	140



237



243



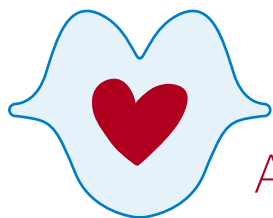
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263



266



AR80052

WOMAN | METAL

	54
	16
	140



101



235



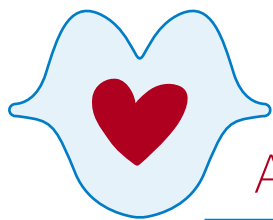
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263



265



AR80051

WOMAN | METAL

	54
	17
	140



200



236



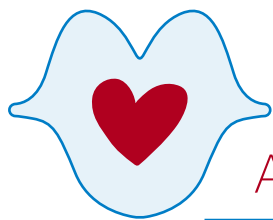
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253



275



AR80050

WOMAN | ACETATE

	53
	16
	140



534



535



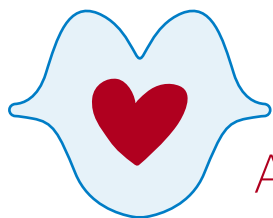
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565



566



AR80049

WOMAN | COMBINED

	54
	16
	140



535



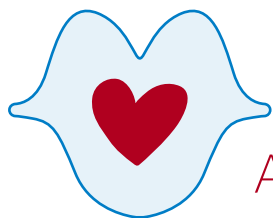
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567



575



AR80048

WOMAN | ACETATE

	53
	17
	140



553



557



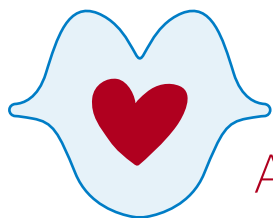
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565



567



AR80047

WOMAN | ACETATE

	52
	15
	140



530



545



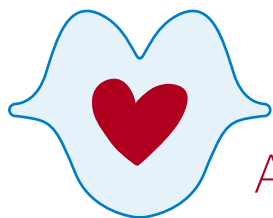
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560



575



AR80046

WOMAN | ACETATE

	53
	17
	140



550



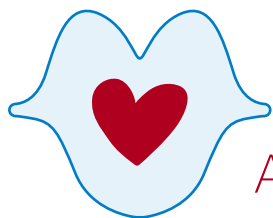
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562



566



AR80045

WOMAN | ACETATE

	52
	16
	140



540



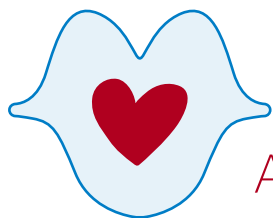
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560



566



AR80044

WOMAN | ACETATE

	54
	17
	140



530



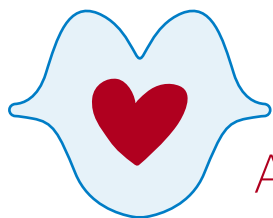
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568



570



AR80043

WOMAN | ACETATE

	53
	16
	140



535



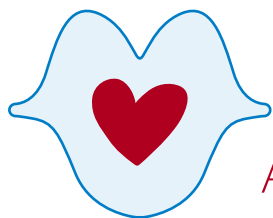
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560



566



AL**63186**

WOMAN | ACETATE

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	18
	145



531



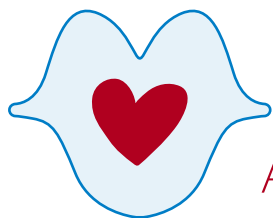
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575



599



AL**63187**

WOMAN | ACETATE

	54
	20
	145



511



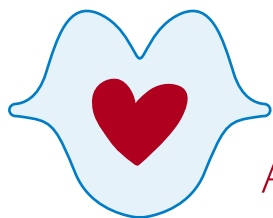
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556



562



AL**63185**

WOMAN | ACETATE

	53
	18
	145



511



546



556



562



611



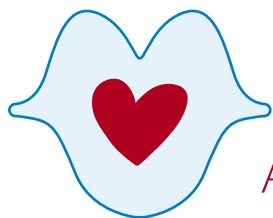
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656



662



AL**63184**

WOMAN | ACETATE

	53
	18
	145



555



562



574



575



655



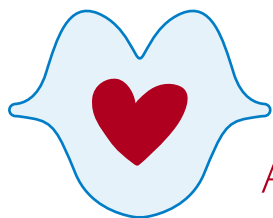
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674



675



AL**63183**

WOMAN | ACETATE

	54
	18
	150



531



544



545



575



631



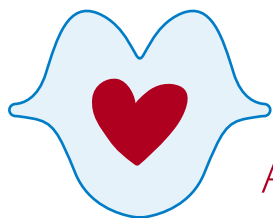
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645



675



AL**63182**

WOMAN | ACETATE

	52
	17
	145



555



562



565



599



655



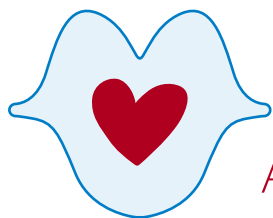
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665



699



AL**63181**

WOMAN | ACETATE

	54
	19
	150



511



541



545



575



611



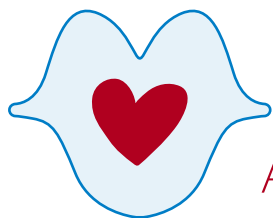
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675



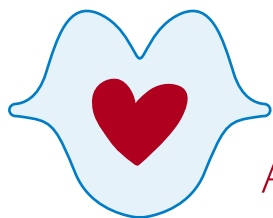
AL**63177**

WOMAN | ACETATE

	53
	16
	145



531



AL**63176**

WOMAN | ACETATE

	54
	20
	150



517



544



545



573



617



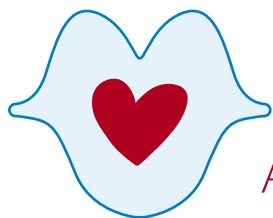
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645



673



AL**63175**

WOMAN | ACETATE

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	18
	145



531



545



556



566



631



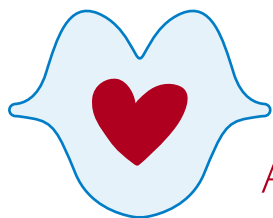
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656



666



AL**63174**

WOMAN | ACETATE

	53
	18
	145



531



565



562



599



631



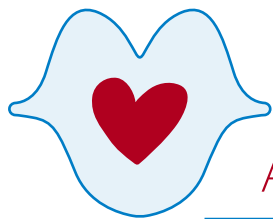
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662



699



AL**63171**

WOMAN | ACETATE

	54
	19
	150



516



531



544



545



616



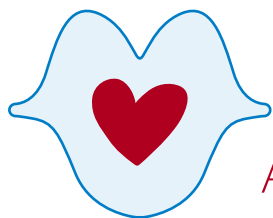
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644



645



AL**63170**

WOMAN | ACETATE

	53
	19
	150



511



535



555



599



611



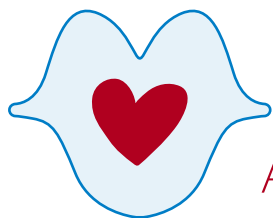
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655



699



AL**63169**

WOMAN | ACETATE

	54
	18
	150



511



535



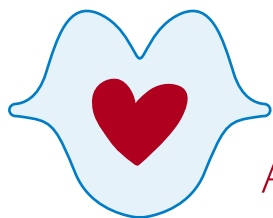
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545



575



AL**63158**

WOMAN | ACETATE

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	19
	150



514



543



545



546



614



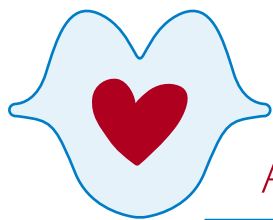
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645



646



AL**63158**

WOMAN | ACETATE

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	19
	150



501



542



601



641



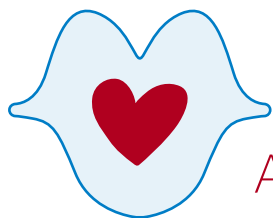
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675



745



AR21452

WOMAN | ACETATE

	52
	20
	145



540



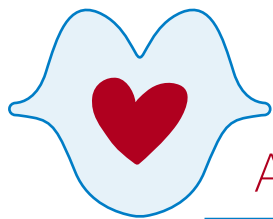
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554



566



AR21451

WOMAN | ACETATE

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	18
	145



535



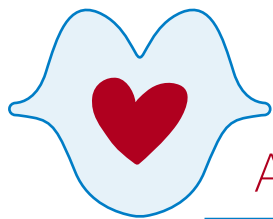
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555



565



AR21450

WOMAN | ACETATE

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	19
	145



535



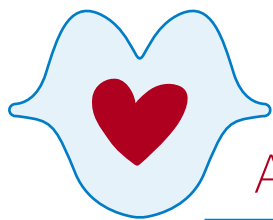
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545



580



AR21449

WOMAN | ACETATE

	50
	23
	145



531



544



554



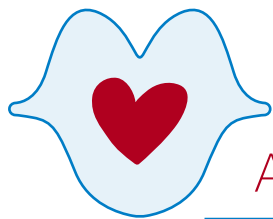
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565



585



AR21448

WOMAN | ACETATE

	53
	18
	145



545



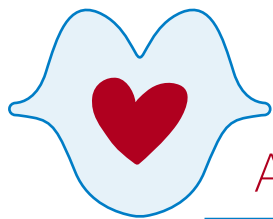
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565



570



AR21447

WOMAN | ACETATE

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	20
	145



518



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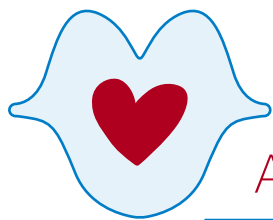
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562



580



AR21446

WOMAN | ACETATE

	54
	18
	145



540



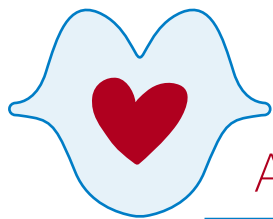
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555



570



AR21445

WOMAN | ACETATE

	52
	22
	145



534



564



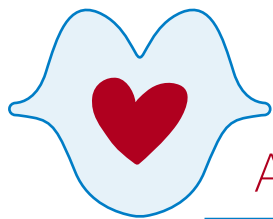
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566



594



AR21444

WOMAN | ACETATE

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	20
	145



555



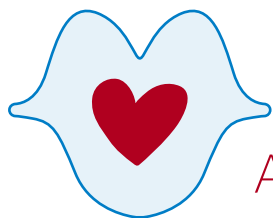
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566



594



AR21443

WOMAN | ACETATE

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	145



555



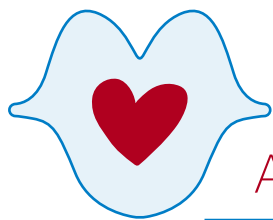
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575



594



AR21442

WOMAN | ACETATE

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	19
	145



518



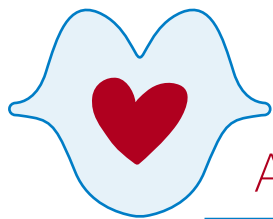
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545



560



AR21441

WOMAN | ACETATE

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	18
	145



540



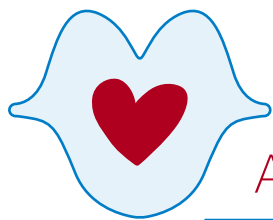
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564



565



AR21440

WOMAN | ACETATE

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	145



535



540



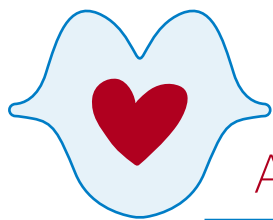
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570



585



AR21439

WOMAN | ACETATE

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	19
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545



563



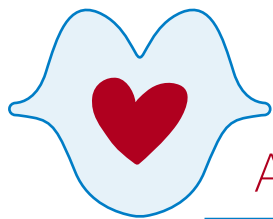
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565



575



AR21438

WOMAN | ACETATE

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534



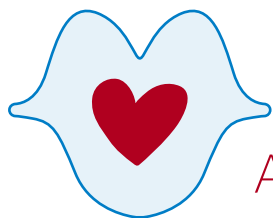
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565



598



AR21437

WOMAN | ACETATE

	53
	19
	145



520



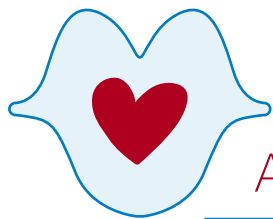
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540



560



AR21432

WOMAN | ACETATE

	53
	24
	145



530



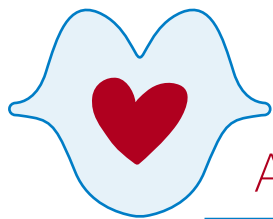
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565



570



AR21430

WOMAN | ACETATE

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	145



520



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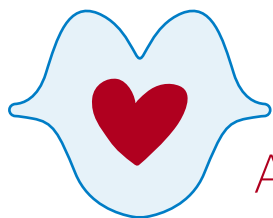
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560



562



AR21428

WOMAN | ACETATE

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	145



545



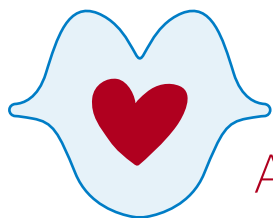
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560



564



AR21418

WOMAN | ACETATE

	54
	18
	145



544



554



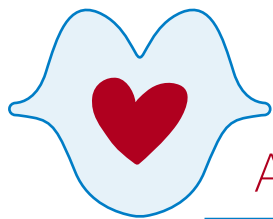
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560



599



AR21417

WOMAN | ACETATE

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	145



526



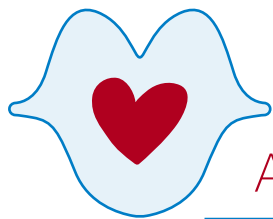
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564



595



AR21412

WOMAN | ACETATE

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	19
	145



544



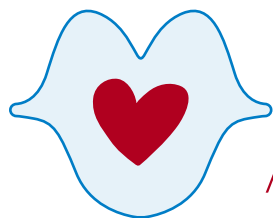
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570



595



AT**53172**

WOMAN | METAL

	51
	17
	135



548



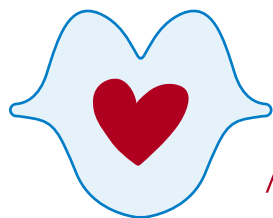
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566



575



AT**53173**

WOMAN | METAL

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	17
	135



511



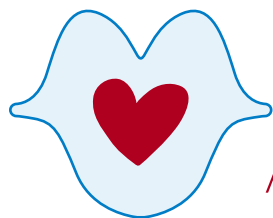
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546



575



AT**53171**

WOMAN | METAL

	50
	14
	135



535



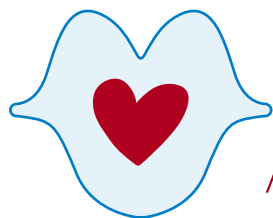
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560



566



AT**53170**

WOMAN | METAL

	50
	16
	135



100



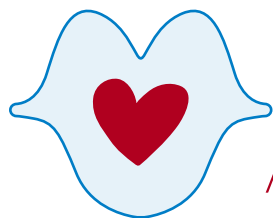
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221



235



AT**53169**

WOMAN | METAL

	48
	16
	135



100



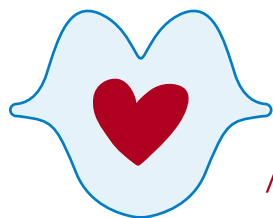
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248



267



AT**53168**

WOMAN | METAL

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	18
	135



231



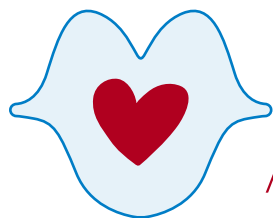
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265



267



AT**53167**

WOMAN | METAL

	50
	18
	135



236



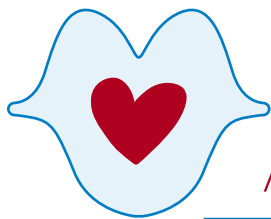
256



262



266



AT**53166**

WOMAN | METAL

	49
	17
	135



243



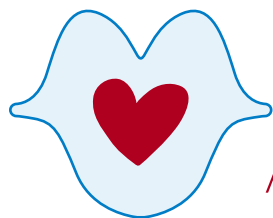
255



267



275



AT**53165**

WOMAN | ACETATE

	51
	16
	135



537



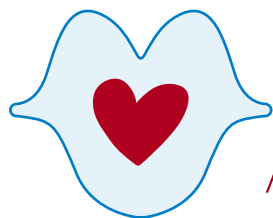
557



575



599



AT**53164**

WOMAN | ACETATE

	50
	15
	135



511



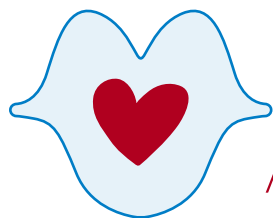
550



568



599



AT**53163**

WOMAN | METAL

	48
	18
	135



235



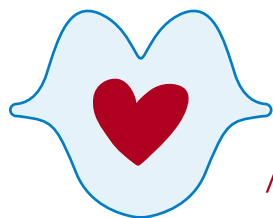
258



267



275



AT**53162**

WOMAN | METAL

	51
	16
	135



100



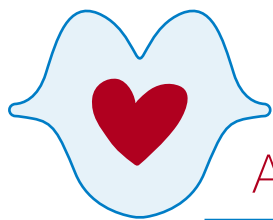
221



244



258



AN**62456**

WOMAN | ACETATE

	46
	15
	120



546



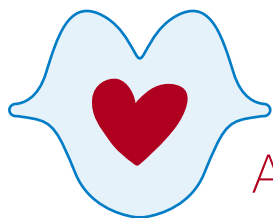
557



562



566



AN**62458**

WOMAN | ACETATE

	48
	15
	120



555



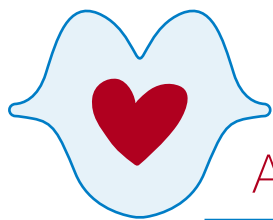
562



565



566



AN**62455**

WOMAN | ACETATE

	46
	15
	120



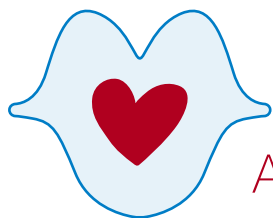
548



564



575



AN**62454**

WOMAN | ACETATE

	44
	14
	120



511



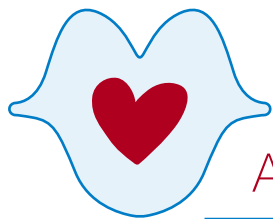
541



543



545



AN**62453**

WOMAN | ACETATE

	48
	17
	135



546



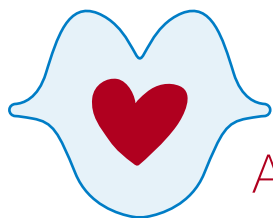
555



556



566



AN**62452**

WOMAN | ACETATE

	47
	15
	130



511



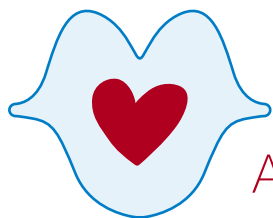
543



545



575



AN**62451**

WOMAN | ACETATE

	47
	15
	130



511



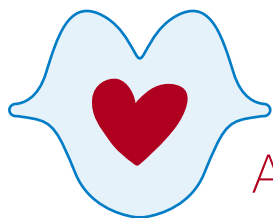
550



555



565



AN**62450**

WOMAN | ACETATE

	48
	15
	130



531



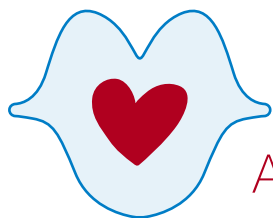
555



556



562



AN62449

WOMAN | ACETATE

	49
	15
	130



555



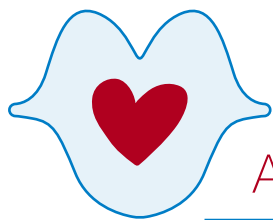
558



565



567



AN**62448**

WOMAN | ACETATE

	45
	17
	130



547



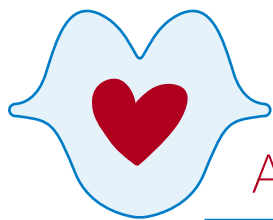
557



565



567



AN62447

WOMAN | ACETATE

	48
	16
	130



537



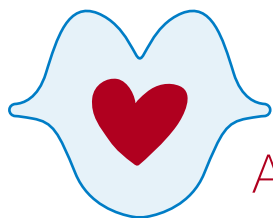
556



557



567



AN62444

WOMAN | ACETATE

	48
	15
	135



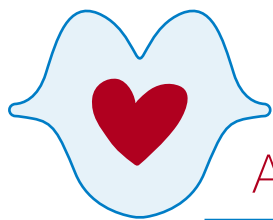
511



545



575



AN62440

WOMAN | ACETATE

	49
	15
	135



554



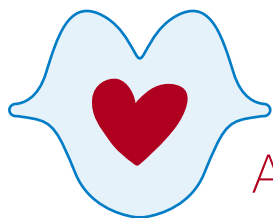
555



562



564



AN**62439**

WOMAN | ACETATE

	50
	16
	135



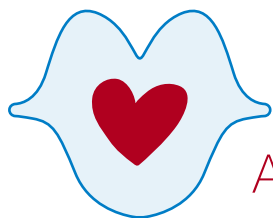
512



517



541



AN**62434**

WOMAN | ACETATE

	50
	16
	130



511



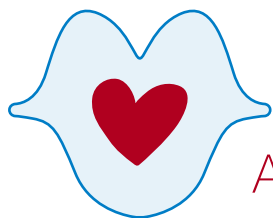
543



544



575



AN**62419**

WOMAN | ACETATE

	47
	14
	135



544



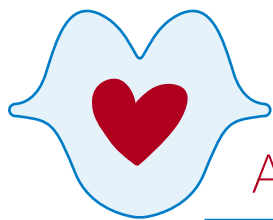
634



644



575



AN**62418**

WOMAN | ACETATE

	46
	15
	135



565



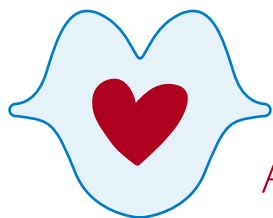
655



656



664



AL**63174**

WOMAN | ACETATE

	46
	15
	135



511



531



545



549



555



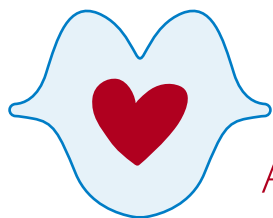
562



597



599



AL**63174**

WOMAN | ACETATE

	46
	15
	135



611



631



645



649



655



662



697



699



2



1. Exhibitor

Ref. **PARP2706**

2. Double-sided poster 70x100 cm

Ref. **PARP2707**

3



4



5



6



3. Showcard 21x15 cm

Ref. **PARP2708**

4. Showcard 29x40 cm

Ref. **PARP2709**

5. Showcard 29x20 cm

Ref. **PARP2710**

6. Showcard 29x40 cm

Ref. **PARP2711**

3



4



5



6



7



3. Showcard 21x15 cm
Ref. **PARP2693**

4. Showcard 29x40 cm
Ref. **PARP2694**

5. Showcard 29x20 cm
Ref. **PARP2695**

6. Showcard 29x40 cm
Ref. **PARP2696**

7. Showcard 40x29 cm
Ref. **PARP2697**

8



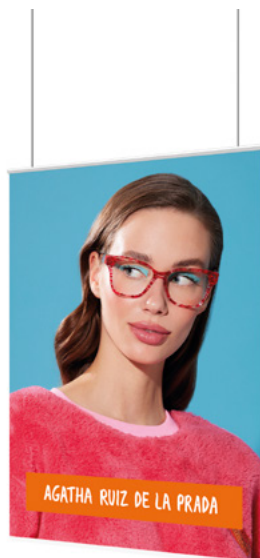
9



10



11



8. Showcard 21x15 cm
Ref. **PARP2703**

9. Showcard 29x40 cm
Ref. **PARP2704**

10. Showcard 20x29 cm
Ref. **PARP2705**

11. Double-sided poster 70x100 cm
Ref. **PARP2702**

12



12. Exhibitor
Ref. **PARP2701**

1



2



3



1. Lineal visibility kit
Ref. **PARP2687**

2. Mirror
Ref. **PARP2667**

3. Tablepad
Ref. **PARP2666**

1



2



CASES

1. RX collection
Ref. **ESTAR23**

2. LOVE collection
Ref. **ESTARLV21**

3



4



CASES

3. MAN collection
Ref. **ESTAH21**

4. KIDS collection
Ref. **ESTANV21**

5



CASES

5. Clip on collection
Ref. **ESTARCL24**

