

A man and a woman are featured in a close-up shot. The woman, in the foreground, has dark hair with bangs and is wearing brown-rimmed glasses and a light blue ribbed shirt. The man, behind her, has brown hair and is wearing black-rimmed glasses and a brown shirt. They are both looking towards the right. The background is a blurred Parisian interior with ornate gold-framed mirrors and a chandelier.

OPTIM

Guy Laroche

NUESTRA HISTORIA

Cuando Guy Laroche lanzó su marca de alta costura en 1957, tenía un claro objetivo en mente: liberar el cuerpo de la mujer, alejándose de la tendencia del New Look, como discreta.

Sus diseños marcaron décadas: creaciones tales como el “vestido-abrigo” y el “vestido camisero” seguirán siendo piezas básicas en los armarios de las mujeres de hoy. En 1966, Guy Laroche lanzó Monsieur. Le siguieron el lanzamiento de las fragancias Fidji para mujer en 1996 y Drakkar-Noir para hombre en 1982, que se vendieron por millones.

Pronto la casa se convirtió en lugar de encuentro de estrellas: Jane Fonda, Faye Dunaway y Mireille Darc.

Después del fallecimiento de Guy Laroche en 1989, la dirección creativa de la casa fue transmitida a varios diseñadores, incluyendo a nombres como Michel Klein, Alber Elbaz, Marcel Marongiu, Adam Andrascik y Richard René.

OUR HISTORY

When Guy Laroche launched his eponymous couture label in 1957, he had a clear aim in mind: liberating women's bodies away from the New Look, towards a comfortable, understated elegance both “refined and discreet”.

His designs marked decades: creations such as the coat-dress and the shirtdress continue to be a staple in women's wardrobes today. In 1966, Guy Laroche launched Guy Laroche Monsieur. Followed by the launch of fragrances, Fidji for women in 1996 and Drakkar Noir for men in 1982 that sold by the millions.

Soon the house became a hotspot for stars: Jane Fonda, Faye Dunaway and Mireille Darc.

After Guy Laroche passed away in 1989, the creative direction of the house was passed on to several designers including Michel Klein, Alber Elbaz, Marcel Marongiu, Adam Andrascik and Richard René.



CELEBRIDADES

Muchas celebridades son adeptas y leales a Guy Laroche. Estrellas de cine de los años 60 y 70 como Jane Fonda, Faye Dunaway o Mireille Darc, fueron las primeras celebridades en vestir Guy Laroche.

En los últimos años, actrices de Hollywood como Hillary Swank, Kristin Davis y Jada Pinkett Smith han demostrado su amor por Guy Laroche, vistiendo en sus apariciones públicas algunos de los diseños más elegantes de la firma.

CELEBRITIES

Many celebrities are adept and loyal to Guy Laroche. 60's and 70's movie stars such as Jane Fonda, Faye Dunaway or Mireille Darc were among the first celebrities to wear Guy Laroche.

In recent years, Hollywood actresses Hilary Swank, Kristin Davis and Jada Pinkett Smith have demonstrated their love for Guy Laroche wearing some of the brand's most elegant designs during their public appearances.





NUESTROS PRODUCTOS

La marca Guy Laroche no sólo abarca el refinado diseño de moda francesa, sino también una amplia gama de exclusivos productos igualmente elegantes. Desde sus icónicas fragancias Drakkar y Fidji hasta colecciones enteras de joyas, bolsos, relojes, zapatos, cinturones, bolsos, corbatas y mucho más.



OUR PRODUCTS

The Guy Laroche brand stands not only for fine French fashion design, but also for a wide range of equally fashionable and exclusive products. From its iconic fragrances Drakkar and Fidji to whole collections of jewelry, bags, watches, shoes, belts, ties and more.



EYEWEAR COLLECTION

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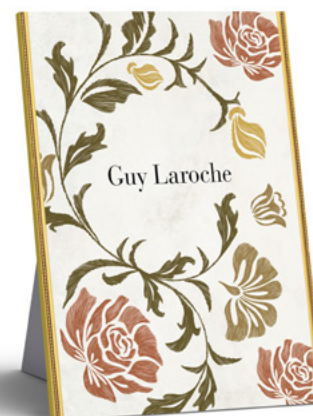
554

POINTS OF SALE

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1. Exhibitor

Ref. **PGL1213**

2. Showcard 15x21 cm

Ref. **PGL1215**

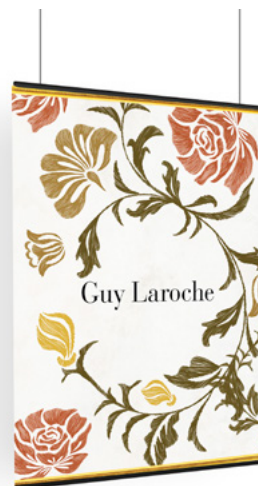
3. Showcard 29x40 cm

Ref. **PGL1216**

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1. Showcard 20x29 cm
Ref. **PGL1218**
2. Double side poster
Ref. **PGL1214**

1



2



1. Showcard 20x29 cm
Ref. **PGL1212**
2. Double side poster
Ref. **PGL1209**

1



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1. Exhibitor
Ref. **PGL1204**

2. Showcard 29x40 cm
Ref. **PGL1203**

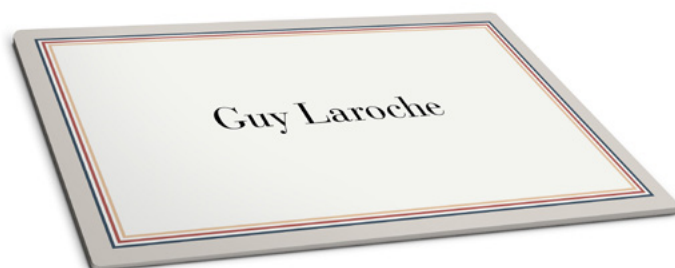
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1. Lineal visibility kit
Ref. **PGL1205**

2. Mirror
Ref. **PGL1178**

3. Tablepad
Ref. **PGL1179**

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CASES

A cleaning cloth is included inside the case

1. MAN collection

Ref. **ESTGLH20**

2. WOMAN collection

Ref. **ESTGLM20**

3. EMBLÈME collection

Ref. **ESTGLEM21**

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CASES


A cleaning cloth is included inside the case

- 1. Clip on collection
Ref. **ESTGLCL24**



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