



Guy Laroche

Spring Summer Collection 2021 | ©OPTIM

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. The launch of the perfumes "Fidji" in 1966 and "Drakkar Noir" in 1982 sell by dozens of millions.

The house soon proved to be a hotspot for its clientele: Jane Fonda, Faye Dunaway or Mireille Darc milled around the boutiques.

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, and today Adam Andrascik

— *Guy Laroche was always... about being modern and pushing things forward and making things more interesting.* —

A. Andrascik



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 that milled around the designer's boutiques.

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



Our stores

Besides its iconic flagship store in the Avenue des Champs-Élysées in Paris, the fashion house of Guy Laroche has now 15 boutiques and 70 licenses around the world.



FLAGSHIP STORE

35, rue François
75008 Paris (France)



Our products

The Guy Laroche brand not only the finest French fashion design, but also 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, bags, ties and more.



RX collection

Model **GL76456**

 **52**

Colour **540**

 **16**

Material **ACETATE**

 **140**



Colour **512**



Colour **567**



Colour **595**



Model **GL76457**

 **53**

Colour **593**

 **15**

Material **ACETATE**

 **140**



Colour **512**



Colour **527**



Colour **540**



Model **GL76484**

 **49**

Colour **101**

 **19**

Material **METAL**

 **140**



Colour **100**

Colour **200**

Colour **102**



Model **GL76493**

 **53**

Colour **102**

 **17**

Material **METAL**

 **145**



Colour **101**

Colour **203**

Colour **103**



Model **GL76499**

 **53**

Colour **560**

 **16**

Material **ACETATE**

 **140**



Colour **510**



Colour **553**



Colour **512**



Model **GL76501**

 **54**

Colour **544**

 **15**

Material **MIXED**

 **140**



Colour **512**



Colour **596**



Colour **594**



Model	GL76502	 52
Colour	512	 16
Material	MIXED	 140



Colour **510**



Colour **599**



Colour **530**



Model **GL76503**

 **54**

Colour **252**

 **16**

Material **METAL**

 **140**



Colour **243**



Colour **221**



Colour **212**



Model **GL76504**

 **53**

Colour **100**

 **17**

Material **METAL**

 **140**



Colour **101**



Colour **301**



Colour **221**



Model **GL76505**

 **54**

Colour **512**

 **16**

Material **MIXED**

 **140**



Colour **523**



Colour **534**



Colour **572**



Model **GL76506**

 **53**

Colour **543**

 **15**

Material **MIXED**

 **140**



Colour **512**



Colour **593**



Colour **570**



Model **GL76507**

 **52**

Colour **593**

 **16**

Material **MIXED**

 **140**



Colour **512**



Colour **520**



Colour **553**



Model **GL76508**

 **53**

Colour **572**

 **16**

Material **MIXED**

 **140**



Colour **512**



Colour **523**



Colour **543**



Model **GL76513**

 **54**

Colour **572**

 **15**

Material **ACETATE**

 **140**



Colour **512**



Colour **595**



Colour **555**



Model **GL76514**

 **54**

Colour **200**

 **17**

Material **METAL**

 **140**



Colour **100**



Colour **201**



Colour **101**



Model **GL76515**

 **52**

Colour **101**

 **15**

Material **METAL**

 **140**



Colour **100**



Colour **201**



Colour **200**



Model	GL76516		53
Colour	221		16
Material	METAL		140



Colour **212**



Colour **267**



Colour **231**



Design

The creation process of the collections is worked on simultaneously with the design department of Guy Laroche.

Our sunglasses and spectacles are 100% in line with the concept of the brand's Pret a Porter collection. Compared to a bag or a belt, glasses are an equally important accessory, according to Guy Laroche.

A year before the launching of the collection, our design department starts working on the new glasses' models based on the Styling Book the brand provides.

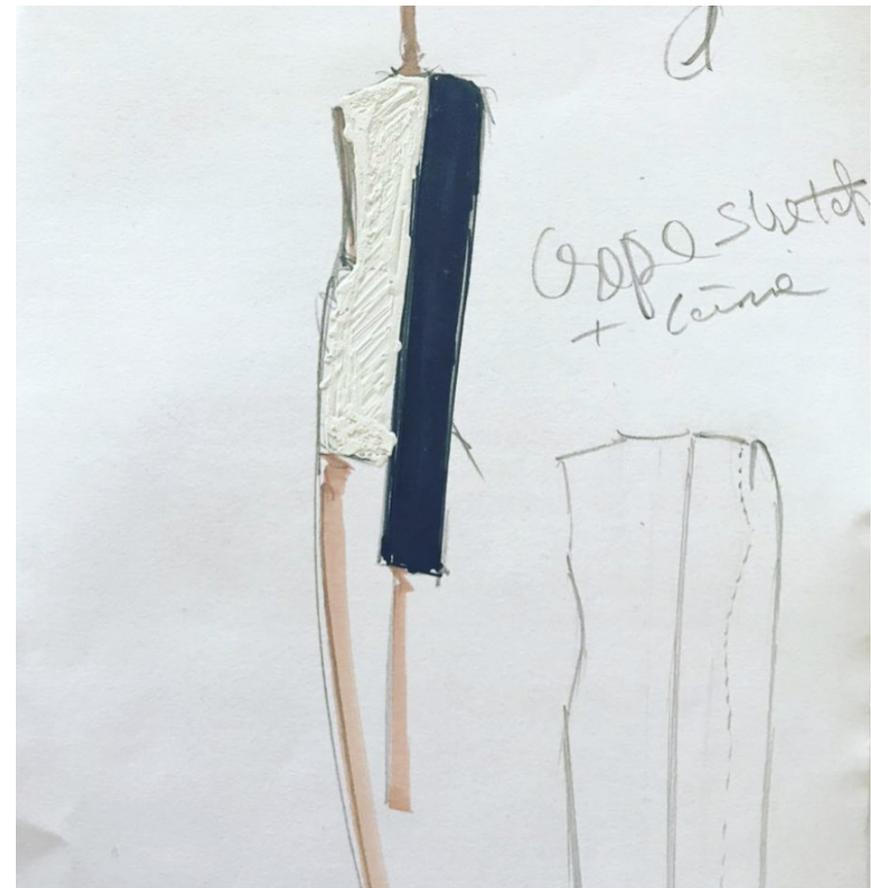
Guy Laroche sends us this file which serves as a guide and inspiration for us to create the new collection. To our inspiration, which comes from the market's trends, we add the shapes, prints and textures that Guy Laroche proposes.

This whole process, coordinated together with the brand's team in Paris, 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.

Communication and marketing

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.



Advertising

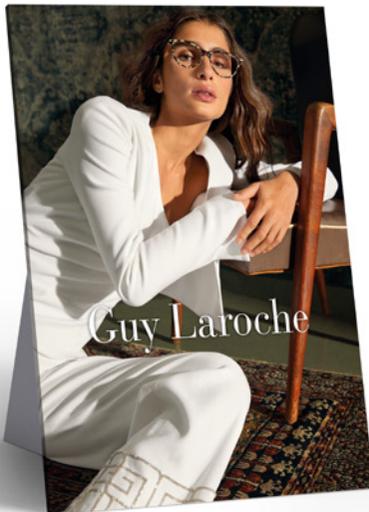


DISPLAY
PGL1164

SHOWCARD
PGL1158



SHOWCARD
PGL1159



SHOWCARD
PGL1160



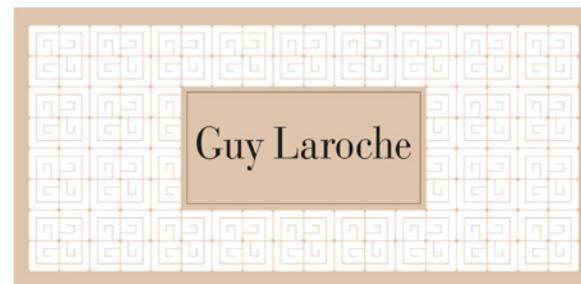
SHOWCARD
PGL1162



SHOWCARD
PGL1161



DOUBLE SIDE POSTER
PGL1163



LINEAL SHOWCARD
MP1182



WOMAN CASE
PGL

MAN CASE
PGL

Guy Laroche



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