



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.

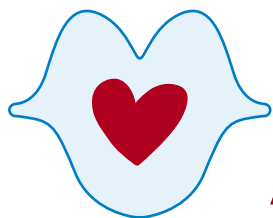


his whole process, coordinated together with the brand's team in Madrid, culminates, months later, with the presentation of our own collection proposal. This is what the brand must approve and validate before moving on to the next step: making it a reality.

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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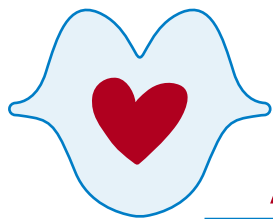
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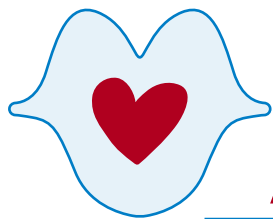
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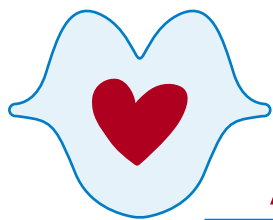
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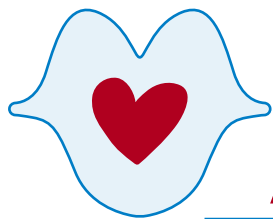
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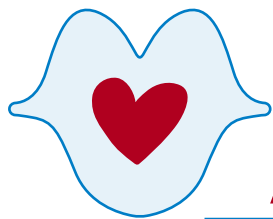


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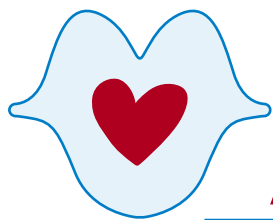
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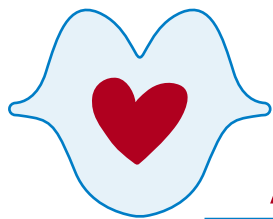
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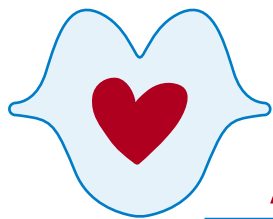
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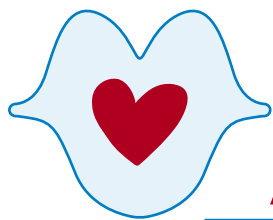
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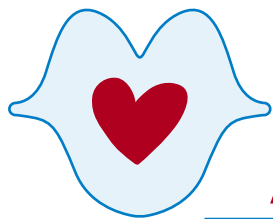
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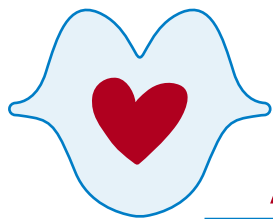
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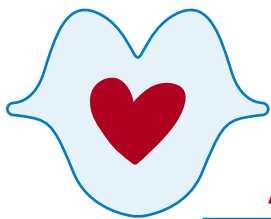
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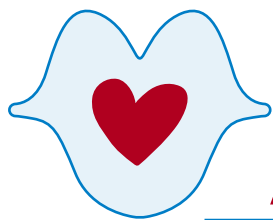
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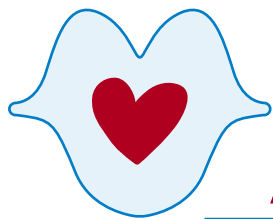
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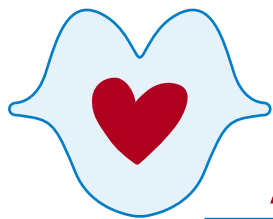
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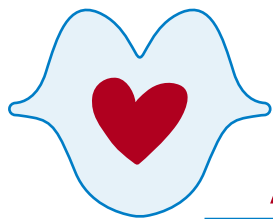
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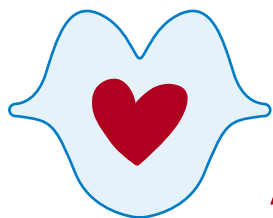
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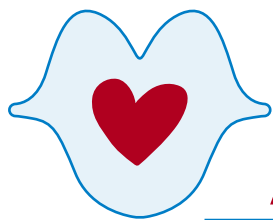
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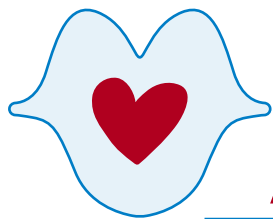
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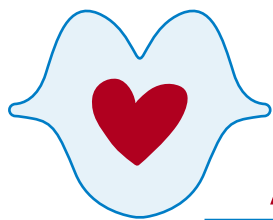
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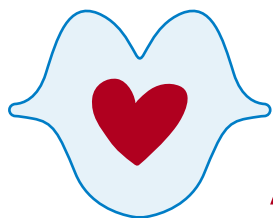
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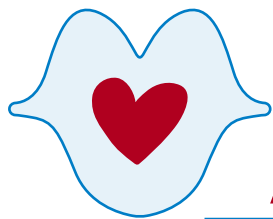
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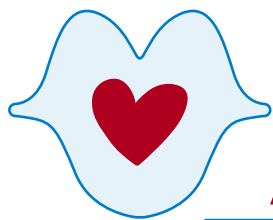
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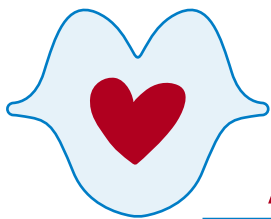
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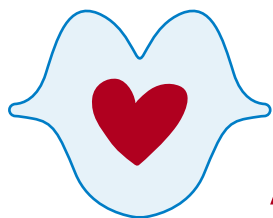
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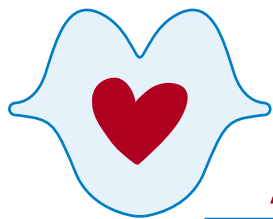
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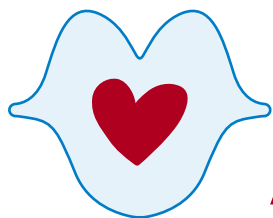
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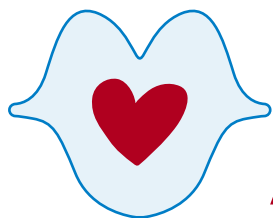
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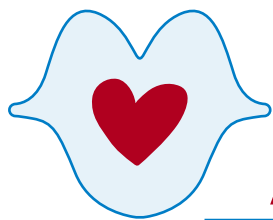
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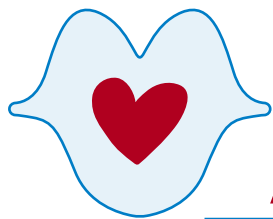
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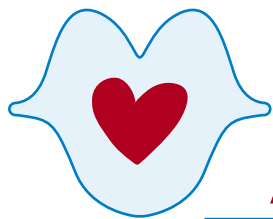
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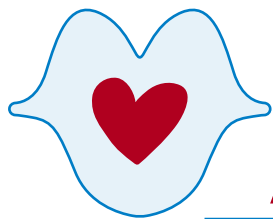
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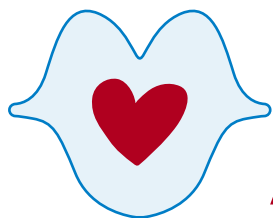
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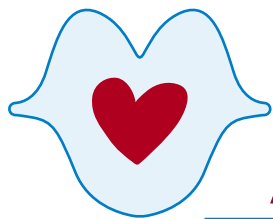
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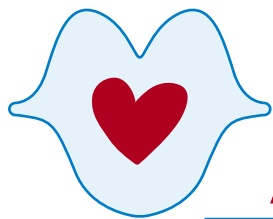
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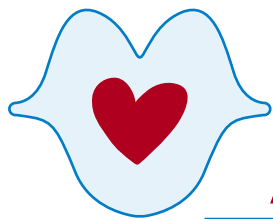
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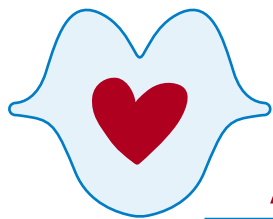
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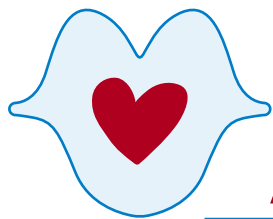
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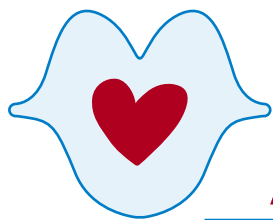
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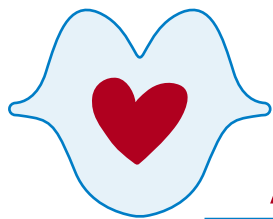
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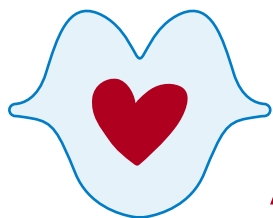
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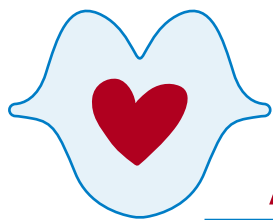
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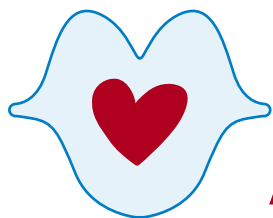
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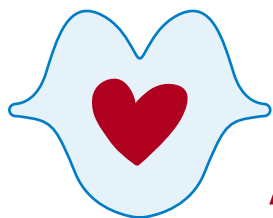
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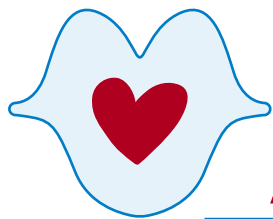
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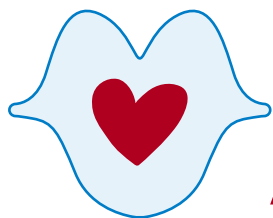
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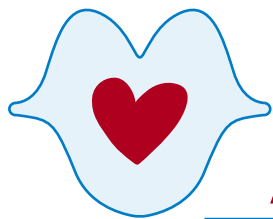
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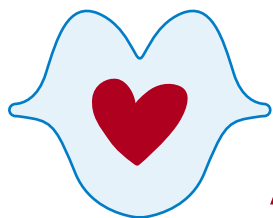


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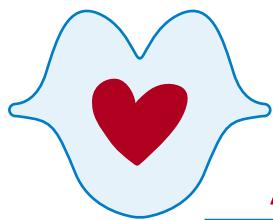
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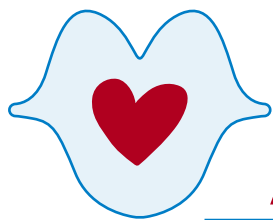
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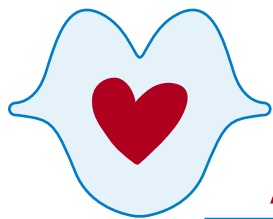
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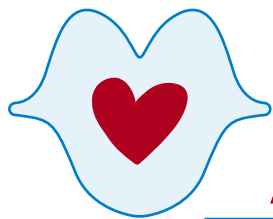
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100



101



AR80070

SRA

METAL + ACETATE



54



18



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263



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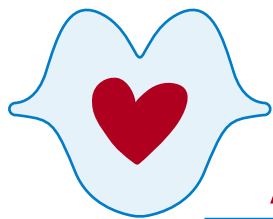
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221



AR80068

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ACETATE



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18



140



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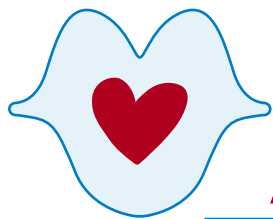
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553



556



AR80067

SRA

ACETATE



54



17



140



564



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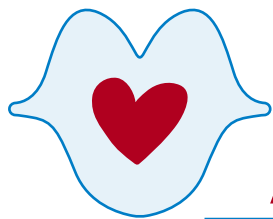
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555



AR80066

SRA

ACETATE



52



16



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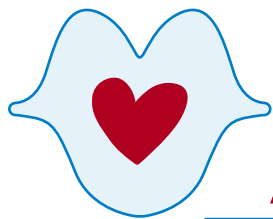
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560



565



AR80062

SRA

METAL + ACETATE



54



17



140



544



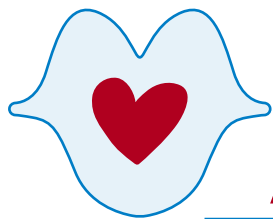
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560



565



AR80061

SRA

METAL + ACETATE



55



17



140



535



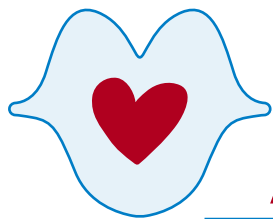
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555



562



AR80059

SRA

ACETATE



52



16



140



524



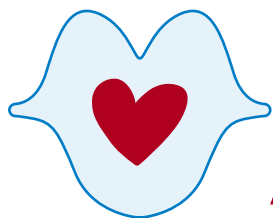
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560



565



AR80056

SRA

METAL + ACETATE



54



16



140



562



540



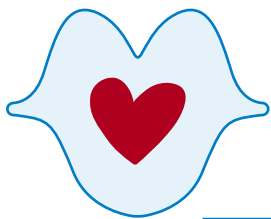
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555



560



AL63193

SRA

ACETATE



53



18



145



570



531



555



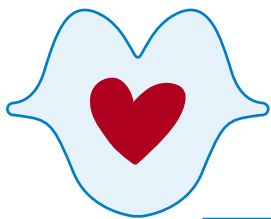
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560



566



AL63192

SRA

ACETATE



52



17



145



570



535



554



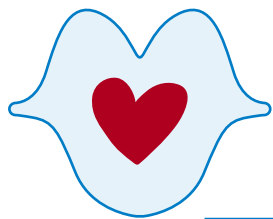
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555



565



AL63191

CBO

ACETATE



54



20



150



546



511



516



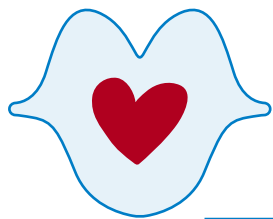
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544



545



AL63190

SRA

ACETATE



53



19



145



570



531



550



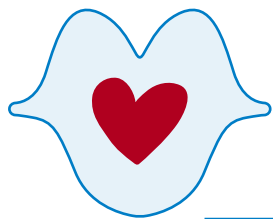
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565



AL63186

SRA

ACETATE



53



18



145



531



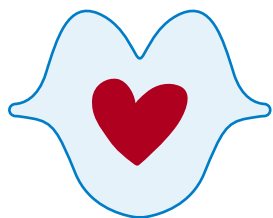
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575



599



AL63183

CAB

ACETATE



54



18



150



531



531



544



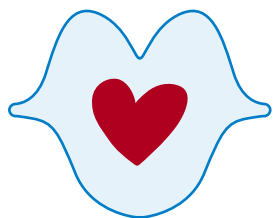
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545



575



AL63183

CAB

ACETATE



54



18



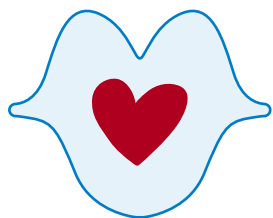
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575



AL63181

CBO

ACETATE



54



19



150



511



511



541



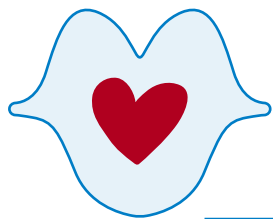
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545



575



AL63181

CBO

ACETATE



54



19



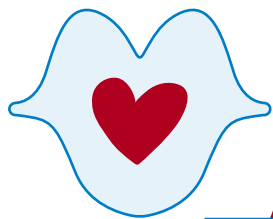
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545



575



AR21466

SRA

ACETATE



54.0



20.0



145.0



540



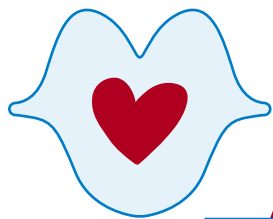
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563



566



AR21465

SRA

ACETATE



52.0



22.0



145.0



543



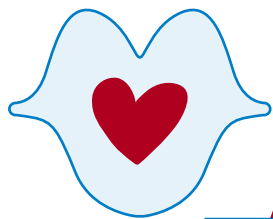
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560



595



AR21464

SRA

ACETATE



50.0



20.0



140.0



540



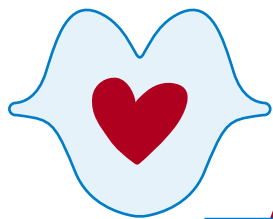
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570



599



AR21463

SRA

ACETATE



55.0



17.0



145.0



535



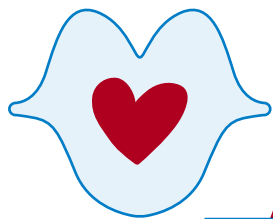
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575



599



AR21462

SRA

ACETATE



52.0



19.0



145.0



540



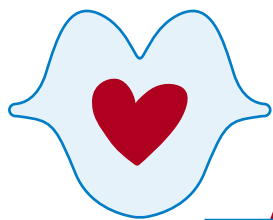
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565



593



AR21460

SRA

ACETATE



53.0



18.0



145.0



535



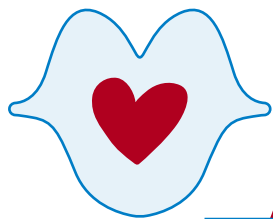
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550



562



AR21459

SRA

ACETATE



51.0



21.0



145.0



541



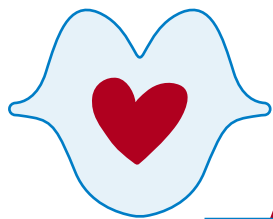
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550



593



AR21457

SRA

ACETATE



55.0



17.0



145.0



533



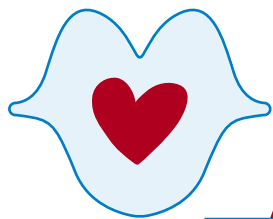
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566



570



AR21456

SRA

ACETATE



53.0



23.0



145.0



562



541



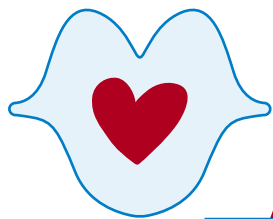
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553



560



AR21455

SRA

ACETATE



54.0



20.0



150.0



593



518



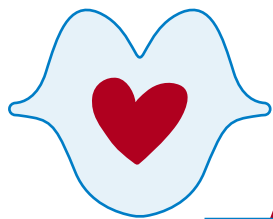
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543



553



AR21454

SRA

ACETATE



54.0



21.0



150.0



593



518



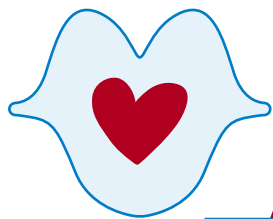
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541



562



AR21451

SRA

ACETATE



55.0



18.0



145.0



535



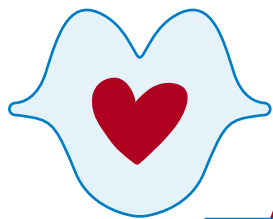
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555



565



AR21449

SRA

ACETATE



50.0



23.0



145.0



565



531



544



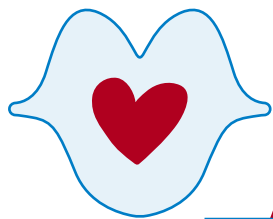
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554



562



AR21448

SRA

ACETATE



53.0



18.0



145.0



545



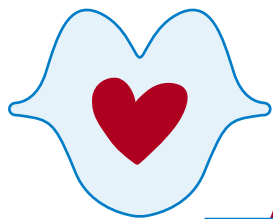
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565



570



AR21447

SRA

ACETATE



52.0



20.0



145.0



580



518



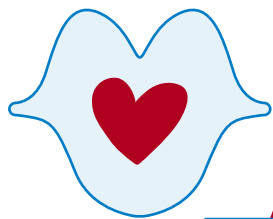
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553



562



AR21444

SRA

ACETATE



53.0



20.0



145.0



555



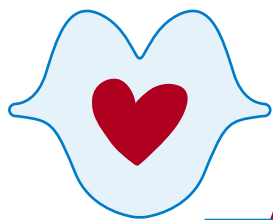
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566



594



AR21442

SRA

ACETATE



51.0



21.0



145.0



518



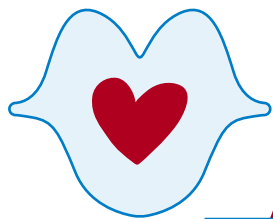
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545



560



AR21441

SRA

ACETATE



50.0



18.0



145.0



540



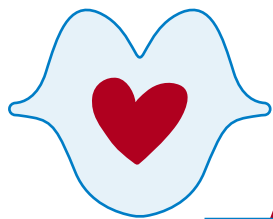
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564



565



AR21439

SRA

ACETATE



51.0



19.0



145.0



575



545



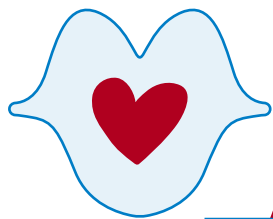
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564



565



AR21438

SRA

ACETATE



55.0



20.0



145.0



534



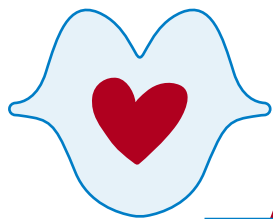
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598



AR21432

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ACETATE



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21.0



145.0



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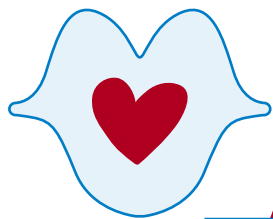
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565



570



AR21428

SRA

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53.0



18.0



145.0



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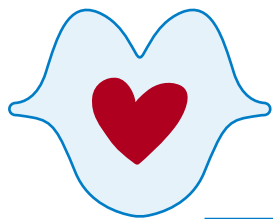
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560



564



AT53183

SRA

ACETATE



52



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140



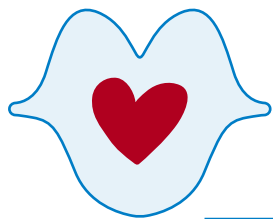
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554



572



AT53182

SRA

METAL + ACETATE



51



16



135



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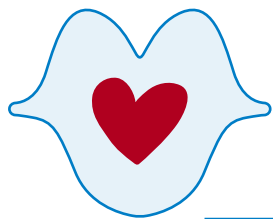
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255



262



AT53181

SRA

METAL + ACETATE



50



16



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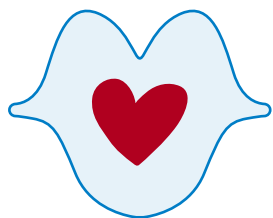
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148



166



AT53179

SRA

ACETATE



51



16



135



531



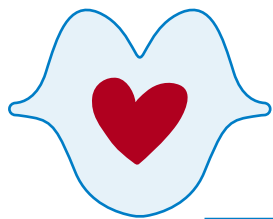
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568



599



AT53178

SRA

ACETATE



50



16



135



535



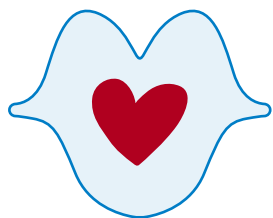
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560



562



AT53177

SRA

METAL + ACETATE



48



17



135



100



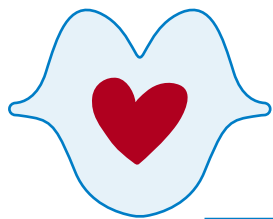
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101



AT53176

SRA

METAL + ACETATE



50



17



135



241



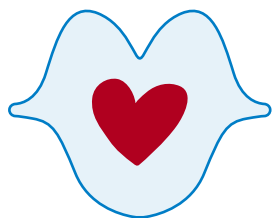
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265



266



AT53175

SRA

METAL + ACETATE



51



16



135



100



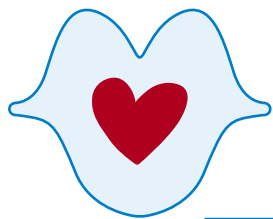
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263



275



AT53174

SRA

METAL + ACETATE



49



19



135



100



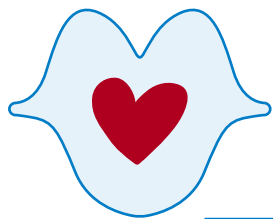
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ACETATE



49



17



135



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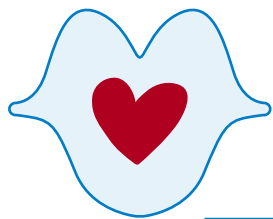
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546



598



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ACETATE



51



15



135



548



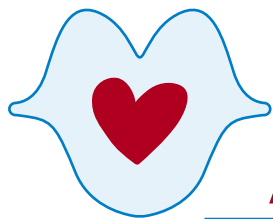
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566



575



AN62464

INF

ACETATE



49



15



135



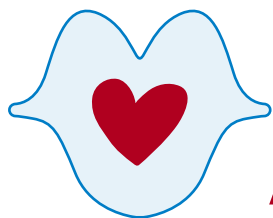
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558



562



AN62462

INF

ACETATE



45



16



130



511



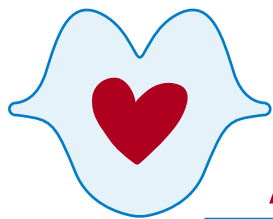
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544



575



AN62460

INF

ACETATE



44



16



125



537



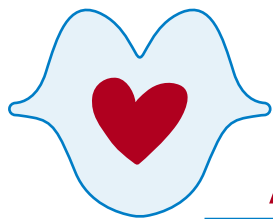
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565



567



AN62457

INF

ACETATE



44



17



125



547



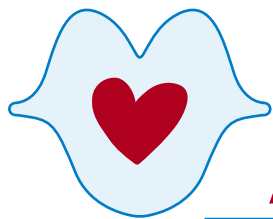
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566



567



AN62456

INF

ACETATE



46



15



130



546



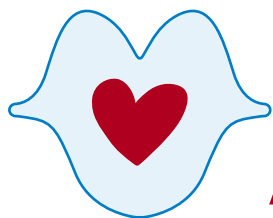
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562



566



AN62455

INF

ACETATE



46



15



130



545



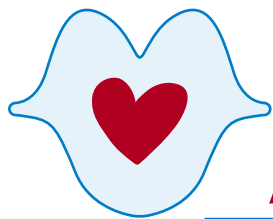
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575



564



AN62454

INF

ACETATE



44



14



120



511



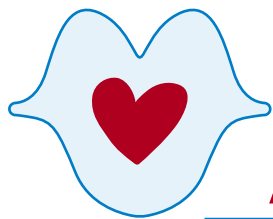
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543



545



AN62452

INF

ACETATE



47



15



130



511



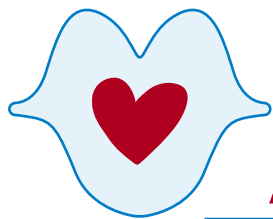
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535



543



AN62452

INF

ACETATE



47



15



130



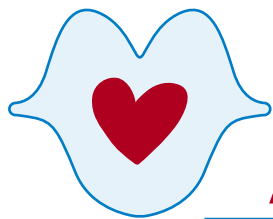
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545



575



AN62450

INF

ACETATE



48



15



130



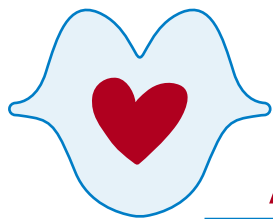
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565



566



AN62449

INF

ACETATE



49



15



130



565



555



554



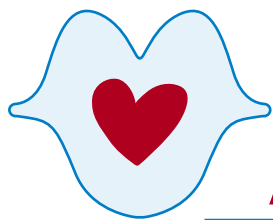
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562



558



AN62444

INF

ACETATE



48



15



135



511



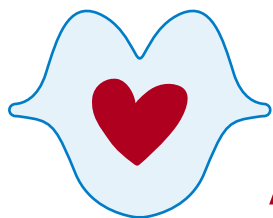
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545



575



AN62439

INF

ACETATE



50



16



135



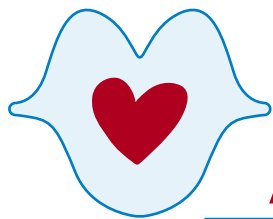
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517



541



AN62419

INF

TR-90



47



14



130



544



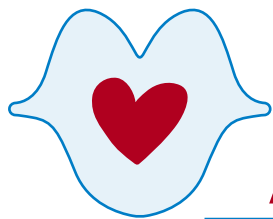
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644



675



AN62418

INF

TR-90



46



15



130



565



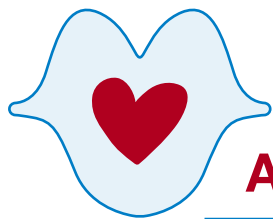
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656



664



AR89027

SRA

ACETATE



54



17



140



540



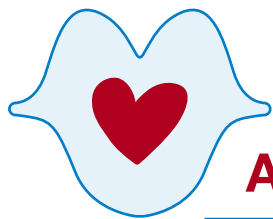
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566



599



AR89023

SRA

ACETATE



53



17



140



531



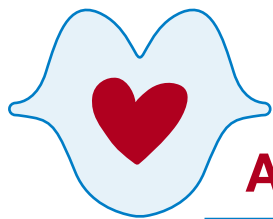
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533



594



AR89014

SRA

ACETATE



53



16



140



531



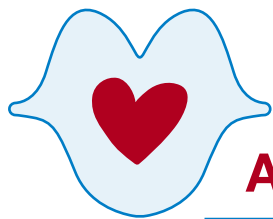
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554



575



AR89013

SRA

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56



18



145



544



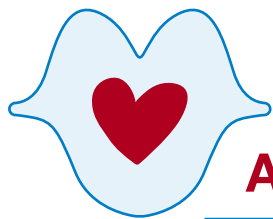
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562



570



AR89012

SRA

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54



18



145



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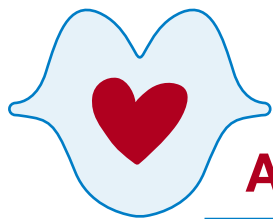
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594



AR89010

SRA

ACETATE



51



17



135



531



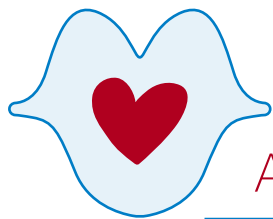
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560



565



AR89008

WOMAN | ACETATE

	54
	17
	140



540



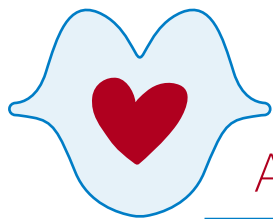
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560



599



AR89007

WOMAN | ACETATE

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	17
	140



599



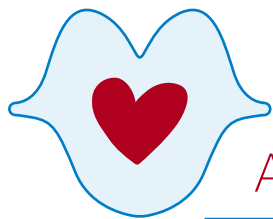
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543



535



AR89002

WOMAN | ACETATE

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	16
	145



540



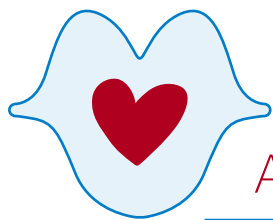
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580



599



AR89001

WOMAN | ACETATE

	56
	17
	145



440



450



460



465

NEW
NUEVO

1

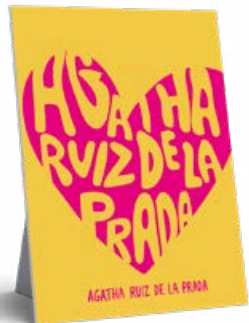


2



1. Display Stand
Ref. **PARP2726**
2. Double-sided poster 60x90 cm
Ref. **PARP2725**

3



4



5



6



3. Showcard 15x21 cm

Ref. **PARP2721**

4. Showcard 29x40 cm

Ref. **PARP2722**

5. Showcard 29x40 cm

Ref. **PARP2723**

6. Showcard 20x30 cm

Ref. **PARP2724**

1



2



1. Exhibitor

Ref. **PARP2720**

2. Double-sided poster 70x100 cm

Ref. **PARP2715**

3



4



5



6



3. Showcard 15x21 cm

Ref. **PARP2716**

4. Showcard 29x40 cm

Ref. **PARP2717**

5. Showcard 20x30 cm

Ref. **PARP2718**

6. Showcard 29x40 cm

Ref. **PARP2719**

1



1. Exhibitor
Ref. **PARP2712**

3



4



3. Showcard 29x20 cm
Ref. **PARP2710**

4. Showcard 29x40 cm
Ref. **PARP2711**

3



4



5



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

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

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

6. Showcard 20x29 cm
Ref. **PARP2706**

8



12. Exhibitor
Ref. **PARP2701**

9



9. Showcard 29x40 cm
Ref. **PARP2689**

1



2



1. Lineal visibility kit

Ref. **PARP2699**

2. 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**



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