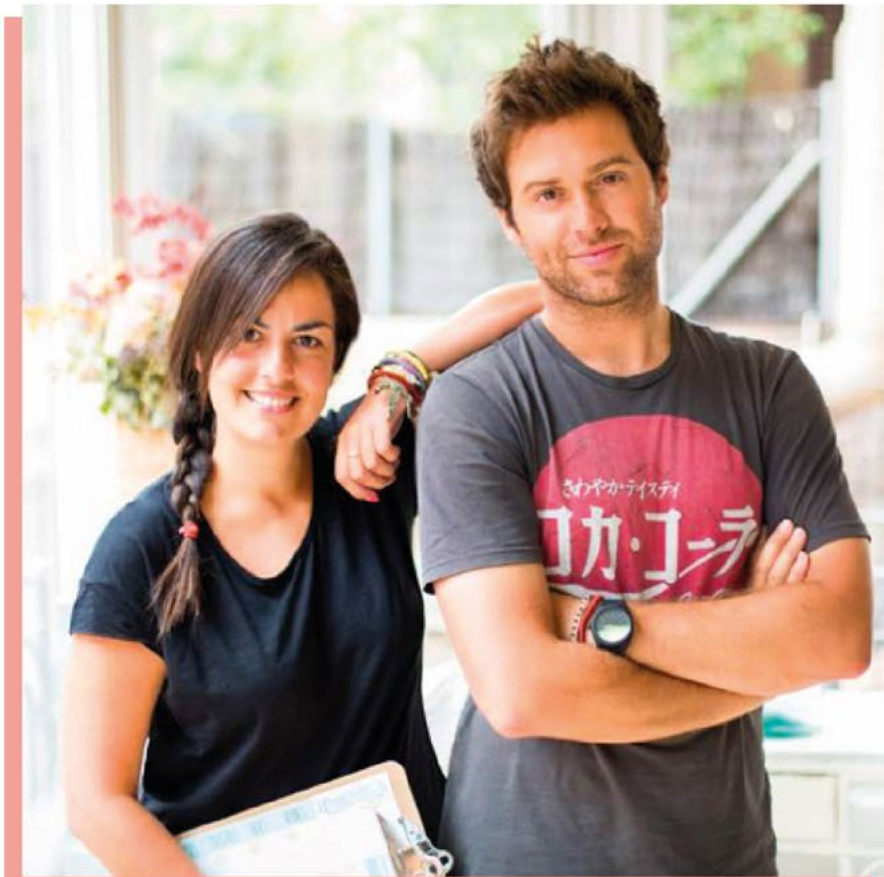


mr.
wonderful*

OPTIM

⇒ OUR HISTORY ⇐

Mr. Wonderful is the result of an initiative we came up with on our couch at home back in 2011 as we snuggled under a blanket (it was February and a bit chilly). It was all started by Javi and Angi, who are graphic designers and shareholders as well as husband and wife.



mr.
wonderful*

Mr. Wonderful was created to be a non-boring graphic design studio sending out positive messages and cheerful phrases every day through its social networks.

The success of these messages and designs made a splash on the web and we added new designs to our product catalog as our followers on social networks grew.

First we opened our online store in which we sold our products and handled the entire process from design to order preparation. We were soon asked by small gift shops, stationers, etc. if they could start selling our items. Then major chains also wanted to stock Mr. Wonderful products.

So we have been able to keep increasing the number of different products we sell, and our staff and warehouses have expanded. Nowadays we are growing not only in Spain but also internationally, where we are increasing our presence.

WHAT WE DO

1

We create pretty products that express feelings and connect people with messages full of happiness and optimism.

2

We reflect a way of looking at life; we do not merely create products

3

We inspire creativity, positivity and passion for what we do. We are capable of putting a smile on people's faces.

4

We create a feeling of belonging to the brand. Our customers are also our followers and our main ambassadors. We are capable of listening to them and interacting with them.



- we are a -

⇒ GREAT BIG COMMUNITY ⇒

Social networks are one of our strengths and a major part of what we are. We have always engaged in very **personal and direct communication** with our followers not only in Spain but also in France, Italy and Portugal.



1.265.000

@mrwonderfulshop



2.000.000

@mrwonderful_



187.000

@mrwonderful_



131.000

@muymolon

We now have a large community of people who share and comment every day on our designs and content. We have many followers who take photographs and share the products they have purchased on their social network profiles, making us part of their everyday lives.



#MRWONDERFULSHOP / 312.000 POSTS

WHERE WE OPERATE

Online Store

.....

Mr. Wonderful Shop is where we display the brand's entire universe. It is where you can find all our products as well as other items that have an affinity with us. We take care of every little detail to ensure that the shopping experience is unique and that customers are pleasantly surprised every time they receive an online order.

 **+1.000.000**
visits per month

 **+20.000**
orders per month

Distribution and points of sale

.....

We have a large network of points of sale from small gift shops and stationers to major chains.

Mr. Wonderful is sold in points of sale throughout Spain and other European and Latin American countries.

SPAIN

 **1.605**

EUROPE

 **3.069**

WORLD

 **3.777**



⇒ QUE VENDEMOS ⇒

Mr. Wonderful es algo que va más allá de sus productos. Es una manera de ver la vida: buscar el lado bueno de las cosas, que siempre lo hay. Nuestros productos son capaces de arrancar una sonrisa a todo el que los recibe, y a veces alguna lagrimilla también.

Nuestro catálogo de productos no para de crecer y sumar referencias para hacer más bonito el día a día de nuestros consumidores. Aquí tienes un pequeño listado con algunos de los muchos productos que diseñamos, producimos y vendemos con mucho amor y mimo.

- | | | |
|-------------|------------|---------------------|
| ● Tazas | ● Agendas | ● Libretas |
| ● Camisetas | ● Mochilas | ● Fundas para móvil |
| ● Velas | ● Cojines | ● Paraguas |
| ● Colgantes | ● Llaveros | ● Pendientes |



≡ BRAND COLLABORATION ≡

Design

.....

Our sunglasses and spectacles are 100% in line with the concept and values of Mr. Wonderful. A year before the launching of the collection, our design department starts working on the new glasses' models based on the inputs that the brand provides.

To our inspiration, which comes from the market's trends, we add prints and textures that Mr. Wonderful proposes. This whole process, coordinated together with the brand's team in Barcelona, 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.

The communications plan designed by Optim is always validated by the brand, which, thanks to their great predisposition, brings points of view, tools and graphic material to the table so we're able to meet the established goals.



RX COLLECTION

WOMAN

Model **MW79082**
Material **METAL + ACETATE**

53 | 18 | 140

mr.
wonderful*



263



100



101



200



212

WOMAN

Model **MW79081**
Material **METAL + ACETATE**

54 | 17 | 140

mr.
wonderful*



301



100



101



200



201

WOMAN

Model **MW79080**
Material **METAL + ACETATE**

55 | 16 | 140

mr.
wonderful*



253



100



101



212



245

WOMAN

Model **MW79079**

Material **ACETATE**

53 | 18 | 145

mr.
wonderful*



565



512



513



531



553

WOMAN

Model **MW79078**

Material **ACETATE**

53 | 16 | 145

mr.
wonderful*



599



512



531



560



565

WOMAN

Model **MW79077**

Material **ACETATE**

54 | 18 | 145

*mr.
wonderful**



566



512



513



553



560

WOMAN

Model **MW79075**

Material **ACETATE**

53 | 17 | 145

mr.
wonderful*



512



531



593



599

WOMAN

Model **MW79072**

Material **ACETATE**

54 | 19 | 145

mr.
wonderful*



512



531



566



599

WOMAN

Model **MW79071**

Material **ACETATE**

52 | 19 | 145

mr.
wonderful*



530



553



566



599

WOMAN

Model **MW79065**

Material **ACETATE**

53 | 14 | 145

mr.
wonderful*



550



513



535



553



543



545

WOMAN

Model **MW79065**

Material **ACETATE**

53 | 14 | 145

mr.
wonderful*



565

WOMAN

Model **MW79063**
Material **METAL + ACETATE**

53 | 18 | 145

mr.
wonderful*



212



100



101



300



200



267

WOMAN

Model **MW79063**

Material **METAL + ACETATE**

👁️ 53 | 👁️ 18 | — 145

*mr.
wonderful**



301



312

WOMAN

Model **MW77035**

Material **ACETATE**

53 | 18 | 145

mr.
wonderful*



512



545



553



560

WOMAN

Model **MW77034**

Material **ACETATE**

52 | 17 | 145

mr.
wonderful*



512



545



546



565

WOMAN

Model **MW77033**

Material **ACETATE**

54 | 20 | 145

mr.
wonderful*



512



515



555



565

WOMAN

Model **MW77032**

Material **ACETATE**

54 | 17 | 145

mr.
wonderful*



512



540



553



575

WOMAN

Model **MW77031**

Material **ACETATE**

53 | 18 | 145

*mr.
wonderful**



512



513



553



593

WOMAN

Model **MW77030**

Material **ACETATE**

52 | 18 | 145

mr.
wonderful*



512



540



562



566

WOMAN

Model **MW77029**

Material **ACETATE**

52 | 15 | 145

mr.
wonderful*



512



531



566



595

WOMAN

Model **MW77028**

Material **ACETATE**

52 | 18 | 145

mr.
wonderful*



512



540



545



562

WOMAN

Model **MW77027**

Material **ACETATE**

👁️ 53 | 👁️ 18 | — 145

*mr.
wonderful**



512



531



544



550

WOMAN

Model **MW77021**

Material **ACETATE**

51 | 18 | 140

mr.
wonderful*



534



541



552



565

WOMAN

Model **MW77020**

Material **ACETATE**

51 | 18 | 140

mr.
wonderful*



512



545



555



568

TEENS

Model **MW69874**

Material **ACETATE**

👁️ 46 | 👁️ 16 | — 130

*mr.
wonderful**



566



536



555



557



565

TEENS

Model **MW69873**

Material **ACETATE**

👁️ 46 | 👁️ 16 | — 130

*mr.
wonderful**



575



512



531



541



555

TEENS

Model **MW69872**
Material **METAL + ACETATE**

 49 |  16 |  135

*mr.
wonderful**



100



101



200



201

TEENS

Model **MW69871**
Material **METAL + ACETATE**

👁️ 48 | 👁️ 17 | — 135

*mr.
wonderful**



100



101



200



201

TEENS

Model **MW69870**
Material **METAL + ACETATE**

49 | 18 | 135

mr.
wonderful*



100



101



200



245

TEENS

Model **MW69869**
Material **METAL + ACETATE**

51 | 18 | 135

mr.
wonderful*



100



101



200



253

TEENS

Model **MW69868**

Material **ACETATE**

👁️ 47 | 👁️ 17 | — 135

*mr.
wonderful**



566



550



556



564



565

TEENS

Model **MW69867**

Material **METAL + ACETATE**

 49 |  16 |  130

*mr.
wonderful**



100



101



201



253

TEENS

Model **MW69866**
Material **METAL + ACETATE**

45 | 16 | 125

mr.
wonderful*



100



101



200



231

TEENS

Model **MW69865**
Material **METAL + ACETATE**

48 | 17 | 130

mr.
wonderful*



100



101



200



263

TEENS

Model **MW69864**
Material **METAL + ACETATE**

46 | 18 | 130

mr.
wonderful*



100



101



201



212

TEENS

Model **MW69863**

Material **ACETATE**

51 | 15 | 135

mr.
wonderful*



512



541



555



565

TEENS

Model **MW69862**

Material **ACETATE**

50 | 15 | 135

mr.
wonderful*



512



556



560



565

TEENS

Model **MW69852**

Material **ACETATE**

47 | 17 | 135

mr.
wonderful*



512



531



543



545

TEENS

Model **MW69848**
Material **METAL + ACETATE**

51 | 18 | 135

mr.
wonderful*



257



100



101



265



200



212

TEENC

Model **MW69838**

Material **ACETATE**

👁️ 48 | 👁️ 16 | — 130

mr.
wonderful*



512



541



543



575

WOMAN

Model **MW69283**

Material **METAL + ACETATE**

52 | 15 | 135

mr.
wonderful*



100



101



102



200

WOMAN

Model **MW69282**

Material **METAL + ACETATE**

 52 |  19 |  135

*mr.
wonderful**

100

101

102

201

WOMAN

Model **MW69275**

Material **METAL + ACETATE**

53 | 20 | 140

mr.
wonderful*



100



101



255



266

WOMAN

Model **MW69274**
Material **METAL + ACETATE**

52 | 17 | 140

mr.
wonderful*



264



100



101



212



263

WOMAN

Model **MW69273**
Material **METAL + ACETATE**

53 | 17 | 140

mr.
wonderful*



301



100



101



102



201

WOMAN

Model **MW69272**
Material **METAL + ACETATE**

52 | 17 | 140

mr.
wonderful*



201



100



101



103



200

WOMAN

Model **MW69271**
Material **METAL + ACETATE**

53 | 17 | 140

mr.
wonderful*



263



100



101



212



233

WOMAN

Model **MW69270**

Material **ACETATE**

53 | 15 | 145

mr.
wonderful*



560



512



535



540



553

WOMAN

Model **MW69269**

Material **ACETATE**

52 | 17 | 145

mr.
wonderful*



560



512



534



540



550

WOMAN

Model **MW69268**

Material **ACETATE**

52 | 17 | 145

mr.
wonderful*



599



512



540



545



555

WOMAN

Model **MW69265**

Material **ACETATE**

51 | 18 | 145

mr.
wonderful*



512



536



565



599

WOMAN

Model **MW69264**

Material **ACETATE**

54 | 18 | 145

mr.
wonderful*



512



531



554



565

WOMAN

Model **MW69263**

Material **ACETATE**

52 | 17 | 135

mr.
wonderful*



512



548



558



560

WOMAN

Model **MW69262**

Material **ACETATE**

51 | 18 | 145

mr.
wonderful*



512



517



531



565

WOMAN

Model **MW69260**

Material **ACETATE**

52 | 16 | 145

mr.
wonderful*



512



545



555



565

WOMAN

Model **MW69259**

Material **ACETATE**

52 | 18 | 145

mr.
wonderful*



512



565



594



599

WOMAN

Model **MW69258**

Material **METAL + ACETATE**

52 | 19 | 140

*mr.
wonderful**



100



101



200



212

WOMAN

Model **MW69253**

Material **ACETATE**

51 | 17 | 145

mr.
wonderful*



512



541



552



565

WOMAN

Model **MW69248**

Material **METAL + ACETATE**

50 | 18 | 140

mr.
wonderful*



100



101



212



221

CLIP ON COLLECTION

TEEN

Model **MW59033**

Material **ACETATE**

 49 |  16 |  135

*mr.
wonderful**



511



512



545



560

TEEN

Model **MW59032**

Material **ACETATE**

🔄 49 | 🔄 17 | — 135

mr.
wonderful*



512



545



560



566

WOMAN

Model **MW59027**

Material **ACETATE**

54 | 17 | 140

mr.
wonderful*



512



535



540



560

WOMAN

Model **MW59025**

Material **ACETATE**

52 | 16 | 145

mr.
wonderful*



512



513



552



566

WOMAN

Model **MW59024**

Material **ACETATE**

53 | 16 | 140

mr.
wonderful*



512



535



560



566

WOMAN

Model **MW59018**

Material **ACETATE**

🔄 54 | 🔄 10 | — 145

*mr.
wonderful**



512



553



593



599

WOMAN

Model **MW59017**

Material **ACETATE**

54 | 17 | 145

mr.
wonderful*



512



513



545



566

WOMAN

Model **MW59016**

Material **ACETATE**

53 | 10 | 145

mr.
wonderful*



512



531



565



566

WOMAN

Model **MW59015**

Material **ACETATE**

🕒 52 | 🕒 16 | — 145

*mr.
wonderful**



512



531



545



599

WOMAN

Model **MW59014**

Material **ACETATE**

53

18

145

mr.
wonderful*



512



513



535



545

WOMAN

Model **MW59013**

Material **ACETATE**

51 | 16 | 140

mr.
wonderful*



512



531



555



599

WOMAN

Model **MW59012**

Material **ACETATE**

53 | 16 | 140

mr.
wonderful*



512



541



553



566

WOMAN

Model **MW59011**

Material **ACETATE**

53 | 17 | 140

mr.
wonderful*



512



531



560



594

WOMAN

Model **MW59010**

Material **ACETATE**

52 | 17 | 140

mr.
wonderful*



511



512



514



545

WOMAN

Model **MW59006**

Material **ACETATE**

52 | 16 | 145

mr.
wonderful*



530



544



553



599

SUN COLLECTION

WOMAN

Model **MW29813**

Material **ACETATE**

53 | 20 | 145

mr.
wonderful*



512



533



563



593

WOMAN

Model **MW29812**

Material **ACETATE**

52 | 18 | 145

mr.
wonderful*



512



530



553



593

WOMAN

Model **MW29811**

Material **ACETATE**

54 | 18 | 145

mr.
wonderful*



512



545



553



595

WOMAN

Model **MW29810**

Material **ACETATE**

54 | 18 | 145

mr.
wonderful*



512



533



553



593

WOMAN

Model **MW29808**

Material **ACETATE**

53 | 15 | 145

mr.
wonderful*



512



553



593



595

WOMAN

Model **MW29807**

Material **ACETATE**

53 | 19 | 145

mr.
wonderful*



512



545



550



560

WOMAN

Model **MW29806**

Material **ACETATE**

50 | 22 | 145

mr.
wonderful*



512



533



567



593

WOMAN

Model **MW29805**

Material **ACETATE**

👁️ 52 | 👁️ 21 | — 145

mr.
wonderful*



575



512



521



535



566

WOMAN

Model **MW29804**

Material **ACETATE**

54 | 16 | 145

mr.
wonderful*



566



512



518



520



541

WOMAN

Model **MW29167**
Material **INJECTION**

51 | 20 | 145

mr.
wonderful*



595



512



535



540



553

WOMAN

Model **MW29166**
Material **INJECTION**

50 | 21 | 140

mr.
wonderful*



645



515



536



593



612

WOMAN

Model **MW29165**
Material **INJECTION**

53 | 19 | 145

mr.
wonderful*



565



512



535



543



560

WOMAN

Model **MW29164**
Material **INJECTION**

55 | 17 | 145

mr.
wonderful*



599



512



555



563



593

WOMAN

Model **MW29163**
Material **INJECTION**

53 | 20 | 140

mr.
wonderful*



599



512



515



563



593

WOMAN

Model **MW29162**
Material **INJECTION**

51 | 21 | 140

mr.
wonderful*



595



512



533



543



553

WOMAN

Model **MW29161**
Material **INJECTION**

54 | 18 | 140

mr.
wonderful*



563



512



518



599



535



545

WOMAN

Model **MW29160**
Material **INJECTION**

50 | 23 | 145

mr.
wonderful*



599



512



513



572



593

WOMAN

Model **MW29159**
Material **INJECTION**

54 | 17 | 145

mr.
wonderful*



666



512



515



533



553

WOMAN

Model **MW29158**
Material **INJECTION**

52 | 21 | 145

mr.
wonderful*



599



512



513



543



566

WOMAN

Model **MW29157**
Material **INJECTION**

53 | 20 | 145

mr.
wonderful*



595



512



533



543



553

WOMAN

Model **MW29156**
Material **INJECTION**

52 | 20 | 145

mr.
wonderful*



563



512



525



599



530



543

WOMAN

Model **MW29155**
Material **INJECTION**

51 | 18 | 145

mr.
wonderful*



555



512



518



564



540



550

WOMAN

Model **MW29154**
Material **INJECTION**

52 | 19 | 145

mr.
wonderful*



593



512



515



612



533



565

WOMAN

Model **MW29153**
Material **INJECTION**

50 | 20 | 145

mr.
wonderful*



571



512



513



585



533



541

WOMAN

Model **MW29152**
Material **INJECTION**

52 | 23 | 145

mr.
wonderful*



560



512



535



572



540



553

WOMAN

Model **MW29150**
Material **INJECTION**

50 | 20 | 145

mr.
wonderful*



560



512



521



566



535



543

WOMAN

Model **MW29150**
Material **INJECTION**

50 | 20 | 145

*mr.
wonderful**



618

WOMAN

Model **MW29149**
Material **INJECTION**

53 | 21 | 145

mr.
wonderful*



563



512



534



593



535



545

WOMAN

Model **MW29148**
Material **INJECTION**

54 | 19 | 145

mr.
wonderful*



553



512



513



599



524



550

WOMAN

Model **MW29147**
Material **INJECTION**

52 | 20 | 145

mr.
wonderful*



564



512



513



593



534



553

WOMAN

Model **MW29146**
Material **INJECTION**

53 | 20 | 145

mr.
wonderful*



572



512



513



599



535



565

WOMAN

Model **MW29145**
Material **INJECTION**

54 | 18 | 140

mr.
wonderful*



553



512



513



599



535



543

WOMAN

Model **MW29144**
Material **INJECTION**

53 | 19 | 140

mr.
wonderful*



553



512



513



575



533



541

WOMAN

Model **MW29142**
Material **INJECTION**

51 | 20 | 145

mr.
wonderful*



572



535



553



512



560

TEEN

Model **MW29138**
Material **INJECTION**

🕒 48 | 🕒 17 | — 135

mr.
wonderful*



566



511



512



575



560



564

TEEN

Model **MW29137**
Material **INJECTION**

🔄 48 | 🔄 18 | — 135

mr.
wonderful*



566

TEEN

Model **MW29137**
Material **INJECTION**

🔄 48 | 📏 18 | — 135

mr.
wonderful*



555



512



530



557



534



536

WOMAN

Model **MW29136**
Material **INJECTION**

54 | 18 | 140

mr.
wonderful*



555



512



513



562



534



553

WOMAN

Model **MW29130**
Material **INJECTION**

54 | 18 | 140

mr.
wonderful*



560



511



512



599



540



544

TEEN

Model **MW29112**
Material **INJECTION**

49 | 19 | 135

mr.
wonderful*



560



510



512



564



535



557

TEEN

Model **MW29112**
Material **INJECTION**

🕒 49 | 🕒 19 | — 135

mr.
wonderful*



565



567

WOMAN

Model **MW29101**
Material **INJECTION**

53 | 18 | 145

mr.
wonderful*



566



511



512



550



564

WOMAN

Model **MW29100**
Material **INJECTION**

52 | 21 | 145

mr.
wonderful*



565



510



512



560



564

POINT OF SALE

1



2



3



4



1. Showcard 15x21 cm
Ref. **PMW1200**
2. Showcard 29x40 cm
Ref. **PMW1201**
3. Showcard 29x40 cm
Ref. **PMW1202**
4. Showcard 20x30 cm
Ref. **PMW1203**

5



5. Póster de doble cara 60x90 cm
Ref. **PMW1204**

6



6. Expositor
Ref. **PMW1205**



1. Cartela lineal
Ref. **PMW1198**
2. Póster de doble cara 70x100 cm
Ref. **PMW1190**

3



4



5



3. Showcard 29x40 cm

Ref. **PMW1192**

4. Showcard 20x29 cm

Ref. **PMW1193**

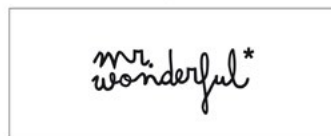
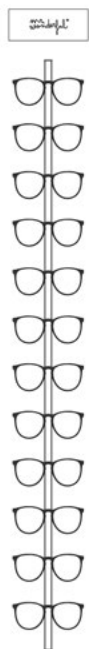
5. Showcard 20x40 cm

Ref. **PMW1194**

6



6. Expositor
Ref. PMW1199



1



2



3



5

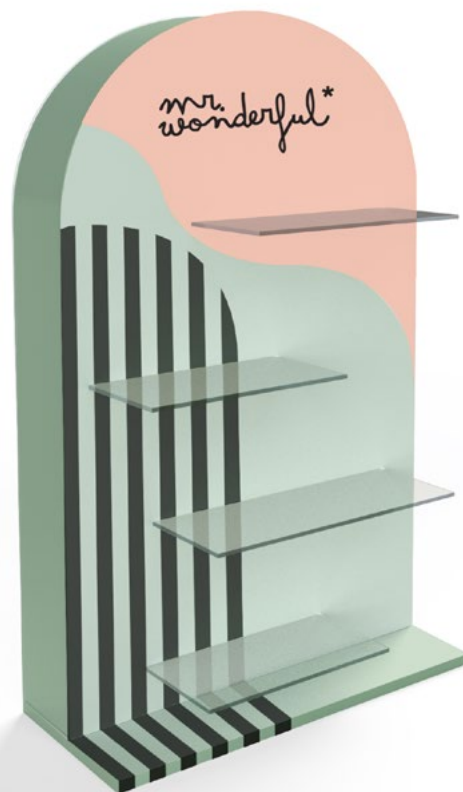
1. Cartela lineal
Ref. **PMW1162**

2. Showcard 21x15 cm
Ref. **PMW1183**

3. Showcard 20x29 cm
Ref. **PMW1185**

4. Showcard 29x40 cm
Ref. **PMW1186**

6



6. Expositor
Ref. **PMW1176**



1. Cartela lineal
Ref. **PMW1162**

2. Póster de doble cara 70x100 cm
Ref. **PMW1177**

3



4



5



6



- 3. Showcard 21x15 cm
Ref. **PMW1178**
- 4. Showcard 29x40 cm
Ref. **PMW1179**
- 5. Showcard 20x29 cm
Ref. **PMW1180**
- 6. Showcard 20x29 cm
Ref. **PMW1181**

8



9



8. Showcard 21x15 cm

Ref. **PMW1170**

9. Showcard 29x40 cm

Ref. **PMW1172**

11



11. Póster de doble cara 70x100 cm
Ref. **PMW1169**

1



2



1. Mirror
Ref. **PMW1147**
2. Tablepad
Ref. **PMW1146**

1



2



1. Colección regular.
Ref. **ESTMW20**

2. Colección Glam
Ref. **ESTMWPR21**

1



2



1. Colección ECO.

2. Colección Clip ON.

Ref. **ESTMWCL20**



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