AGATHA RUIZ DE LA PRADA — A World of Colour

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. With this unique combination of naïve shapes and cheerful colors, she infuses a very organic and distinctive personality in all her artworks, which range from prêt à porter fashion and complements (including eyewear) to all kinds of products such as furniture, technology, school supplies, childcare, house ware, etc.

Born in Madrid (Spain) in 1960, at the height of the Pop Art movement, Agatha Ruiz de la Prada was inspired by the vibrant, artistic mood of the era. Such is the spirit that has infused all her collections since the first one debuted in Spain’s capital 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, including Paris’ and Milan’s. Following this early achievements, Agatha Ruiz de la Prada launched her first studio-store in the early 80s, in Madrid.

Now, with shops open all around the world, her brand has extended its market to include men’s, women’s, and a children’s fashion as well as eyewear, shoes, perfumes, make up and toys. Her collections have been exhibited as works of art in some of the most important museums and many major cities have welcomed itinerant retrospective exhibitions dedicated to her creations.

As Agatha Ruiz de la Prada intended since the beginning of her career, all pieces of her collections are wearable pieces of art destined to give color and inspire fun and freedom to everyone who wear them.

Sources:
www.fashionmodeldirectory.com
www.spainsculture.com/
www.miamifashionweek.com/
A powerful look with shorts in Fuchsia university opens the gateway bear strong and hairy step, with the “A” emblematic of Agatha Ruiz de la Prada emblazoned across his chest. The legion of young and naïve full color models brings a contemporary, comfortable and unmistakably Agatha proposal for Fall / Winter 2016-2017. 100% cotton are the stars of this season with shirts and betting by commercial plush comfort. Small details on poly-skin, bear, sheep and take pony hair ornaments serve the fundamental basis of cotton quality and comfort.

Inspiration seventies waves vibrate through the entire collection, evoking a carefree freedom and rock that has great links with the beginnings of Agatha Ruiz de la Prada in uninhibited ‘Movida Madrileña’. A cross multicolor series that mixes classic fringed house icons transport us between the hippie / pop and retro. The point knitting wool and reclaim their time. And soon we are abducted by aliens motes that make a rogue puppets tribute to the American pop artist Keith Haring. UFOs and aliens cheerful ‘agathizados’ smiling through gold and poly-chapped skin laminates.

Triangles and diagonal cuts - worthy of any well-coordinated abduction - are made with pants, skirts and collars of the season. Orange, violet and green stand out from the crowd rainbow of colors present in any ‘agathista’ collection. School psychedelic aesthetic surprises us with lists of boxes hearts and a striped suit come alive becoming tapes. An element of playfulness is omnipresent in this collection, also evident in the modernized boatné robes diamonds whose life become hexagons and are presented as bold youth dressed.

printed velvets, silk and tulle biases, mysterious inner reliefs formed of poly-skin hearts... These and many more technical juggling enable cataclysmic seventies fantasy. Patchwork, recycling work on a new material is created from old and discarded, as iconic in the journey of the brand, has its playful and eclectic paper. The Jacquard, neoprene, sheep, bear, padding and brocade are amalgamated into a fun orange series.

A luxury sports takes the stage as proposed for the night. A bomber jacket and a retro-Moroccan caftan intertwined orange gradient sequined with original features stuffed with glitter ‘sardines’. Brocades, jacquards, worked backwards and therefore much more sensitive when it comes to the development, highlight colors difficult to achieve by other means. Fine muslin and silk organza lace thick poly-metallic skin amazing for their technical expertise. Giant lapels, collars and ties to metallic brooches ‘agathistas’ icons provide exuberance to the aesthetics of the 70s with its oriental influences discernible.

The lavish bride wrapped in an exclusive Jacquard hearts is geometric and simple, very characteristic of essential aesthetics of Agatha Ruiz de la Prada. We see accompanying commercial and colorful accessories ARP while daring details wrapped bear and sheep. The maxi-platform shoes hairy left a few indifferent. Pilot huge glasses and large glasses in colored paste were added a touch undeniably cool the galactic Amazons come in. This explosive style gateway optimism and full color will be retransmitted live on Periscope (and consequent social networking) Twitter robot. Robotina will make its debut in the parade exciting Agatha Ruiz de la Prada dressed in a custom skin design fuchsia poly-mirror, wearing her own chest golden heart.

Sources:
www.agatharuizdelaprada.com

www.optim.vision/arp
SPRING/SUMMER 2016 EYEWEAR COLLECTION

If life depends on the color of the glass you’re looking through, Agatha Ruiz de la Prada wants you to see it through a kaleidoscopic splash of color that dyes it with optimism, vitality and joy. Fuchsia, turquoise, orange, pistachio, etc. are the basic hues in the designer’s palette that blend in a cool, fun collection, designed primarily for a bold woman who want to proclaim their individuality and freedom.

In this collection dominated by acetates (occasionally combined with bold metal decorations in fronts and end pieces), we found many ways in which colors combine generating patterns, harmonies and contrasts: Some models play with the transparency of crystal acetates in order to create contrasts with more opaque laminations or to expose ornaments, logos and drawings of hearts applied to the metal core of the temples. Prints inspired by Agatha Ruiz de la Prada’s textile collection proliferate in fronts and temples, taking the form of silkscreens and exclusive acetates. Colors mix and transform on a single frames either as smooth gradients between color blocks or splashing inside transparent acetates, generating multicolored havanas that anticipate the floral bloom of Spring and the refreshing soakings of Summer.

The most striking colors combine with pastel tones to produce very elegant frames that also inspire coolness and good humor. The passion for color is also reflected in the lenses of some of the sunglasses that in this season feature brand new three color gradients. In other cases, we find lenses with a touch of flash, which remains a trendy element. The true constant in all sun lenses, however, is the unmistakable heart of Agatha laser-engraved as decoration. A heart that reveals itself as a constant in the designer’s visual universe, her personal signature, which manifests in many forms throughout the collection: as part of exclusive prints, in the shape of metal fixtures, engraved in the soul of the frames, etc.
SPRING/SUMMER 2016 EYEWEAR COLLECTION

As for the shapes of the fronts, they are all highly commercial and very wearable designs that also suggest daring trendy fashion touches that reveal the fashion DNA imprinted by the brand’s creator.

Agatha Ruiz de la Prada’s new collection, as usual, also includes options for the younger audience, ranging from groovy babies to nonconformist teenagers. She wants people to cultivate a dreamy, fun and upbeat spirit from the earliest stages of life, and it is in the models for children where her style reaches its highest degree of amusement and naive personality. Kids under 3 have colorful silicone frames that are perfectly suited to all stages of growing and to the particular vision needs of these small fashion victims. For ages between 4 and 5, Agatha provides round shaped acetate frames with fun decorations, which also feature inverted bridges and 180º spring hinges. From the age of 6, Agatha Ruiz de la Prada’s eyeglasses become true fashion accessories, with exclusive and colorful prints for charming, funny and slightly naughty girls, and combinations of serene colors with small bright details stylish adventurous boys.

Finally, designs for teenagers appear in more restrained colors, but keep the desire for fun aesthetics intact through their playful decorations. Commercial shapes remain but including references to a smoothed vintage style that takes the form of rounded fronts and half rims with thick profiles. The combinations of flat metal monochromatic fronts with acetate temples also aim to appeal the tastes of younger audiences.