



FARIDE RAMOS 



## PITCH LETTER

FARIDE RAMOS, is a 100% Colombian brand, Pret a Porter that develops serial products making each garment a unique and unrepeatable piece, using noble fabrics that are friendly to the environment to which it prints the brand's identity seal as processes handmade.

In the beginning, she only developed male garments from where her curiosity to print all the sartorial style that characterizes her began to the female universe. FARIDE RAMOS, was born on the Colombian Caribbean coast, in Santa Cruz de Mompox, a place that has become the inspiration for its collections where it shows the influence of its architecture, culture and crafts of this colonial population.

# AWARDS AND PARTICIPATIONS

- | Primatela award 2003.
- | Minicromos 2009-2010.
- | Finalist Infashion Magazine 2010.
- | Finalist SE BUSCA DISEÑADOR Fucsia Magazine 2011
- | ZUBE Pop Up Store edition 2011 and 2012
- | National Beauty contest 2013
- | Runway Plataforma K 2014
- | Business Matchmaking Plataforma K 2014
- | Pop Up Store Plataforma K 2014
- | Runway Non Stop Colombiamoda 2014
- | National Beauty contest 2014/ Guest Designer
- | Contest Cromos de la Moda 2014
- | Nomination designer revelation
- | Infashion Awards 2015
- | Prenomination best designer women's clothing and Favorite designer for public
- | Plataforma K business matchmaking 2015
- | The Vogue talents corner/Colombiamoda 2015
- | B capital 2015
- | Bogota Fashion Week 2015
- | Runway Lycra moves Colombia 2016/colombiatex 2016
- | Bogota fashion week 2016
- | Nomination Cromos de la Moda award 2016, best designer.
- | Winner American Express innovation 2017



THE COMPANY:

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## WORDS THAT DESCRIBE FARIDE RAMOS:

Exclusivity - Brand - Quality - Development - Objectives - Solidity - Fashion - Company - Visibility -

Globalization - Innovation - Potential - Service - Reliability - Recognition - Expansion

## OBJECTIVES:

- | Achieve sustainability and solidity in the fashion industry.
- | Recognition and positioning of the brand in the national and international market.
- | Maintain excellence in service.
- | Maintain the line of quality and distinction that characterizes the brand.





## V I S I O N

Position the FARIDE RAMOS brand in the market through the different marketing platforms; achieving national and international recognition thanks to its products made with ideal raw materials, techniques and quality that favor sustainable development, contributing positively to responsible consumption.

## M I S S I O N

Design exclusive garments that meet the needs of consumers, using materials and techniques with the highest quality standards that meet the expectations of each particular client and environment in general; thus contributing to sustainable development.

# IDENTITY

| The mixture of the feminine and the androgen in garments with clean lines with impeccable touches of tailoring.

| uses noble fabrics to which it prints the brand's identity seal, such as:

| Print in digital stamping of the memories of his childhood ...

| uses high-tech processes like laser cutting mixed with handmade processes.

| It develops products in series making each garment a unique and unrepeatable piece.

In the beginning, she only developed male garments from where her curiosity to print all the sartorial style that characterizes her began to the female universe.



B I O G R A P H Y :

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Faride Ramos, Creative Director of the brand, studied Fashion Design and Marketing at the Arturo Tejada-Cano School, Bogotá Colombia, complementing with Community Management studies for Creative Entrepreneurs at the European Institute of Design IDE- Barcelona Spain, Model of Digital Business and Strategies for the Fashion Industry CESA - Bogotá Colombia.

It has been worthy of recognitions and awards which have allowed it to position its brand nationally and internationally.

He has participated in different editorials of the most important fashion magazines in Colombia such as: Vogue Latinoamerica, Hola Colombia, Fuscia, Infashion, Cromos, Carrusel. Nueva Magazine, among others.





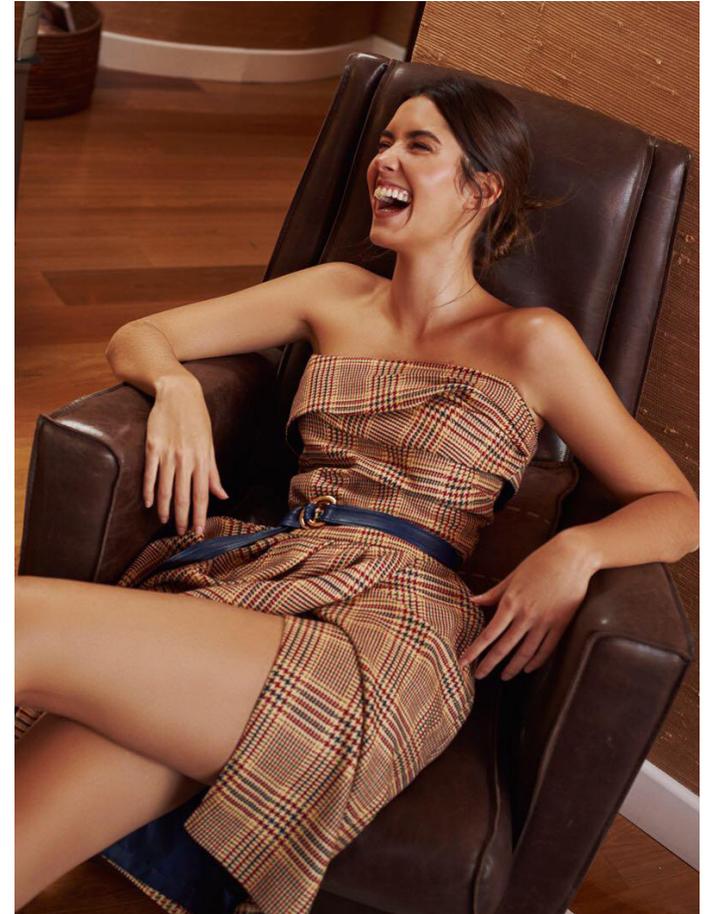
TALIA VARGAS / ARTISTA



NATALIA MORENO / MODELO



ANDREA SERNA / PRESENTADORA



PAULINA VEGA / MISS UNIVERSO 2015

P R E S S :

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# VOGUE

ESTILO VOGUE

## Lo mejor de la sastrería viene de Colombia

—  
POR ANDREA VAAMONDE

29 DE ABRIL DE 2018

La diseñadora Faride Ramos nos llevó por un paseo por la Bogotá de los años cincuenta para mostrarnos su nueva colección y la conquista de la sastrería en Latinoamérica



—  
Faride Ramos - Bogotá Fashion Week  
© Pepe Molino

1 jul. 2019



Faride Ramos es el emblema de piezas de una contemporaneidad irrefutable, el concepto del gender bending con una aproximación

MODA

## Estas son las 13 marcas colombianas con la ropa perfecta para el verano

—  
POR VALENTINA COLLADO  
17 DE AGOSTO DE 2020

**Faride Ramos**

Una mezcla entre lo **femenino y romántico** y lo andrógino, a través de diseños impecables con toques de sastrería tradicional. La identidad de **Faride Ramos** hace que cada una de sus piezas sean únicas e irrepitibles, integrando prendas masculinas en el universo femenino.



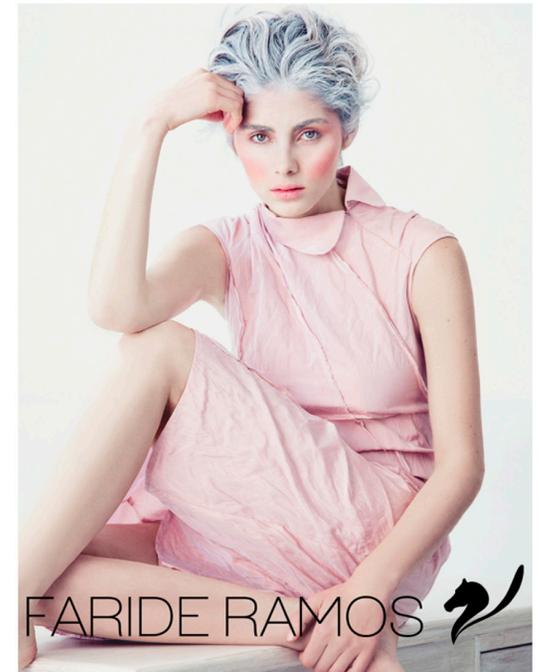
—  
La sastrería masculina que se imprime en siluetas femeninas.  
© Instagram @farideramos

TENDENCIAS

## ¿Tonos pasteles y neón juntos? La diseñadora colombiana Faride Ramos te dice cómo llevarlos

—  
POR DANIELA RIANO  
12 DE NOVIEMBRE DE 2018

Entre flores, nostalgia y prendas características del Colombian chic, Faride Ramos presentó su más reciente colección: Cayena.



FARIDE RAMOS 

Faride Ramos para The VOGUE Talents Corner de Colombia Moda 2015



## CONTACT INFORMATION

TIENDA DE DISEÑO  
NUMERO TRES  
CALLE 79B # 7-90 CALLE DE LOS ANTICUARIOS  
BOGOTÁ  
TELEFNO 3471418  
WHATSAPP +57 320 9677343

BOHO HUNTER  
CULT BRANDS FROM LATIN AMERICA  
MADRID CLAUDIO COELLA,75  
SOUTH MIAMI, 7227 SW 57TH CT  
WYNWOOD,314 NW 24TH ST

FARIDE RAMOS  
CARRERA 13 #77A-65  
BOGOTÁ

## SOCIAL NETWORK LINKS

[www.farideramos.com](http://www.farideramos.com)

 <https://www.instagram.com/farideramos/?hl=es-la>

 <https://www.facebook.com/faride.ramos.5>