

Desigual.

WHO WE ARE

We are an international brand born in 1984 as a result of a dream: imagine a world where people can dress differently; a world where we can all be ourselves. We are driven by innovation, creativity, authenticity and boldness.

We are Desigual. Not the same.

OUR DREAM

To inspire joy to the world by bringing colorful and singular creativity that empowers people's personal style.

OUR VALUES

JOY
CREATIVITY
OPENNESS
INSPIRATION
DIFFERENCE
NON-CONFORMISM



A full-page background image featuring a man from the chest up, splashing water. He is wearing a dark-colored plaid shirt. His right arm is raised, and water droplets are frozen in mid-air around his head and shoulders. The background is a clear, bright blue sky. The overall mood is energetic and refreshing.

OUR VISION

THE MOST OPEN, CREATIVE &
CONTEMPORARY FASHION BRAND
IN THE UPPER MID-MARKET.

OUR MISSION

IS TO GIVE PEOPLE THE FREEDOM
TO EXPRESS THEMSELVES THROUGH
WHAT THEY WEAR.



A brand with
history

The Brand



Our name
is Desigual.

“Desigual”, meaning “different” in Spanish, was a name given by Spanish film director Isabel Coixet. She felt the concept stood out for its uniqueness. Thomas Meyer, her friend and the founder of Desigual, immediately resonated with the term and made it the brand’s name.

The Origins

The upcycling jacket.

It all started with a mountain of leftover, used denim products. From there, we created the most iconic denim jacket ever made.

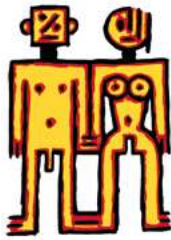


Company Timeline

DESIGUAL
DESIGNAT



The genius of **the first Designal garment**: a patchwork jacket made from pieces of jeans.



We begin exporting to **France and Portugal**.



The **Singapore opening**, our first branded store international



We collaborate with **Cirque du Soleil**

1984

1993-1995

2006

2007-2009



We consolidate our presence in **Mexico** and appear at **NYFW** for the first time with the likes of Bella and Gigi Hadid and Adriana Lima.



We launch our campaign with **Winnie Harlow** as the brand ambassador



We make headlines with the **Seminaked Campaign**



French Designer **M. Christian Lacroix** begins collaborating with us (which continues to this day).

2017

2012

2012

2010



We embark on a new chapter for Designal with a new image and product.

Designal splash at **Art Basel Miami Beach**

We launch our **Sustainability and CSR Strategic Plan**.



We create history implementing a **4-day workweek** at our headquarters. We launch **Awesome Lab**, Spain's first fashion startup accelerator.



Exciting collaborations, including **Nathy Peluso, Hed Mayner, Alphonse Maitrepierre and Maria Escoté**.

2019

2019

2020

2021

2022



The brand boosts its projection with the "Not a doll" and "Designaland" campaigns, featuring Ester Expósito as a global brand ambassador; as well as with the launch of **Designal Studio**, the brand's premium line.



The culmination of the brand transformation, with an iconic fashion show to present our SS25 collection celebrating the brand's **40th anniversary**. The FW24 campaigns with supermodel **Amelia Gray** as the face.



We launch with supermodel Hari Nef, consolidating the brand's new image. Launch of our first **Circular Denim** collection.

2025

2024

2023

The Desigual product

Our **Categories**

Woman



Man



Kids



Shoes



Accessories



Jewels



What makes us different: **pattern, color, fit, craft** **& signature categories**

At Desigual, product is our primary form of expression.

We are defined by the way we combine bold pattern, expressive color and unexpected fits to create pieces that feel optimistic, personal and alive. Our prints tell stories, our use of color is instinctive and fearless, and our fits balance intention with freedom.

Craft is an essential part of our DNA, visible in thoughtful details, textures and finishes. Across our signature categories, from dresses and knitwear to denim and outerwear, each piece is designed to celebrate individuality and the joy of dressing.





Desigual Studio

Desigual Studio is
the most elevated
expression of our
creative vision.

It brings together premium materials,
refined craftsmanship and a more curated
design approach, reinterpreting our bold
DNA through a sophisticated lens.

Defined by remarkable pieces with
strong identity, premium price points and
meticulous attention to detail, Studio is
designed for those who value distinctive
design, quality and lasting relevance. It
is Desigual at its most intentional and
fashion-forward.

Collaborations

Our collaborations are designed to spotlight innovators, spark creativity, and push design forward.



Monsieur Christian Lacroix



Collina Strada



Tyler McGillivray



María Escoté



Botter



Egonlab



Masha Popova



Ottolinger



Paolina Russo

Desigual Campaigns & Events

Recent **campaigns**

Nicki Nicole – Boys Lie - SS26



Recent **campaigns**

Ester Expósito – Welcome to Desigualand - FW25



Recent **campaigns**

Ester Expósito – Not a doll - SS25



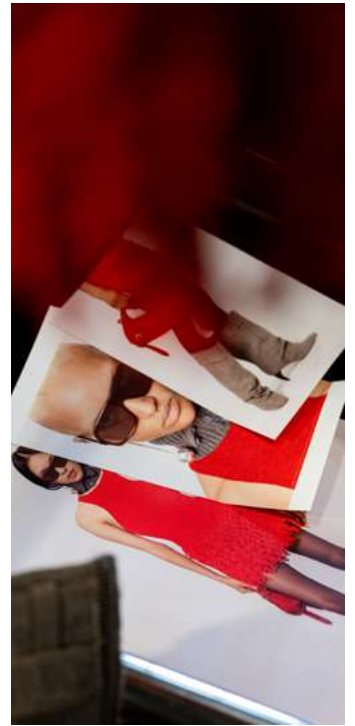
Recent **campaigns**

Amelia Gray - Funshion - SS25



2025 events

Desigual Studio Fashion Show FW25 unveiled the brand's premium collection, Desigual Studio. Rooted in heritage and driven by innovation, the line reinterpreted Desigual's codes through elevated craftsmanship and bold, forward-thinking design.



The 2025 Fashion Show brought together an international front row, with celebrities such as **Ester Expósito, Paris Jackson, Lila Moss, Becky G, and Nicki Nicole, Maria Bottle, Miranda Makaroff, Martina Cariddi, Naka Riisa**, alongside leading influencers from around the world and international press, turning the event into a truly global fashion moment.



2025 events

Not a Doll SS25 campaign starring Ester Expósito (24.3M followers). The campaign won TikTok's new "Greatest Impact" category. The collection launch featured a Madrid look-alike contest, as well as activations in Mexico, including an influencer event and a pop-up experience in Milan.



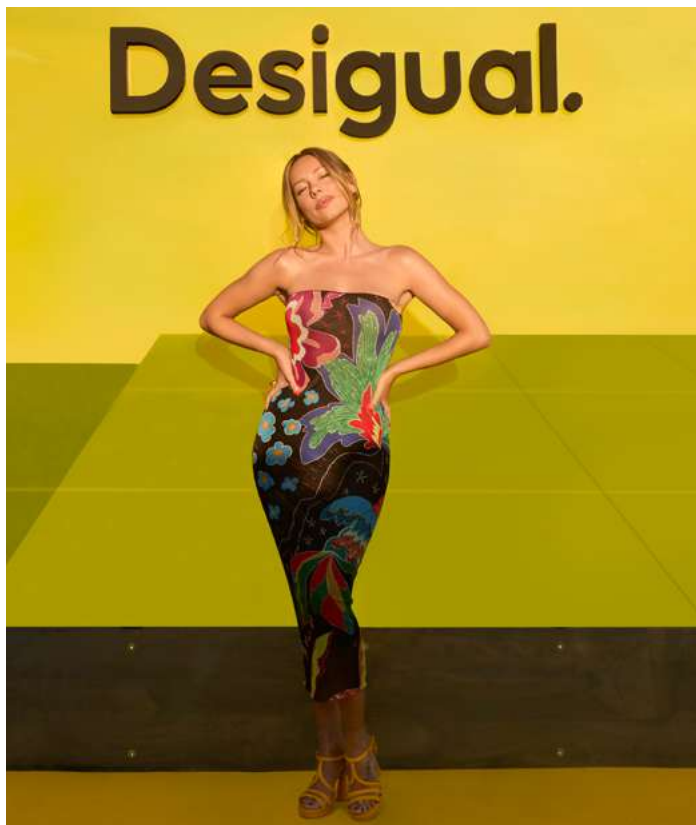
2024 events

Desigual celebrated its 40th anniversary with a spectacular **Fashion Show** in Barcelona, reflecting on its iconic heritage.



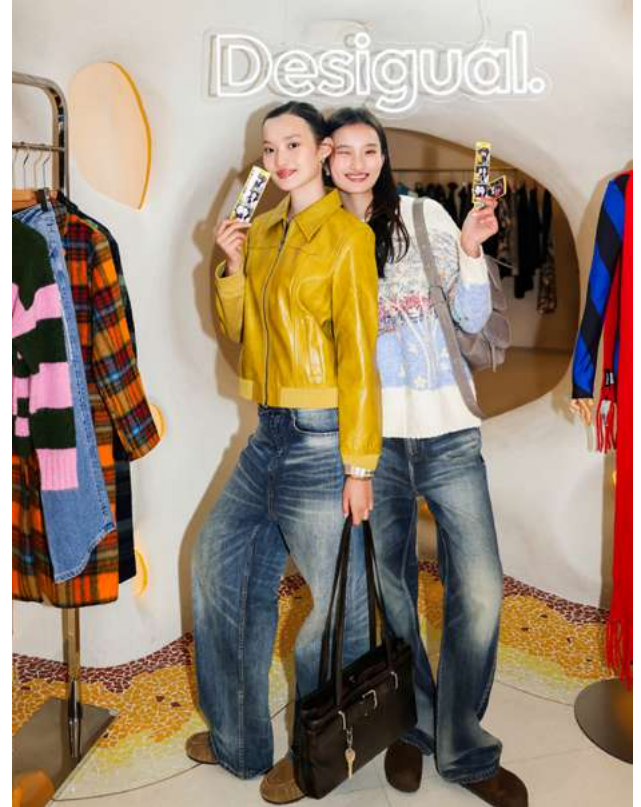
2024 **events**

Paying tribute to Barcelona, the sun, the Mediterranean Sea, and the brand's archive and roots. A one-of-a-kind event where celebrities, influencers and press were there to celebrate Desigual's incredible journey.



2024 events

New Store Opening with New Gaudi concept – Shanghai (2024)



Desigual is a
loved brand

• Becky G, Priya Jackson e Eater Esposito brillavano in il "brux row"

 A photograph showing four women sitting on a white sofa in a restaurant setting. From left to right: Becky G with long blonde hair wearing a purple patterned top; Priya Jackson with blonde hair wearing a red and black top; Eater Esposito with long dark hair wearing a white top; and another woman with dark hair wearing a blue top. They are all looking towards the camera. The background shows a restaurant interior with warm lighting and other patrons.

Actrices, creadoras de contenido, editoras de moda... Nadie ha querido perderse la presentación de la nueva colección de Desigual Studio con este impactante desfile en Barcelona.



4000A BRUELL KJAER COMPRESS PNEUMATIC CYLINDERS TO ADVISE USERS OF OUR NEW



Desigualdades en la mano planificadora del aparato del 'total' soviético. Una nueva forma que convierten con la oferta comercial y que consisten de un "clase" "según el grado de desarrollo, pero también en la que más a la vez".

DOI: 10.1002/for

[home](#) [video](#) [store](#) [magazine](#)

by Fucking Young!



World-Class Teachers
Inspire Students of Tomorrow

MODA BELLEZA STAR STYLE LIVING ELLE GOURMET

[Suscríbete](#) [INICIAR SESIÓN](#)

La última colección de Desigual apuesta por una paleta cromática de neutros urbanos y colores intensos, en prendas únicas de *denim*, *outwear* y punto, con los vestidos *knit* y minivestidos que lleva Ester Expósito.



INDUSTRY TRENDS

La campagne automne-hiver 2025 de Desigual, incarnée par Ester Expósito, célèbre une féminité plurielle, audacieuse et libérée.



Design Studio propone una collezione ricercata, progettata per donne attente e consapevoli.

Designed for presentation in antequipa a Barcellona la linea *Disoidal Studio*, collezione premium del marchio spagnolo, con una rifinita alla Nax de Turbines de los Ties Xeremonias, unico centrale elettrica installata che ha accolto 500 ospiti e amici del marchio presentando da tutto il mondo.

Fernando Blanco, Product Director di Designol, ha condotto con Google la ricerca della linea «E» una collezione dai tratti identificativi forti, con le melles ben presentate nel suo dei nostri stambuchi, che ha un'identità inconfondibile. Siamo partiti dall'archivio e abbiamo recuperato atmosfere e in ogni punto, calcolate nella contemporaneità. La donna che sceglie la linea Studio è giovane e consapevole, ama le melles ed è collettiva nelle sue scelte. In presenza allora sono attenti, sperimentazioni multiple, sfumature suggestive ispirate al disordine di mani e mutagene. La novità di Blanco appare evidente in tutte le scelte: alla coltella, inconfondibile, un'attenzione speciale per le dischi.

dei capi, sempre di più è possibile per evitare nel guardarsi nella vita. Inoltre (e qui c'è una minuziosa per i diritti) e l'originalità, un aspetto che aggiunge valore al prodotto. Un altro punto di forza della collezione è il mix creativo: ci sono fronzoli, fronzoli, miste con capi dell'abbigliamento per un effetto finalizzato.

Il presidente, che racconta la storia di Design Studio, dice: «La giacca Patch 609, concepita in archivio e interpretata in pelle, è una classe sofisticata e lussuosa. È un blason sempre e la linea che evoca le nostre silhouette più apprezzate, prosegue la creatura. «Nella collezione l'ho abbinata a una gonna ministeriale, in tessuto fluida, per creare un contrasto bello. Al centro della proposta il denim, ma anche una maglieria prossima con motivi geometrici e lussuosi. La pelle, gli abbinamenti sono di frangere i palloncini, pantaloni cavi ombelico e tutti accessori sofisticati, ciondoli e decorati».

Press



Este vestido de Ester Expósito se adelanta a dos de las tendencias de esta primavera

La actriz ha experimentado con su look una edición especial que se adelanta a la primavera

FOR MEDIA PRESSURE
18 de febrero de 2025

GRAZIA

Desigual SS25: un tuffo negli Anni '90 con ironia e stile con Amelia Gray



Desigual presenta la sua collezione Primavera/Estate 2025 con una campagna che richiama le tendenze più nuove giunte a settembre

Desigual torna a far parlare di sé con la sua nuova collezione Primavera/Estate 2025, una rievocazione dell'ironia e dello stile che ha reso protagonista Amelia Gray. Con il titolo "Femmina, Uomo Femmina", il brand spagnolo continua a credere in stile e sportività, presentando un mix di immagini come una femmina rievocazione



VOGUE

VOGUE ITALIA



VOGUE ITALIA



Ester Expósito è il nuovo volto di Desigual, ma ci tiene a ricordare al mondo che non è una bambola

Il magazine Vogue Italia presenta per la primavera 2025, 2025, il nuovo volto di Desigual, ma ci tiene a ricordare al mondo che non è una bambola

DI GIORGIO DI SANTEFANO
17 giugno 2025



GRAZIA

FENOMENO ESTER EXPÓSITO

FESTIVAL DI CANNES
Gratia incontra
ROBERT DE NIRO
TOM CAUSE
KRISTEN STEWART

I LOOK DEL
TAPPETO ROSSO

MODA
L'ESTATE STA ARRIVANDO

NYLON



QUANDO ESTER EXPÓSITO INTRONIZZÒ LE POGGIOLINE ALLE FEMME, L'ARTICLO

Desigual presenta la sua collezione Primavera/Estate 2025 con una campagna che richiama le tendenze più nuove giunte a settembre

COSMOPOLITAN

Nouvelle collection Desigual printemps et 2025 : 10 pièces que toutes les modeuses vont s'arracher

PAR MATHIEU BOUTIN / PUBLI LE 15/02/2025 À 10:00

Abbrasser produit



Social media

Instagram

1,6

Million

followers

23

Million

accounts
reached

1,5

Million

interactions

647

Million

video views

71

Million

impressions

TikTok

194k

followers

7,8

Million

interactions

1,3

Million

interactions

22

Million

video views

800k

visits feed

Social media

The latest comments about us

 **Lafina**
Che glow up ha avuto Desigual? 🥰🥰🥰🥰👏👏
👏👏👏👏

 **Desigual forever** 🔥
5 días 1 Me gusta Responder

 **SIL**
I'm a Desigual guuurl 🎨

 **Espectacular, minha verdadeira paixão! Amo a desigual simplesmente a melhor de todos os tempos . Sou fã número 1**
2 días 1 Me gusta Responder Ver traducción

 **my glam**
desigual take all my money 💰

 **DESIGUAL BAGS FOR EVER**
9-12 Responder

 **Amia CP**
You guys are doing great! Might feel a desigual girl 🥰

 **Gary** 🌐
Continuez à dire que Desigual c'est les profs d'espagnols, la marque elle slay en vrai 💎👑

 **Desigual is so 2000s coded and I love it**
11 sem 1 Me gusta Responder Ver traducción

 **Tobi Stone** 🌟
This rebranding needs to be studied because it's just working so well 🌈

 **the day I wear Desigual on a daily basis will be the day i know I made it**
9-21 Responder

 **Every detail is like pics of art** ❤️
10 sem 1 Me gusta Responder Ver traducción

 **i love desigual and amelia**
10-14 Responder

 **je suis choquée de l'évolution de Desigual ! bravo**
9-15 Responder

Social media

The latest comments about us

 **Indagacion1978**
i love rosalia and desigual
Hace 3 ... Responder

 **la couleur y est comme toujours. bravo Desigual** 🍷
10-18 Responder

 **DESIGUAL I LOVE YOU PLEASE I NEED THE T-SHIRT "I NEVER THOUGHT I'D WEAR DESIGUAL", IT'S SO ICONIC** 🇪🇸 🇪🇸
9-14 Responder

 **Desigual ti amo**
9-24 Responder

 **love the look desigual ! keep it up. ❤️**
9-15 Responder

 **will you guys be restocking the m multi-position voyager bowling bag in the black/red trim 🙏🙏 i need itttt!**
9-22 Responder

 **no joke: Everytime I wear something from Desigual I only get compliments ❤️**
9-28 Responder

 **I love your brand ❤️ ❤️ ❤️**
3 sem 1 Me gusta Responder

 **I'm beginning to like desigual**
9-18 Responder

 **My mom had a pair of old desigual jeans and i was so excited they fit amazing and are so perfect**
9-18 Responder

 **Amo los vestidos de @Desigual tengo varios modelos con esos estampados que los diferencia de los demás ❤️ 😊**

Influencers who love the brand



@alexsegurasanz



@aoiyamada0624



@camilleolaine



@Renata-Haro



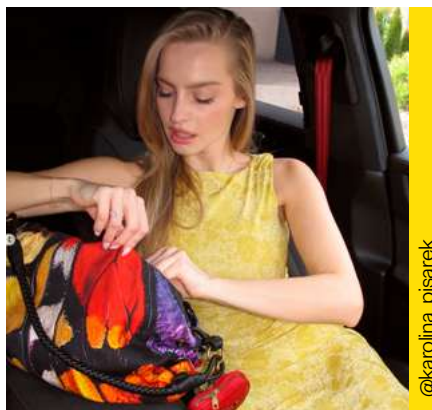
@danigschulz



@ginevramavilla



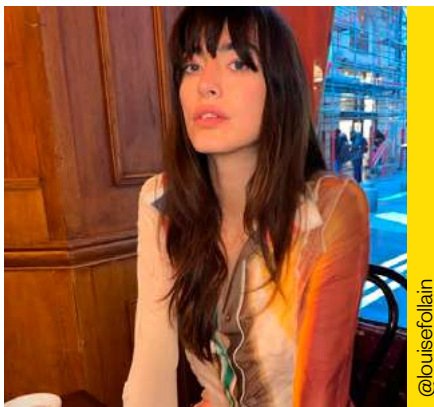
@hatakeyama_chiaki



@karolina_pisarek



@kikiyangz



@louise follain



@mariapombo



@marta.losito

Influencers who love the brand



@pani_jagello



@paulinada



@paulinecharbit



@rebecaoksana



@yuki_injo



@sabinadlaoruz



@tondabayashiran



@valentinaferragni



@valentinamarzullo



@violeta



@lolarosalie



@dsoll

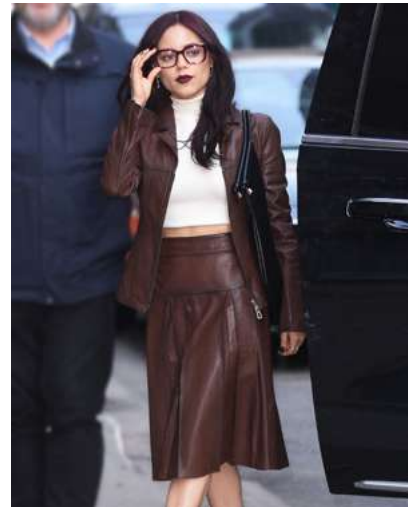
Celebrities who loved the brand



Madonna



Rosalía



Jenna Ortega



Ester Expósito



Sienna Miller



Katy Perry



Charlize Theron



Kim Petras



Nicki Nicole

The Desigual customer

Our consumer is the **Expressionist**

Our consumer is the 30 something female expressionist.

The expressionist is fully in control of her life, ambitions, desires and interests. Her environment is her main driver, she loves feeling inspired by others and she will always be up to something new.

She's artistic, multifaceted, a natural traveller and a seeker of new experiences.

She refuses to be defined singularly; her style codes are as multifaceted as she is.

Feminine
Colorful
Creative
Confident



Her **styling needs**

Uniqueness

Pieces with a point of difference, to stand out

Detail-oriented

Hidden details, meticulous quality, interesting design

Emotional Connection

Items that help her embody confidence & femininity

The Desigual Distribucion

Key Facts

We are a multi-category and multi-channel company. We design, distribute and sell 5 products categories through 10 channels in about 103 countries. Some key figures:

5

product categories:

Woman, Man, Kids,
Accessories

10

distribution channels:

Physical and Online.
Monobrand & multibrand.
Full and Off-price channels.
Physical and online

1.625

employees

152

stores

Offices in

5

countries

3

logistic centres:

Barcelona - Viladecans, New
Jersey y Hong Kong

Present in

103

countries

Desigual.com:

66M

monthly visits



Our Sales Channels

Retail & Desigual.com

The Retail Channel is comprised of physical stores in the most notable and representative locations for the brand. These stores are designed to offer a complete brand experience. Common features of Retail stores include:

Strategic location: They are often located in iconic, high-traffic areas, such as prominent shopping districts or prestigious urban areas. Barcelona, Madrid, Paris, Tokio, Shanghai, Berlin and others.

Distinctive design and architecture: Retail stores feature a unique interior and exterior design that reflects the brand's identity inspired by Gaudi's architecture in Barcelona.

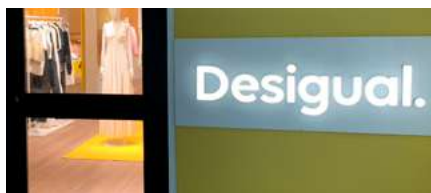
Unique shopping experience: They focus on providing customers with a memorable and engaging shopping experience, often incorporating technology, in-store events or personalized services.



E-tailers & Wholesale

Our Wholesale Channel, significantly broadens our brand's reach, bringing it to a wide array of sales points globally, making its vibrant collection accessible to customers through various retail and online formats.

Zalando, Nordstrom, Macy's, About You, Answer, Lamoda, El Corte Inglés, Zozo, Midori, Mintra and others.



Outlet

We operate a global network of outlets, offering our range of products at discounted prices. These outlets are strategically located around the world, enabling customers everywhere to access our high-quality products at more affordable rates.



Our Showrooms

Europe

1. Barcelona
2. Paris
3. Madrid
4. Aix en Provence
5. Milan
6. Munich
7. Berlin
8. Rome
9. Tenerife
10. Oporto
11. Catania
12. Bari
13. Naples
14. Calabria
15. Cagliari
16. Salzburg
17. Budapest
18. Antwerp
19. Bucharest
20. Glincoz
21. London
22. Prague
23. Ljubljana
24. Athens



Asia & Oceania

1. Tokyo
2. Hong Kong
3. Melbourne



America

1. New York
2. Mexico City
3. Montreal
4. Toronto
5. Vancouver
6. Los Angeles
7. San Juan de Puerto Rico



Sustainability
is at the core of
what we do

Sustainability

Our commitment is based on four pillars:



Lower-impact textile fibres

In 2026 100% of styles contain lower-impact textile fibers.

We have achieved that 65% of the textile fibres we use are of lower impact, with the goal of reaching 100% by 2030.



Phasing out single-use plastics

From all our packaging.

We only use plastic when it's absolutely necessary, and it's always 100% recycled.



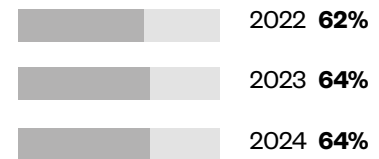
Traceability & transparency

We ensure that the factories, suppliers and materials we use comply with the required standards and respect human rights.

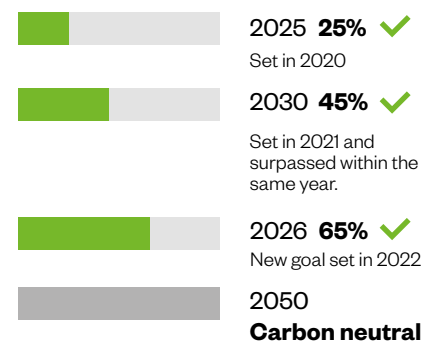


Climate commitment

Effective carbon footprint reduction:



Objectives:



* The percentages of carbon footprint reduction are calculated based on the 2019 indicator.

Love the world

Since 2019, our commitment to increasing the use of fibres with a **lower impact** compared to conventional fibres has been clear in every collection. Thanks to the involvement of all departments, we continue to work to improve these figures, with the goal of reaching 100% of pieces by 2026.

2%

2019

55%

2022

80%

2024

90%

2025

100%

2026

Find us online



@desigual