

De Rigo's Yalea launches Frida Kahlo-inspired capsule collection



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De Rigo's house brand Yalea has introduced a new capsule collection inspired by the iconic artist Frida Kahlo. Known for her unique style and ground-breaking art, Kahlo's legacy extends beyond her work, embodying a spirit that transcends fleeting trends.

This collection, which aligns with Yalea's mission to celebrate women's individuality and empower their choices, features four new models that capture Yalea's vibrant aesthetic and distinctive style. Each piece is crafted with carefully chosen materials, sophisticated designs and meticulous attention to detail. Like Kahlo herself, the collection redefines femininity and aims to inspire women to embrace authenticity, strength and active societal roles.



Kahlo's love for life and nature and her deep connection to Mexico shone through her energetic and vibrant art

Kahlo's essence is mirrored in the new Capsule collection, where aesthetic details and harmonious shapes are combined with high-quality materials and precise manufacturing techniques.

Some styles feature bridges that mimic Kahlo's iconic eyebrows, symbolizing her rebellious stance against societal norms regarding women's roles. The collection's sunglasses and prescription styles are named BEAUTIFUL, REBEL, UNIQUE and STRONG, reflecting Kahlo's defining traits.



The color palette of the Capsule collection is intense and bold, featuring black, dark grey and white accented with vivid strokes of yellow, red, purple, dark green, aubergine and pink. These colors, balanced in color-blocks and transparencies, are designed to enhance and frame women's faces without overshadowing them.

Packaging dedicated to Frida Kahlo reflects careful consideration of her life, work, and the symbols representing her art. Yalea uses flowers as the decorative motif for the elegant black box, symbolizing strength and courage and paying homage to Kahlo's enduring influence on contemporary culture.