

# BRAND DECK



A BRAND FOR ALL WOMEN AND GIRLS

2020 Frida Kahlo Corporation

# FRIDA KAHLO

An eternal trendsetter and fashion icon for today's women and girls.

Expressing diversity, rebellion, love, desire, energy and passion, she is the true representation of strong women.

Her iconic existence, unique expression and extraordinary life give consumers and fans a one of a kind model to embrace optimism, strength and courage.



2020 Frida Kahlo Corporation



## ABOUT FRIDA KAHLO

### Frida Kahlo the Authentic Female Lifestyle Icon

Frida Kahlo 1907 – 1954

A short note to honor Frida Kahlo; she is the most important Mexican painter of all time, and lived to the fullest in the most passionate of ways. Frida's passion influences many people globally and inspires culture, history and art throughout the world.



2020 Frida Kahlo Corporation



# WE ARE ALL FRIDA

Frida inspires and has touched many people from all walks of life.

Those who influence style, fashion, art, culture, creativity and lifestyle such as Madonna, Beyoncé, Carolina Herrera, Katy Perry, Coldplay, Jessica Lange, Kim Kardashian and hundreds of designers and artists around the world.

*Madonna  
inspired by  
Frida Kahlo*



*Katy Perry  
visits  
La Casa Azul*



*Beyonce  
dressess up  
like Frida  
for Halloween!*



*Kim  
Kardashian  
Snap-chat  
Frida Kahlo*



*"Viva la  
vida" named  
after Frida's  
painting*



*Jessica  
Lange poses  
as Frida  
Kahlo*



*Barbie loves  
Frida Kahlo  
- Be your  
own muse.*



*Carolina  
Herrera  
sponsors  
Frida Kahlo  
Art Show*



"Creativity has many faces, but for a large part of the artistic world, the most committed, the most socially implicated face of creativity, is that of Frida Kahlo, a warrior in life and art.

The early Frida, the young woman in an old photograph taken by her father showed, in one single look, impetus and pain, strength and fragility.

The later Frida Kahlo, an incarnation of overcoming struggles through art, as a real and as a fictional character, she is the source of inspiration for novelists and filmmakers. Frida, a creative universe that knows no limits."

*Barcelona City Council – Institute of Culture*



2020 Frida Kahlo Corporation



2020 Frida Kahlo Corporation



## FRIDA - YOUNG GIRLS

An inspiration to girls to feel empowered and be strong.

Frida Kahlo wanted to be a Doctor and instead became Female Icon #1, inspiring women around the world. Frida did not let her circumstances define her, she endured many challenges in her lifetime that inspired her to transform her reality and become one of the greatest female artists and influencers known by all.



2020 Frida Kahlo Corporation

## FRIDA - YOUNG GIRLS

Barbie™ is also a global icon that inspires girls to be anything they want to be and through the collaboration with the Frida Kahlo Corporation, The Frida Kahlo Barbie™ Doll wants to inspire all girls and women around the world to overcome obstacles, follow their dreams and #BeYourOwnMuse, by painting your own world/reality. #MoreRoleModels.



Barbie™



Barbie™



2020 Frida Kahlo Corporation



# FRIDA KAHLO IN BRAND LICENSING

Over 80 licensees worldwide.  
All tier levels of product.  
Categories licensed in Europe:

- ❖ Fashion Apparel
- ❖ Fast Fashion
- ❖ Nightwear
- ❖ Gifts
- ❖ Accessories
- ❖ Home Textile
- ❖ Beauty
- ❖ Publishing
- ❖ Home Décor
- ❖ Jewellery
- ❖ Personal Care
- ❖ Eyewear
- ❖ Museum Gifts
- ❖ Table Top
- ❖ Disposable Tableware
- ❖ Stationery
- ❖ Dated Products
- ❖ Greeting Cards
- ❖ Toys & Games
- ❖ Drinkware
- ❖ Personalised Gifts
- ❖ Mobile Accessories
- ❖ Promotions
- ❖ Advertising
- ❖ Dress Up
- ❖ Food Stores
- ❖ Back to School
- ❖ Fashion Bags

And a flower –Frida Kahlo Floribunda Rose





## ASSETS

# Frida Kahlo®

Frida Kahlo's name, signature, likeness, initials, quotes, style guides and specific photography.

Registrations in all major territories and categories.

Counterfeit and infringements monitored and actioned by legal teams.



2020 Frida Kahlo Corporation

## Licensee Creativity

Licensees are invited to get inspired by Frida.  
Using assets from the various style guides and injecting their own  
creativity or designing their own graphics.  
Subject to approval by the Frida Kahlo Corporation.



2020 Frida Kahlo Corporation



## Licensee Creativity



2020 Frida Kahlo Corporation



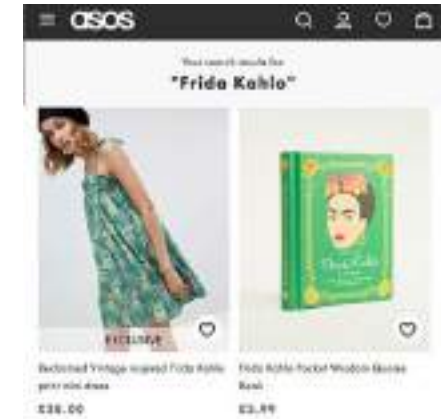
## Current Licensees EU +



2020 Frida Kahlo Corporation



## Current Licensees EU +



2020 Frida Kahlo Corporation



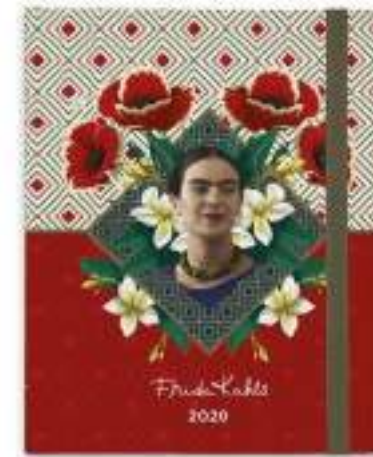
## Current Licensees EU +



FLAME TREE  
PUBLISHING



it talking  
tables  
It's time to get together



erik



2020 Frida Kahlo Corporation



## Current Licensees EU +



2020 Frida Kahlo Corporation

## Current Licensees EU +



2020 Frida Kahlo Corporation



## Current Licensees EU +



## Current Licensees Chile-Perú-Colombia



2020 Frida Kahlo Corporation



## Current Licensees Chile-Perú-Colombia



2020 Frida Kahlo Corporation



## Current Licensees Chile-Perú-Colombia



2020 Frida Kahlo Corporation



## Current Licensees Chile



Publicación: 17 abril 2018

### VIÑA CARMEN SELLA ALIANZA CON FRIDA KAHLO CORPORATION



La alianza con los encargados de proteger y difundir el legado de la extraordinaria artista plástica mexicana, incluye una edición limitada en Chile de Carmenère.

Según comunicado de prensa, Viña Carmen y [Frida Kahlo Corporation](#) alcanzaron un acuerdo para elaborar un vino edición limitada, que se enmarca en la celebración del aniversario de la artista mexicana y referente femenina, quien en 2017 cumplió 110 años de historia.

De esta manera, Viña Carmen, en línea con su campaña global "Reinvento los Clásicos", lanzará en los próximos meses —despediendo del mercado— los vinos Carmen Gran Reserva Carmenère Frida Kahlo y Carmen Gran Reserva Cabernet Sauvignon Frida Kahlo. En Chile, estará presente Carmen Gran Reserva Carmenère Frida Kahlo.

"La alianza responde a la esencia de la marca Carmen: su feminidad y pasión. No hay mejor oportunidad que asociar a Carmen con un verdadero ícono clásico, pero a la vez vigente como Frida Kahlo. Un referente histórico que gracias a su influencia ha logrado transformar lo tradicional en algo nuevo a lo largo del tiempo, excediendo constantemente lo establecido", señala Jaime de la Berra, Gerente de Marketing Corporativo de Santa Rita Estates, el que reúne a las viñas Carmen, Santa Rita, Sur Andino y Doña Paula.

Este vino, elaborado por la Enóloga Jefe de Viña Carmen, [Emili Fusterbauer](#), estará presente en diversos mercados como Sudamérica, Norteamérica, Asia y Europa.

La relación entre Viña Carmen y la cepa Carmenère se remonta a 1994, cuando el ampelógrafo francés, Jean Michel Boursiquot, descubrió en los viñedos de Carmen que lo que se pensaba como Merlot era en realidad Carmenère, una antigua y casi olvidada cepa originaria de Burdeos, Francia. Tal como Frida Kahlo, Viña Carmen busca desde 1850 mantenerse vigente con un estilo único, moderno y universal el cual lograr cultivar nuevas generaciones a pesar del paso del tiempo.



2020 Frida Kahlo Corporation



## Current Licensees México



2020 Frida Kahlo Corporation



## Current Licensees México



2020 Frida Kahlo Corporation

## The Frida Kahlo Corporation

In 2005, the Frida Kahlo Corporation was created and Frida Kahlo's heirs transferred all of her rights and entire interest in the intellectual property to the Frida Kahlo Corporation for the purpose of marketing the trademarks, brands, images, photography, signature and other intellectual property of Frida Kahlo.

The Frida Kahlo Corporation licenses the FRIDA KAHLO brand and contributes a portion of the monies received to worthy community-based charitable organisations that are committed to improving the life of women and children. Learn more about the Frida Kahlo Corporation by visiting: <http://www.fridakahlocorporation.com>.

Email: [info@fridakahlocorporation.com](mailto:info@fridakahlocorporation.com)



2020 Frida Kahlo Corporation