

MADE IN COLOMBIA

ICONIC PIECES

FARIDE

DESDE 1965



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We go beyond fashion—we create timeless pieces that tell stories, celebrate femininity, and embody a legacy of craftsmanship

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ABOUT US...

We are a Colombian fashion house with **60 years of family tradition**. We create iconic pieces designed to last a **lifetime**.

For three generations, we have been merging **elegance with timelessness** through the mastery of linen.

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FARIDE: A LEGACY OF ELEGANCE

In **1965**, a visionary woman named Faride Hazzi set out to redefine fashion in Cali, Colombia. With a Syrian father and a Colombian mother, she carried a deep appreciation for both tradition and modernity—two elements that became the foundation of her brand.

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At a time when the Colombian fashion industry was just beginning to take shape, Faride **was one of the first companies in Cali to design and produce garments locally**. Her designs quickly gained recognition, making **FARIDE a symbol of style and sophistication in the city**.

During its golden years, FARIDE opened stores **across Colombia's major cities, becoming a household name in fashion**.

After decades of success, FARIDE was hit by a **financial crisis** that forced the company into a long **hiatus...**

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A NEW GENERATION STEPPED IN

**the third generation of the family
determined to bring FARIDE back to life.**

With a deep respect for its heritage but a fresh, modern vision, they reinvented the brand, adapting it to the demands of today's world while staying true to its core values: timeless elegance, high-quality craftsmanship, and sustainable fashion

The revival of FARIDE was not just about bringing back a name—it was about **evolving a legacy. Now, FARIDE blends its rich history with a contemporary vision, creating garments that transcend time, honoring the past while embracing the future.**



FOUNDERS



FERNANDO ACOSTA

Fernando Acosta began his journey with the brand over 40 years ago. Today, as the company's president, he has paved the way for the next generation—his daughters—to relaunch the brand with a fresh, youthful, and romantic concept.



PAMELA ACOSTA

Pamela Acosta is part of the new generation that took over the brand seven years ago. She holds the position of Brand Manager, overseeing the entire image, advertising, and digital content of the brand



LAURA ACOSTA

Laura Acosta is part of the new generation that took over the brand seven years ago. She holds the position of Product Manager, leading the creation process, collection design, and production process

OUR MISSION

FARIDE seeks to offer women a fashion experience that transcends trends, highlights their essence, and empowers them with confidence in every moment of their lives.

As a fashion house with over 60 years of heritage, FARIDE honors its family legacy by promoting artisanal craftsmanship, attention to detail, and a commitment to sustainability—contributing to the well-being of communities and the environment.

OUR VISION

Our vision is to preserve and expand this tradition, evolving with innovation while staying true to our roots, to continue creating garments that tell stories and emotionally connect with every woman who wears them.





OUR PHILOSOPHY

SUSTAINABILITY FIRST

We are committed to responsible fashion, using pure linen, biodegradable fabrics, and ethical production methods that minimize environmental impact.

SILENT LUXURY

We believe true luxury lies in quality, not excess. Our pieces are designed for women who appreciate understated elegance, exclusivity, and garments that stand the test of time.

A ROMANTIC & TIMELESS ESSENCE

Our designs transcend trends, offering women pieces that enhance their natural elegance and confidence, season after season.

LIMITED & HANDCRAFTED

Unlike mass production, we create in small batches, ensuring meticulous attention to detail, superior quality, and a deep connection to our craftsmanship.

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SUSTAINABLE SOURCED LINEN

We are a brand distinguished by our use of sustainable sourced linen in every collection, crafting timeless designs that offer exceptional durability and quality. More than 70% of our collections are made from this natural fiber—a biodegradable and sustainable alternative to synthetic fabrics.

Certifications



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ECO-FRIENDLY DENIM

Discover our eco-friendly denim that makes a difference! Our jeans are not only stylish but also designed with the environment in mind. We reduce greenhouse gas emissions by directing CO2 from our biomass boilers to adjust the pH of effluent treatment plants. Additionally, we minimize water consumption in our processes and reuse rainwater.

Certifications



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SEED TAG

At FARIDE, we have been implementing seed tags for the past 6 years to primarily reduce paper waste and replace it with a biodegradable and environmentally friendly material. Each of our tags is made from seed paper, a material that only requires a bit of water and soil to grow into a plant.

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RECYCLED BAGS

We aim to minimize textile waste to the maximum extent possible. We have partnered with a supplier that recycles synthetic fabrics to create new nylon tags, which we use in each of our garments. The use of recycled materials helps reduce energy consumption and carbon footprint, and decreases the amount of waste in landfills.

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COUNTRIES
WHERE
WE ARE PRESENT



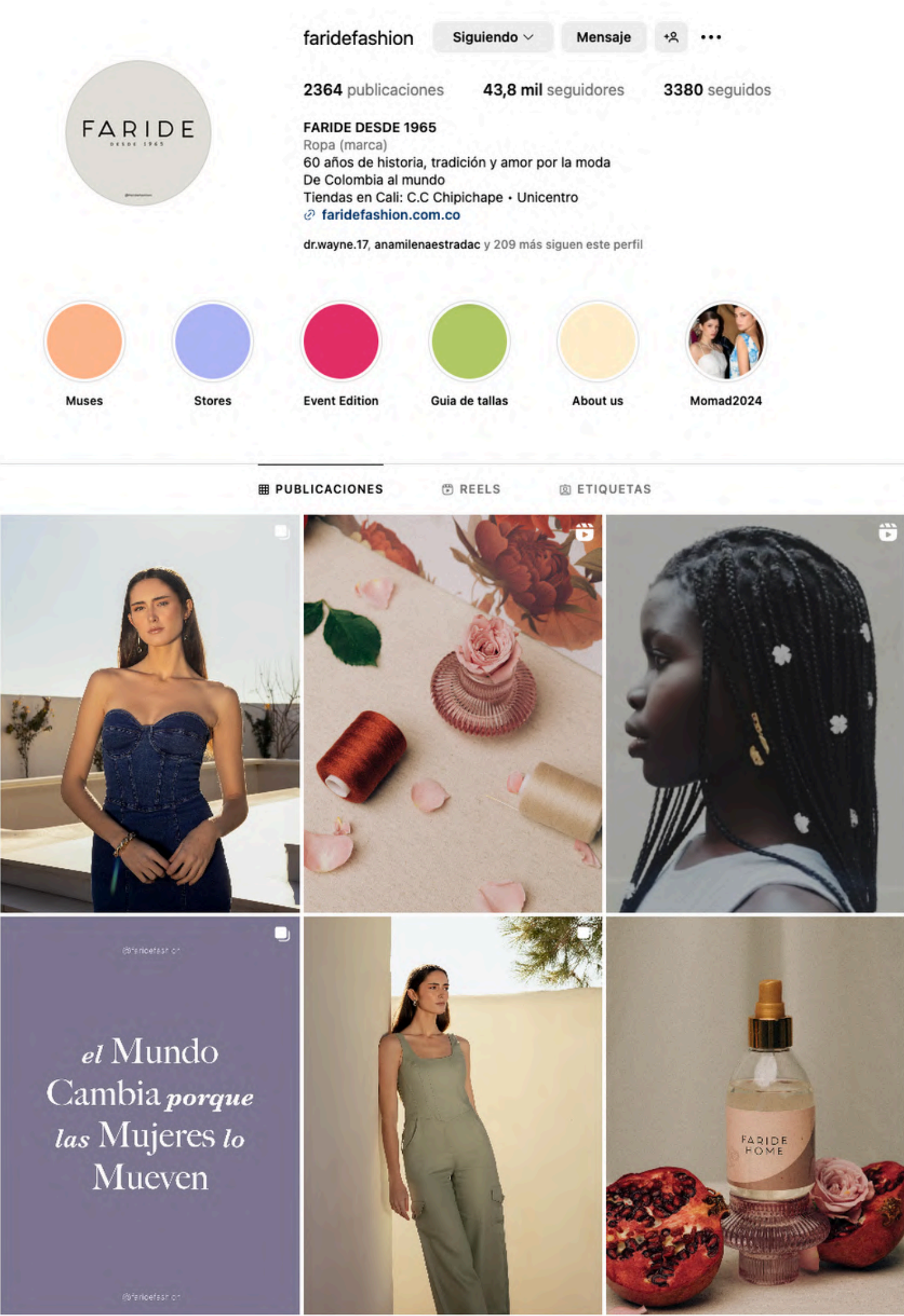
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OUR COMMUNITY

@faridefashion

43,8K followers

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