

# ÁRIDA

## MÉXICO



# BRAND BOOK

# ÁRIDA

MÉXICO



Árida represents the woman who is not afraid to be herself and follow her path to accomplish her dreams. She is capable of crossing the desert and borders, breaking chains and paradigms, adapting and dominating her environment. She is the woman who knows very well where she comes from and where she is going. She is inspired by her land to conquer the world. No barrier or wall can stop her. Is that woman who despite her fears, lives her life with courage.

# OUR POWER GIRLS



# OUR BOOTS

Our founder Annie Román, has been working as western boots designer since 2005 in the family business, where she found her passion of the traditional western boots world. As a family business started from cero, the hard work and adversity always been part of the character of the brand, that's why our products are made for empower women, we want you to find your inner force in the moment you wear Árida's Boots.



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"GIRL POWER IN WESTERN BOOTS"

