



CATALINA
ESTRADA

PAULO COELHO
ENCOUNTERS
Day Planner 2021

Jungla
C smica
30 POSTALES PARA
COLORAR

ORGANIC
SODA
DRY.
ZERO
SUGAR
ISLAND FRUIT

MAGNETIC
Elixir
SHAKIRA

CATALINA ESTRADA by CERASILLA

CATALINA ESTRADA



CATALINA ESTRADA

Unconditional lover of nature. Passionate about colors. Fascinated by textures, details, shapes and beauty. Such is Catalina Estrada, Colombian illustrator based in Barcelona since 1999 who has managed to reinterpret the Latin American folklore with its original strength to make it bloom in deep harmony and simplicity. Her impressive and cheerful visual language, infectiously optimistic, with thousands of colors, and with all the power of nature, goes beyond borders.

Flora and fauna are Catalina's main source of inspiration from where she builds her own universe based on the simplicity of beauty. In her personal vision of a tamed nature, an array of characters wander around fascinating worlds. Her work is cheerful, bright, emotive and full of love. Delicate and elegant images which communicate from within colors. Her work is exciting and provokes happiness.

Her multiple designs in thousands of colors and her chromatic technique links Catalina's name to clients such as Paul Smith, Coca-Cola, Microsoft, Camper, Nike, Levis, Smart / Mercedes Benz, Paulo Coelho, Unicef, the municipalities of Barcelona and London, and the Government of India, among others.

Catalina Estrada's products make up a brand that captivates Europe and the entire world through a distinctive style present in numerous collections in various formats, including wall paper, bed linen, cushions, handbags and travel goods, umbrellas, school products, and many others.

Catalina lives and works with her husband and photographer Pancho Tolchinsky.



BRAND

Catalina Estrada's work transmits
optimism and vitality.

Her color combinations along with her imaginary
inspired by nature, shapes her personal graphic
language where the strength of the wilderness
lives in harmony with sophistication.

ATTRIBUTES

PERSONAL AND
RECOGNIZABLE STYLE

LOVE FOR NATURE
(FLORA AND FAUNA)

COLORFUL, CHEERFUL,
BRIGHT

FANTASY

VALUES

OPTIMISM

VITALITY

ELEGANCE

ABUNDANCE

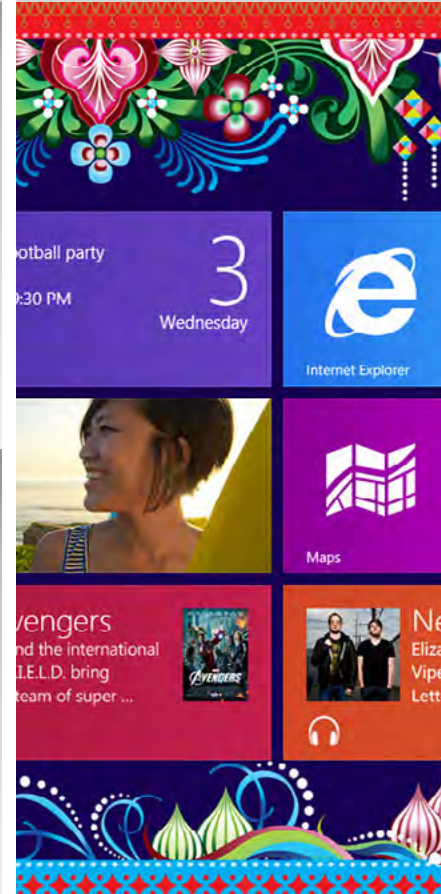
TARGET

YOUNG AND ADULT









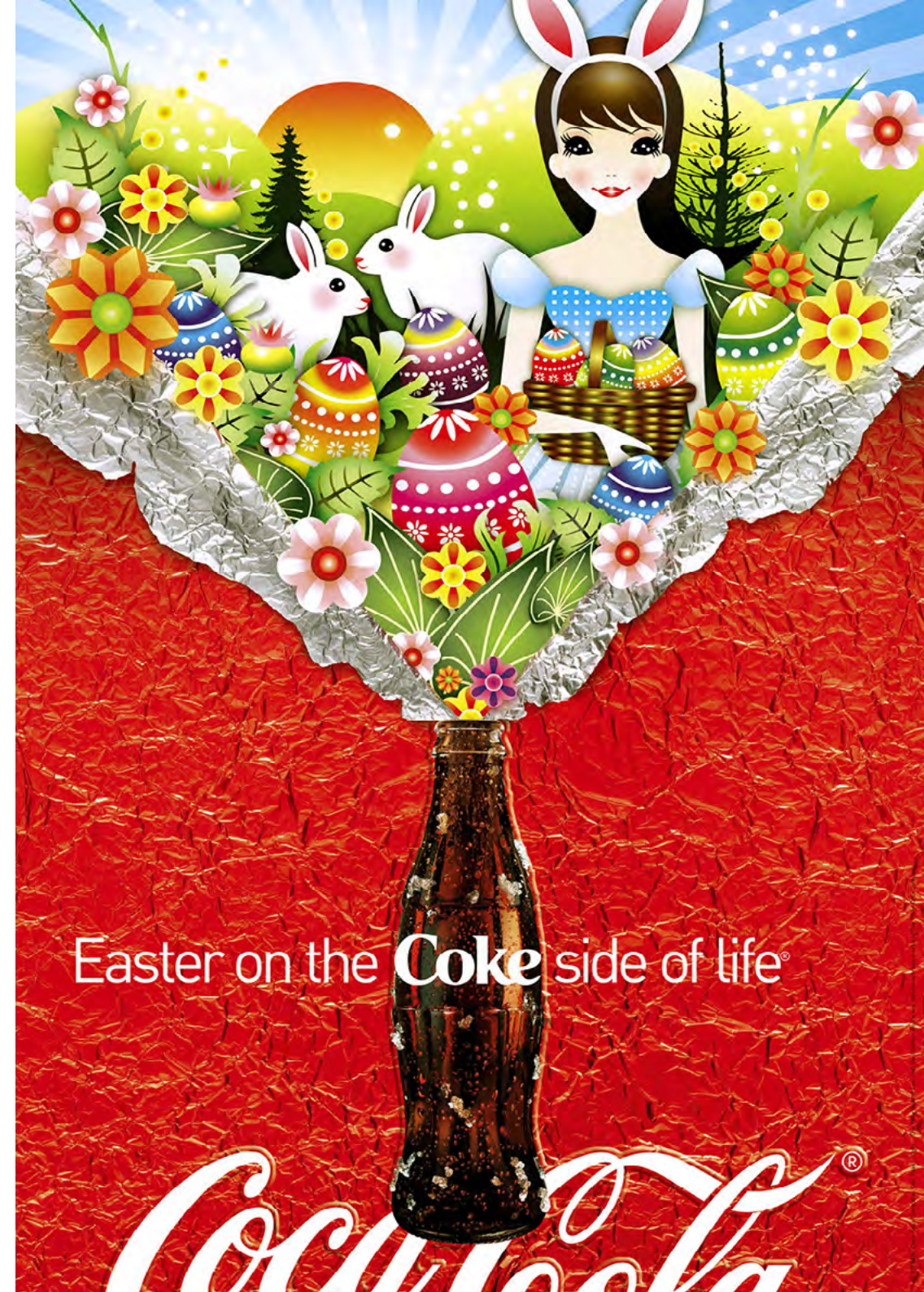
CLIENTS & BRANDS

Catalina Estrada receives numerous commissions from prestigious clients and internationally recognized brands. Among them we can name clients like, Smart / Mercedes Benz, Levi's, Camper, Paul Smith, Microsoft, Coca-Cola, Nike, Paulo Coelho, Unicef, the municipalities of Barcelona and London, and the Government of India, among others.



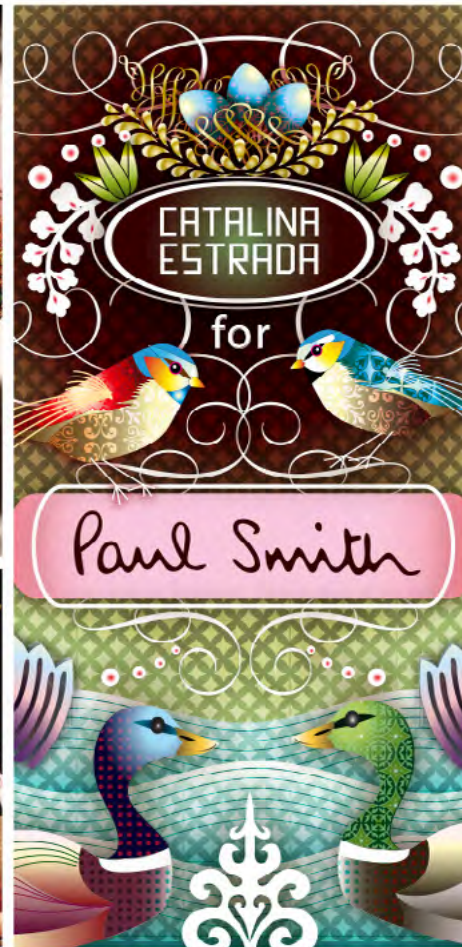
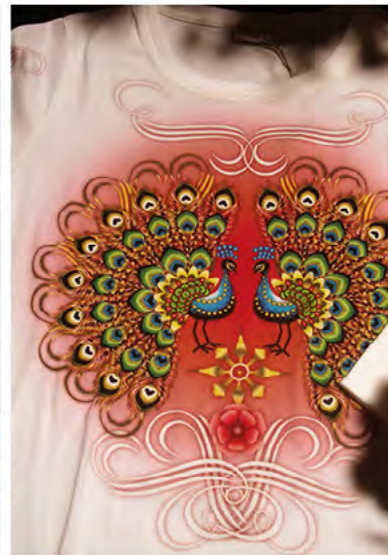
Coca-Cola

Illustrations for Coca Cola's easter campaign, limited edition bottles and posters.



Easter on the **Coke** side of life®

Coca-Cola®



Paul Smith

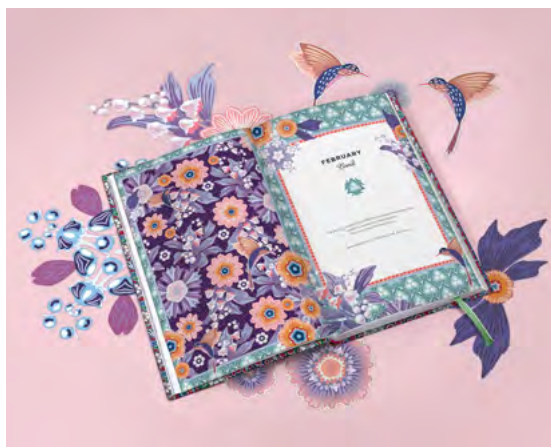
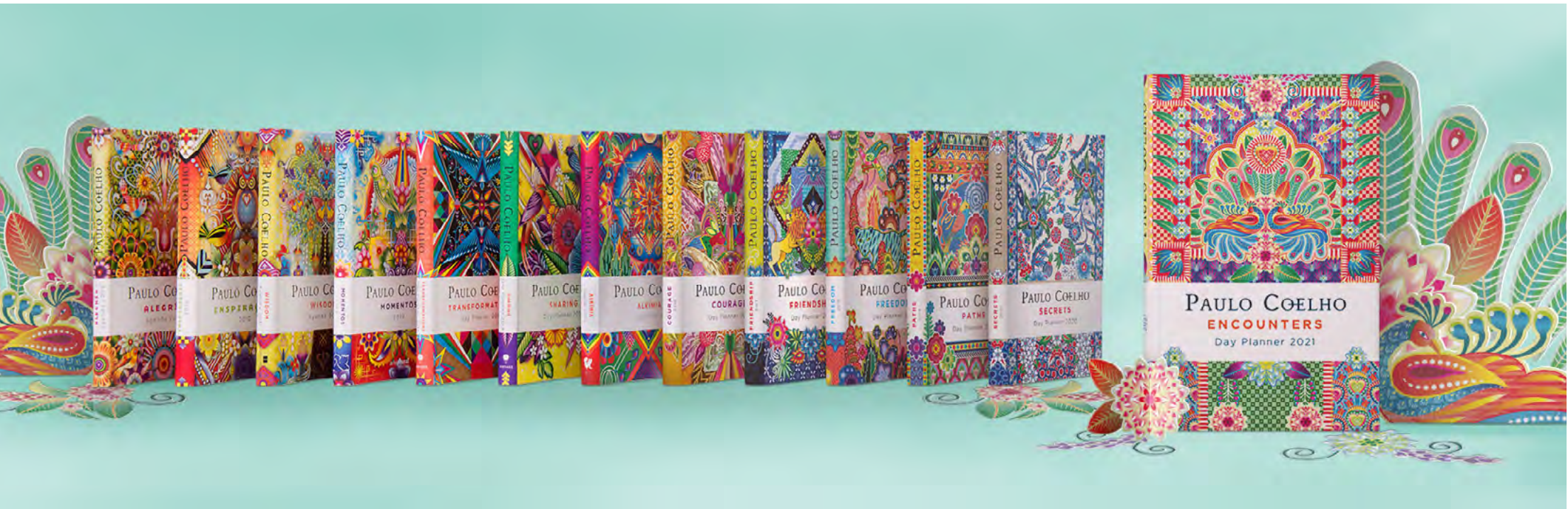
Illustrations for or Paul Smith Japan Collection.



NETFLIX

Illustration for Netflix Latam Women T-shirts





PAULO COELHO

Illustrations for covers and interiors since 2008 until today.



SHAKIRA

Illustrations for Shakira's fragrances.



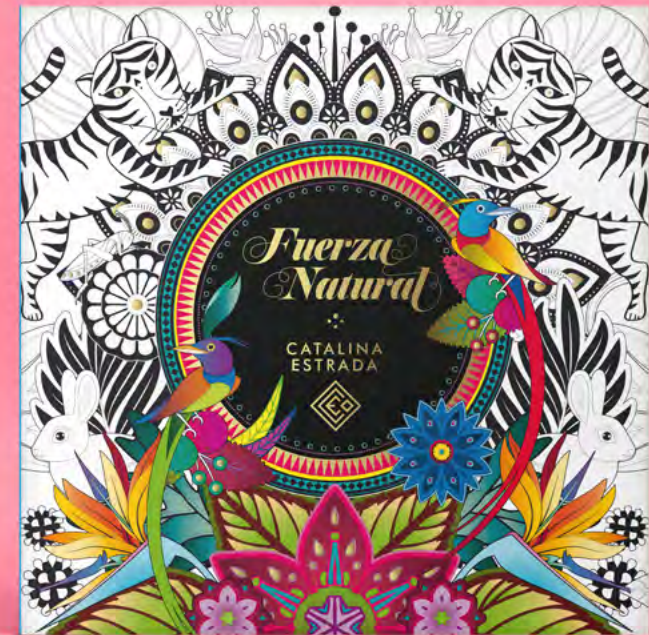
Illustrations for Starbucks Café in Medellín, Colombia.



Font
Vella

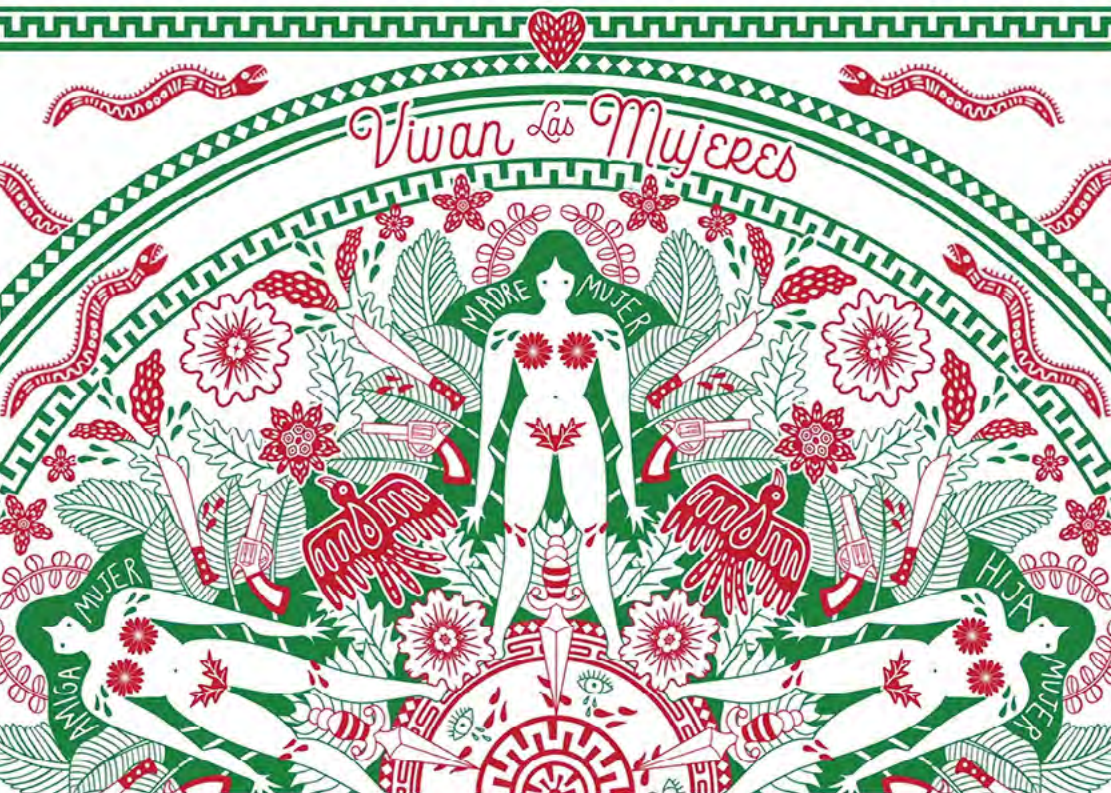
Illustrations for Font Vella, limited edition collection.





Penguin
Random
House

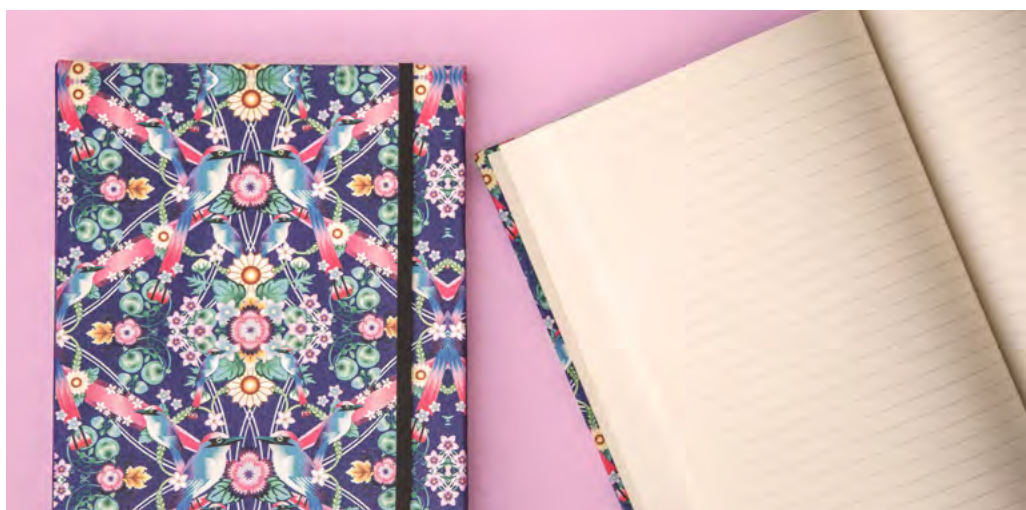
Coloring books, postcards and notebooks for adults.



AMNESTY
INTERNATIONAL



#VivanLasMujeres campaign for International Amnesty.





DOMĚSTIKA

Online course for creatives.



OROMOLIDO

Illustrations and patterns for colombian organic coffee.

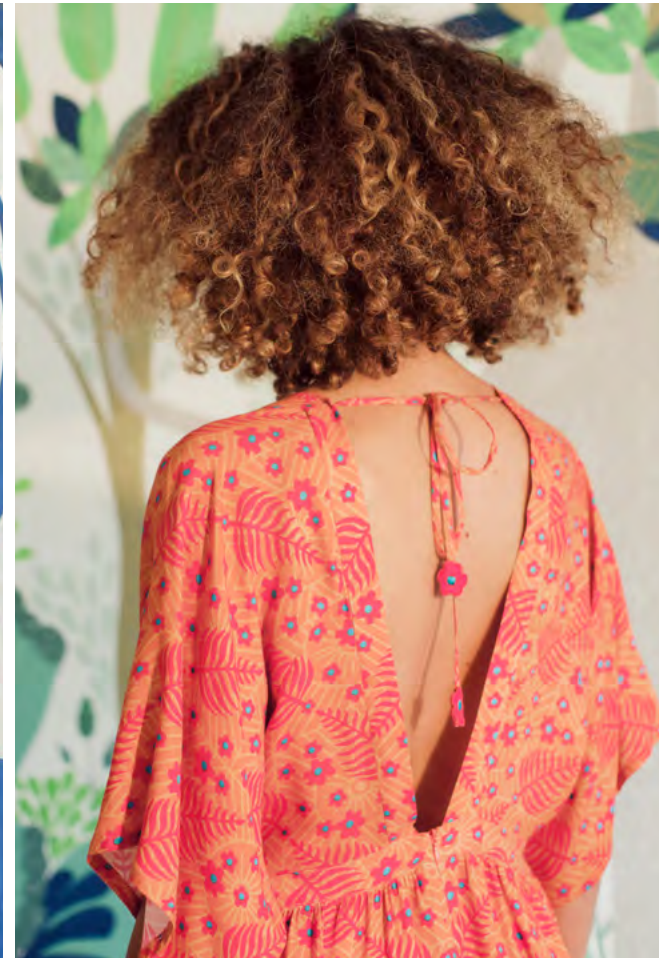
KILIMANJARO
COFFEE CO.

Illustrations and patterns for Kilimanjaro based organic coffee.



ANUNCIAÇÃO

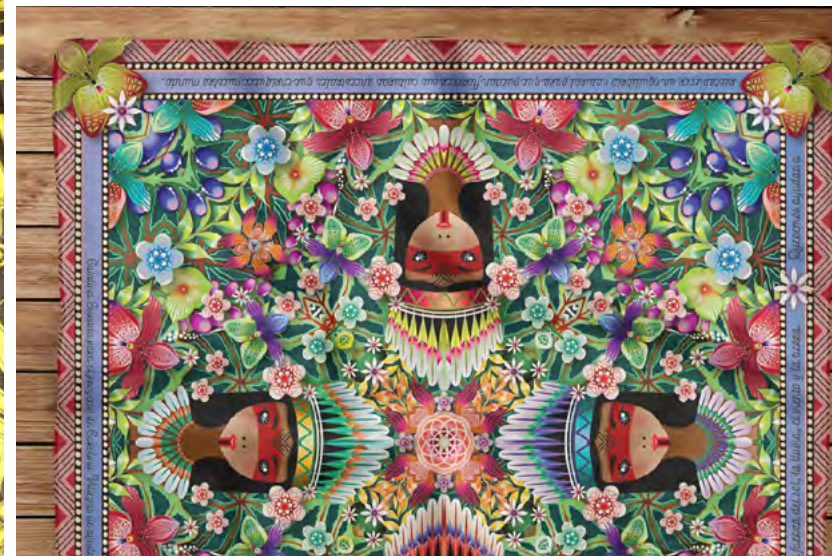
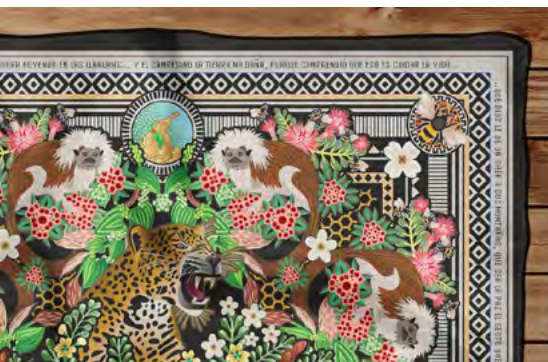
Patterns created for brazilian fashion brand Anunciaçao, since 2007 until today.





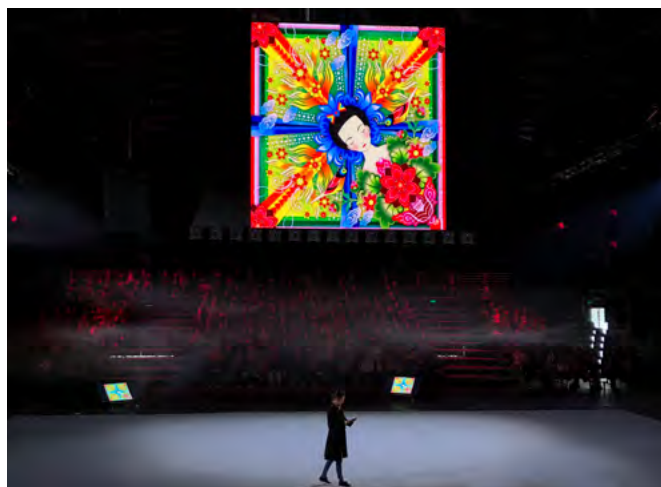
DRY.
SODA CO.

Sparkling organic beverage collection.



SOLIDARITY SCARVES

Catalina works for several social projects and NGO's creating for them sustainable solidarity scarves that allows them to collect funds.



CONFERENCES

Catalina Estrada gets frequently invited to talk about her work in different design conferences around the world.

CATALINA
ESTRADA

Bēhance

facebook

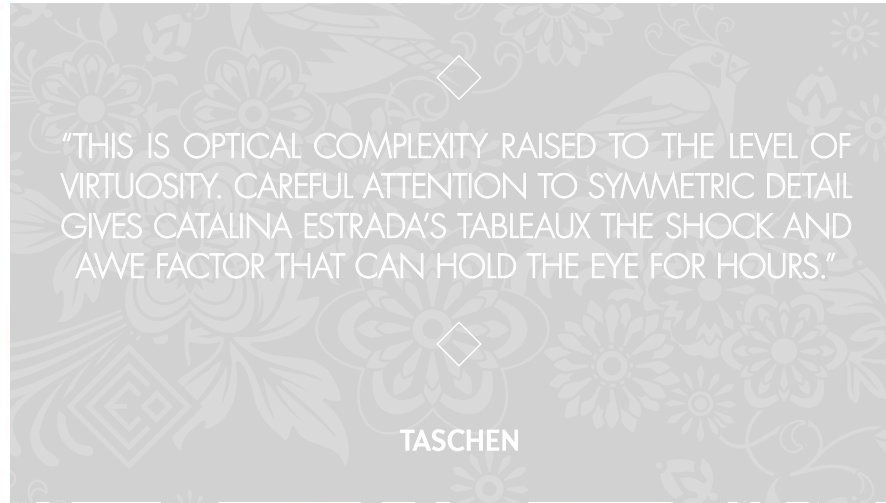
twitter

Pinterest

Instagram

COMMUNICATION

We understand that today the presence in social networks is a must. Not only it allows us to keep our followers updated with news, events and promotions, but it also provides a direct contact with them. It helps us to get closer to them and to know their tastes and needs. This contact with our followers inspire us to improve day by day and helps us disseminate our work.



MEDIA & PUBLICATIONS

Catalina Estrada appears in countless books, magazines, newspapers and international publications. Her presence on the web and media shows the relevance of her work nowadays.



WeAr
EL PAÍS
print

Communication Arts
EL MUNDO
HABITANIA

BAZAAR
ELLE
VOGUE





Extensive range of stationery, gifts and accessories for Hallmark.





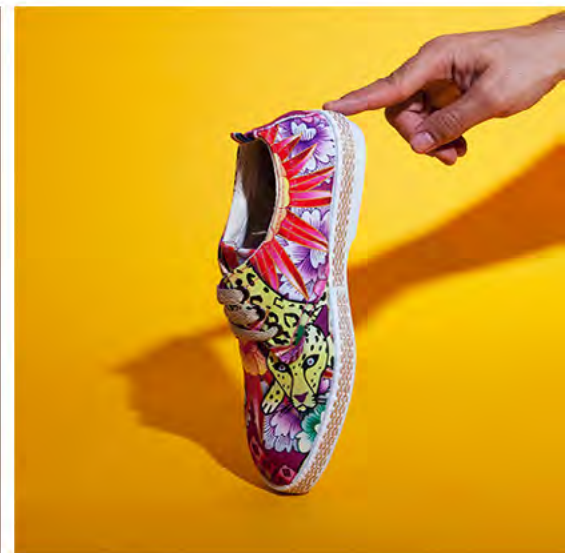
ezpeleta^e

Umbrellas collection.



bagmovil

Bags and cases for multiple devices.



arrels

Shoes collection.



BALTIC LINEN COMPANY

Bed sheets, bed covers, cushions, towels, shower curtains, etc.



Sportswear.



Greeting cards.



coordonné

Wallpaper collection.

CATALINA ESTRADA



Cup collection.



BARCELONA
**HELMET
DRESS**

Helmet covers.



Blue Q

Handbags and accessories.

CATALINA ESTRADA



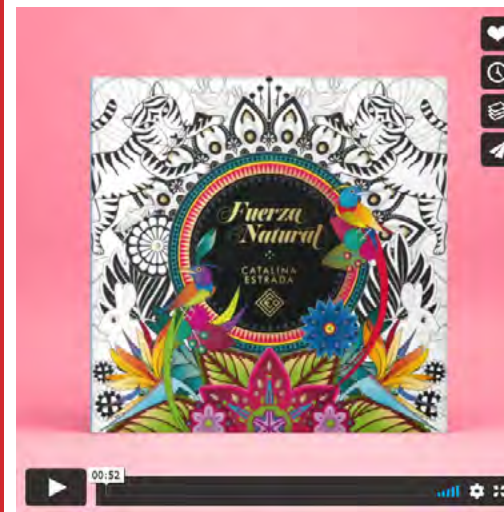
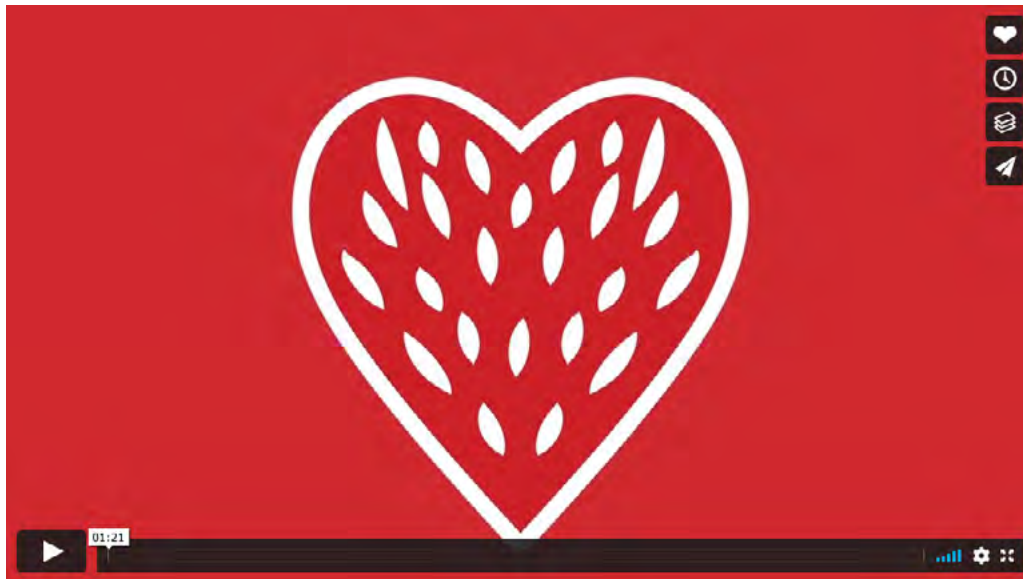
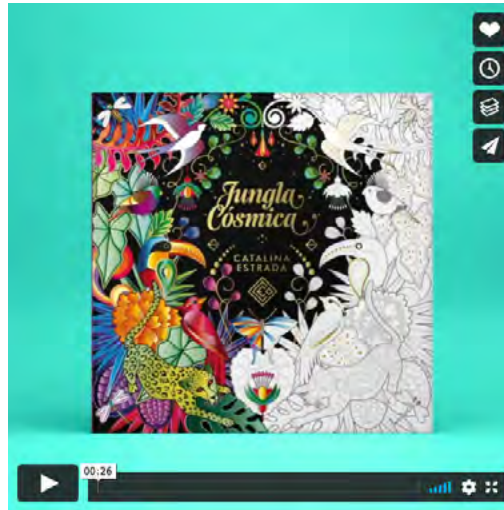
FEIZY

Rugs collection.



MAKU

Archive and file folders, boxes, notebooks, diaries, etc.



VIDEOS

Motion graphics videos created for conferences and communication.

CONTACT

For North American Licensing
Please contact Samira Henley
(Jewel Branding & Licensing, Inc.)

✉ samira@jewelbranding.com





CATALINA ESTRADA



*feel the colors
of nature*