# Fruit and fashion join by means of 'Watermelon Fashion' and Agatha Ruiz de la Prada

Agatha Ruiz de la Prada **and** Watermelon Fahion **have been involved, in the establishment of the first, located at number 27 Calle Serrano, in the "summer event", in which fruit and fashion are joined by means of Watermelon Fashion', whose labeling has been renovated by the famous designer.**

The event brought together fashion and fruit in a perfect cocktail which all attendees liked. The designer and the AGF Group wanted to share this moment with customers and friends who could enjoy fashion, delicious recipes, music and a nice atmosphere.

*This event served to highlight the versatility of culinary applications Fashion Watermelon, through the tasting of the different preparations that formed the catering*, prepared in situ by Conrad Fernandez's Restaurant "Garum" in Adra, Almería, as pellets, wedges, Goblet of Watermelon Fashion and cockles, Goblet of Watermelon Fashion and mussels, salmon tartare and Watermelon Fashion, Tosta Watermelon Fashion, anchovy and chocolate, Goblet of Watermelon Fashion, Greek yogurt and sweet orange, Skewer Fashion watermelon, cheese and basil, salad and octopus Fashion watermelon and watermelon Macedonia Fashion, pineapple and kiwi.

As an accomplice gesture for the guests to this event, Watermelon Fashion was given as a souvenir.
The hostess, Agatha Ruiz de la Prada highlighted the fun of the event: "It was the first time I've turned my shop into a grocery store and everyone has taken it as a fantastic thing. Every day there are more relationship between fashion and food. I always say that if you are well dressed and fed, you're completely happy, therefore is very interesting that food and fashion get mixed".

Meanwhile, the president of AGF Group Fashion, Jose Garcia, said "we are very happy with the relationship and partnership we have with Ágatha, which is also having a magnificent acceptance by the consumer. And the event went well and loved us see the guests enjoying taste our product in different ways. "

**About AGF Group:**

The A.G.F. Group is an ambitious project born in 2002 and, today, it has become the largest European fruit and vegetable consortium bringing together 17 companies from different parts of Spain. The main task of the group is to ensure customers and consumers a uniform quality, identification, product price and service.

**About Fashion Watermelon**

Fashion brand watermelon is characterized by its great taste, sweet and crunchy, not having seeds and maintain the traditional look of watermelon lifetime. An excellent product with a bright red meat and uniform from the crust to the heart sweetness.

**Source: AGF Group**