

## Project #2: Carla Fernandez

What comes to mind when someone mentions indigenous artisans? One would say handcrafted woven garments, such as rebozos (shawl), hats, bags to name a few and also handmade wooden objects. Yes all of this and so much more are made by artisans. For this project I was inspired by several Mexican designers such as Carla Fernandez, and Christian Cota to name a few who use embroidery within their own designs. One of the designers who I was most influenced by the use of their embroidery is the Mexican designer Carla Fernandez.

Born in January 29 1973 Carla Fernandez has always had a great appreciation to her



Mexican culture. Her father was a historian who would always travel and would visit many indigenous communities. Her mother would visit many fashion centers and show rooms.

With her background in art history and fashion design and her love for her Mexican's geometric patterns and textiles this allowed for her to study the indigenous dress from a different angle, helping Carla create her own ready to wear collection in

2000. In her ready to wear collections Carla is creating a new look for Mexico by blending the traditional indigenous textiles with an avant-garde twist. Her garments and brand reflect the sophisticated system indigenous clothing based on the use of the square and rectangles and to create contemporary garments that gives a new dimension to the body. She uses the help of traditional indigenous people to create her embroidered garments, transforming them into beautiful garments.

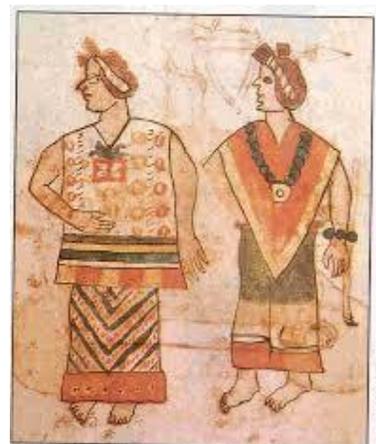
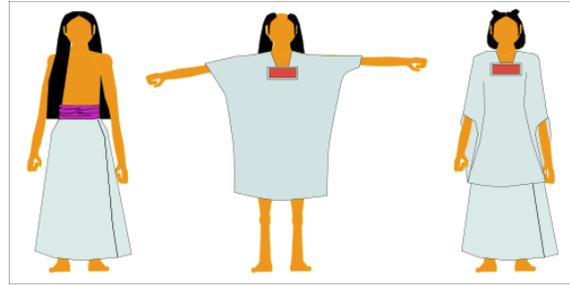


Figura 14. Mujeres vistiendo qarehpaessí y huipil. Códice Vaticano A, f. 61 r.

With the help of her Taller Flora a mobile design laboratory that brings together her designs and the indigenous artisans to create lines of couture and ready-to-wear garments. This helps



Carla travels throughout Mexico visiting indigenous artisan's communities in search of artisans who specialize in hand made textiles, with the use of centuries old indigenous techniques. Some of the city's in which she works with are Pahuatlan, Puebla, Campeche, Chiapas, Hidalgo, and Mexico City. Her approach is to help keep this long standing indigenous technique, by helping



young artisans not only to continuing their family's tradition and technique from being lost. She also collaborates with these artisans not only to help her create some amazing embroideries and, but to also keep their traditions and techniques alive. Not only does she collaborates with the artisans Carla is at the onset of each project, where she is able to see each technique that is being use within the project such as weaving, hand looming, embroidery, and dyeing are a few of the many techniques the

artisans work with. Her goal is to be able to show the world a modern and ancient Mexican style that pushes the boundaries of fashion while remaining true to its roots.

In 2008 Carla was given the award *The International Prize for Young Fashion Entrepreneur*, by the British Council. In 2009

Carla was then presented as one the 40 best designers of the moment internationally by the Mexican magazine ID. Not only has Carla been awarded several awards her work has been shown



in several places one of them being her craft-industrial production has been exhibited in lectures and at Universities. Her work has not only been shown but they have also been published in several book; Fashion Fabrics by: Sandy Black and The Air is Blue by; Hans Ulrich Oristy. Her work has also been is a few fashion publication some of them being Elle, Vogue, and Fashion ID just to name a few.