

Product Philosophy:

This collection is a reflection of Carla Fernandez's own design of coping the indigenous clothing that consist of basic square and rectangle shapes with added embroidery. These garments are oversize for those who want or like the relax felling oversize garments. The garments can be worn alone or they can be worn over any piece of clothing the person already has. Customers consist of college students as well as working women, between the ages of 25-40 years old. Not only 25-40 year old women can wear these garments some of the pieces can be also worn by much older women, for example the black open pancho can be worn by anyone. The price range will consist from \$45-\$55.